



HEALTHCARE CONFERENCE

We produced an intimate biannual conference for healthcare professionals in San Diego.

AT A GLANCE



Intimate
Gathering



Educational
Components



Local Culture

"Intimate gatherings that bring together less than 100 people require the same effort and attention to detail as conferences for thousands of people. We put our hearts and minds into every project to ensure clients are happy and attendees leave with lifelong memories."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

Some conferences are big in scope and attract thousands of people, while some are small but just as powerful in production.

In this case, 75 healthcare professionals were gathered for essential panels and discussions that could positively impact their careers and the entire healthcare industry. From helping our client find the best speakers to ensuring signage was clear and attendees were engaged throughout every presentation, we helped the client raise awareness of industry trends and advancements that attendees needed to know about.

Beyond the educational component, we sought to provide attendees with evening socials that allowed for both downtime and as a catalyst to drive deep discussions about the day's content, cementing new friendships and professional relationships. The opening reception at Knotty Barrel and the second evening's dinner at Rustic Root also served as opportunities to introduce attendees to San Diego culture.

The Result: A conference that achieved its goal of connecting healthcare professionals and offering them useful information to take their careers to the next level.