



EDUCATION CONFERENCE

Coterie Spark was engaged to produce a conference for a national organization of educators.

AT A GLANCE



Attendee
Engagement



Communication



Seamless
Logistics



"Client goals drive everything. And the clearer they are, the easier it is to elevate the attendee experience. We're so grateful to the client for allowing us to help share their mission with attendees and achieve their conference goals."

CANDACE HOELSCHER

Co-Founder and COO
Coterie Spark

THE PROJECT

For this conference, our client's primary goal was knowledge sharing. They wanted their educator attendees to spend as much time as possible together, engaging in discussions and workshops, and collectively recognizing the value of the client's toolkits in their classrooms. To help the client achieve this goal, we focused on attendee engagement, effective communication, and seamless logistics.

Attendee Engagement: With knowledge sharing at the heart of the conference, fostering meaningful engagement was essential. This included interaction with subject-matter experts and peer-to-peer connections. We assisted the client in creating "Circles," dedicated spaces that encouraged an intimate and open environment where attendees could share their experiences, successes, and challenges.

The conference also featured movie screenings aligned with its themes. Post-screening Q&A sessions allowed attendees to engage directly with filmmakers and film subjects. Many of these individuals also participated as speakers in other sessions, enabling attendees to reflect on each film's subject matter before posing thoughtful questions.

Attendee Communication: Effective communication was critical to keeping attendees informed and engaged. Before the conference, we implemented a "Know Before You Go" series — a sequence of communications covering key aspects such as registration details, session panelist bios, and even happy hour locations.

During the conference, we supported the client in developing an app that provided attendees with a detailed agenda and speaker profiles. The app also categorized sessions by the client's assigned learning tracks to personalize the attendee experience. With seven keynote speakers and five different sessions per learning track, not having an organized list to appeal to attendee interests would have led to confusion and attendees missing out on panels they would have benefited from attending. We couldn't let that happen.

Seamless Logistics: We ensured a smooth experience by establishing a well-staffed, efficient registration desk. First impressions are vital, so minimizing wait times and creating a seamless check-in process set a positive tone for the event.

The result of our efforts was a well-executed conference where attendees connected, shared knowledge, and were inspired by industry leaders. This collaborative and engaging environment helped the client achieve its goal of highlighting the benefits of its toolkit and empowered educators to implement them effectively in their classrooms.