COTERIE SPARK

BUSINESS CONFERENCE

Coterie Spark was engaged to produce a conference in Detroit, MI for global business leaders.

AT A GLANCE

- High-Profile speakers
- Committee Management
- Memorable Activities

"We love to prominently feature a host city's culture in any conference we produce. So proud of the team for working closely with the committee and executing/elevating their goals!"

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

Coterie Spark produced a multi-day conference for an organization dedicated to engaging with and helping business leaders grow. Alongside managing a large roster of high-profile speakers and sponsors, we were tasked with showcasing the conference's vibrant and historic host city.

To achieve this, live entertainment was booked for every conference event. We also hosted a block party at The Belt, a culturally redefined alley in downtown Detroit. That block party, an evening social at Music Hall Detroit, and an after-party at Lone Star House allowed attendees to experience Detroit's nightlife firsthand.

Featuring Detroit as a character in the conference story was an idea the client presented at our first discussion, and something we were eager to run with. After all, featuring a host city's culture is a common request, but these clients came prepared and wanted to see Detroit through our eyes. We knew this would develop into something special. Such preparation and collaboration allowed us to bring many of Motown's wow factors to life for their attendees.

We felt fortunate to work with such a thoughtful committee, as committees can complicate planning with varied, and sometimes conflicting, conference expectations. In situations like that, we act as a neutral third party, balancing every member's wants with the conference goals and the budget we've already defined. This and keeping the attendee experience front and center are integral to a conference's successful execution.