



BUSINESS LEADERSHIP CONFERENCE

Coterie Spark was engaged in producing a three-day conference in Atlanta, GA for regional and global business leaders.

AT A GLANCE



Networking



Wellness
Activities



Local Culture



"A great theme can open the door to incredible creativity! It was a wonderful experience to help this team identify its conference theme and execute engaging programming around it."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

Perseverance is necessary when producing an annual conference for 550+ regional and global leaders. Amusingly, it also happened to be this conference's theme; and, to ensure attendees embraced such a wholehearted concept, we focused on three key traits of perseverance that we knew the attendees would personally identify with: mindfulness, openness, and networking.

Mindfulness

Perseverance isn't just about grinding through challenges. Recognizing this, we created activities that helped guests alleviate stress and stay energized. Each morning began with deep stretching, sound baths, and highland yoga sessions, keeping participants refreshed and ready to engage in general sessions and breakout discussions.

Openness

Most entrepreneurs welcome new experiences, especially when it helps them learn more about a subject that interests them. This is why we took attendees off-site to explore our host city, Atlanta. Adventures included a Tyler Perry Studios tour; behind-the-scenes visits at the Georgia Aquarium and the Carter Center; and a Civil Rights Movement history tour.

Networking

Sometimes to deepen attendee connections, you just need good old-fashioned networking events. The conference started with two hours of networking, featuring an hour with Chris Krimitos and a Speed Networking event. Evening receptions at iconic venues like the College Football Hall of Fame, World of Coca-Cola, and Ponce City Market further fostered meaningful connections and discussions as well.

The Results

Hosted at the Omni Atlanta Hotel at Centennial Park, the conference delivered more than just content—it created an environment where leaders could absorb, engage, and grow together. It gave them tools to persevere through personal and professional challenges, leaving a lasting impression on all who attended.