



BI-ANNUAL HEALTHCARE CONFERENCE

We produced a conference for healthcare industry professionals that featured memorable excursions and a busy slate of educational and networking sessions.

AT A GLANCE



Unique Experiences



Multiple Venues



Three-Day Conference



"We love working conferences big and small. We care about connecting with our clients and their guests, whether they have 50 attendees or 5,000. For this conference, I'm so proud of our team for wowing the crowd non-stop for three straight days."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

Coterie Spark was engaged to produce a conference in Nashville, TN for healthcare industry treasurers. The client, whom we have worked with in previous and following installments, sought an intimate experience. With a smaller group of 70-80 attendees, they wanted memorable excursions alongside their full educational and networking agenda.

Our team got to work with the experience and knowledge that smaller events often require the most meticulous planning. The smaller the event, the easier it is to see cracks which can lead to attendee regression. We couldn't let this happen. Our team came together regularly to discuss programming opportunities and stayed in constant contact with destinations that could host us.

We arranged for attendees to enjoy golf at [Gaylord Springs Golf Links](#) and a day at [Rhapsody Spa](#) to kick off the festivities. After that, a tour of a local whiskey distillery and a whiskey tasting at [Nelson's Green Brier Distillery](#). The group was broken down into smaller units at the distillery, rotating between the tour, tasting, and light bites accompanied by live music. The entertainment continued with dinner and dancing at the [Sambuca Sky Loft](#).

The educational components of the conference were as impressive as the getaways. Hosted at the [Thompson Nashville](#), guests enjoyed three days of discussions and over 25 speakers. In addition to coordinating travel for these speakers, our team had to arrange for presentation run-throughs with the AV team and assist in updating any last-minute presentation slides.

To maintain the intimate feel of the event, all signage, swag bags, and the sign-in desk were prepared with the utmost creativity. Swag bags held smart notebooks and branded erasable ballpoint pens, both essential tools in a healthcare treasurer's life. The sign-in desk provided a 1-on-1 experience, and attendees were also given access to a conference app that made it simple to select panels and excursions to attend.

The Result: The conference offered guests an unforgettable and intimate experience and ensured continued attendance and sponsorships at future installments. The client told us their attendees praised every excursion and that each presentation was produced seamlessly and without issues.