



HEALTHCARE CONFERENCE

We produced an intimate conference for healthcare professionals in Charleston, South Carolina.

AT A GLANCE



Local Culture



Intimate
Gathering



Educational
Components



"There's no such thing as a 'small conference' especially when the ideas you're discussing are big enough to change the world. So proud of the team for turning this intimate gathering into a game-changing experience for its attendees."

CANDACE HOELSCHER

Co-Founder and COO
Coterie Spark

THE PROJECT

When healthcare professionals gather for panels and discussions that positively impact their careers and the entire healthcare industry, it doesn't matter if the conference they're attending is for 80 people or 8,000. What matters is ensuring that the programming is as impactful as possible and that attendees are given a rich and memorable experience.

In this case, 80 attendees gathered at the Riviera Theater's ballroom for a full day of discussions about debt, diversity, market volatility, and trends in healthcare. Since the sessions were not onsite at the hotel, guests needed to be educated before arrival about travel to the venue, hotel and venue signage had to be perfectly clear, and staff needed to be on hand to guide attendees to the venue and receive them upon arrival.

Ensuring guests were engaged throughout the conference meant booking meaningful speakers and presentations. We also created memorable evening socials where attendees could network and engage in more thorough conversations about the day's content. First, attendees were treated to carriage rides to the welcome reception at the Old Exchange and Provost Dungeon, a centuries-old Charleston landmark that discusses the city's historical relevance, especially during the American Revolution. The following day, cocktails and dinner at Church and Union injected more southern charm and connection to Charleston's culture as guests bonded.

The result of these efforts: a conference that brought local healthcare professionals closer and provided them with critical tools to take their industry and careers to the next level.