



EXECUTIVE LEADERSHIP CONFERENCE

Coterie Spark was engaged to produce a multi-day conference in Virginia Beach.

AT A GLANCE



Exceptional
Entertainment



Highlighting
Local Culture



High-Profile
Speakers



"If it's not broken, you can still elevate it! We were thrilled to take a client's prior successes and level them up to reinforce the conference theme and dazzle attendees."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

Drums in the lobby, a DJ welcoming guests at the registration desk, and mermaids in the pool? That's how we kicked off a conference designed to help regional and global business leaders "level up." Naturally, the energy only grew from there.

In our initial meeting, the client shared their ambitious goal: attracting 650 attendees to Virginia Beach for the conference. Achieving this meant combining a stellar lineup of speakers and sessions with captivating entertainment that would drive registrations and ensure an engaging experience for attendees.

We started by planning entertainment that would set the tone for the event. In addition to the theatrical welcome reception, we proposed nightly socials to keep the excitement alive. These included an opening night White Party on the Ocean Lawn, a Military Aviation Museum reception, and a Roaring 20's Party at the historic Cavalier Hotel.

Having partnered with this client before, we were well-acquainted with their preferred speaker profiles and session formats. This familiarity made speaker recruitment and session planning an exciting challenge for our team. We aimed to elevate the educational experiences for speakers, sponsors, and attendees, aligning the content with high-energy entertainment.

Encouraging our client to step out of their comfort zone and embrace a more dynamic approach paid off. Registrations exceeded their goal, resulting in one of the most memorable and productive conferences in the client's history. This success also paved the way for even more creative ventures in future events.