COTERIE SPARK

ENTREPRENEUR LEADERSHIP CONFERENCE

Coterie Spark was engaged to produce a conference for regional and global business leaders in St. Louis.

AT A GLANCE

- Memorable Activities
- Host City Culture
- VIP Speakers

"Energy is everything. Whether hosting 100 guests or 10,000, it's important to keep challenging and exciting your guests in new ways to send them home with lasting memories."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

With the theme of "finding new frontiers for leadership," we knew that this conference's energy levels had to start strong and continuously build until the closing ceremony wrapped. To achieve this, we carefully weaved together a tapestry of memorable activities, renowned speakers, and inspiring panels until the conference reached its final night's climactic evening social.

Hosted at the Hilton Ballpark St. Louis, which is just a stone's throw away from Busch Stadium, close enough to hear the roar of Cardinals' fans as the hometown team hosted the Pirates and Dodgers, we built our conference on The Gateway to the West's historic and lively culture.

Our welcome reception featured gorgeous city views at night — just a taste of what would come over the next two nights. On Day 1, our evening social whisked attendees through City Museum St. Louis, an incredible blend of past and present. Housed in an old shoe factory in Downtown, City Museum is an innovative, interactive, and thrilling art installation where guests can explore what the museum appropriately calls "weirdly wonderful spaces."

Day 2's evening social went even further, creating one of our most memorable off-sites. Hosted at Union Station, we entertained guests with a brass band performance, a brilliant light show, and, most memorable of all, active/private trains featuring open bars, hors d'oeuvres, and more.

It requires immense preparation and intimate knowledge of a host city to keep more than 300 entrepreneurs feeling connected to the conference from start to finish. Site visits were essential in carefully planning the off-sites. Detailed logistical strategies allowed us to pull off seamless transportation between events and panels to avoid disrupting the attendee experience, and to ensure VIPs arrived and departed the conference in a precise fashion.