



INTERNATIONAL MEDICAL CONFERENCE

We produced a medical conference in Toronto with 8,000+ attendees and 800+ breakout sessions for a North American pediatric medical association.

AT A GLANCE



Multiple
Venues



Heavily Staffed



800+
Breakouts

"It doesn't get much bigger than conferences like this one. I'm so proud of the team for stepping up and executing seamlessly from start to finish to give this longtime client the atmosphere they needed to promote their important work."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

While this large-scale conference shared many similarities with previous medical conferences we produced for the client, some key distinctions required serious international conference planning experience.

Navigating International Logistics

Hosting this conference in Canada introduced complexities beyond the routine conference planning. In addition to coordinating and making international travel easier for our client's VIP speakers and attendees, we tackled critical behind-the-scenes tasks, including obtaining tax rebates that significantly reduced overall costs. This strategic financial planning gave our clients the confidence to further invest in the Gala event, signage, and transportation.

Citywide Coordination

As conferences grow, seamless integration with a host city's governmental bodies becomes essential. With 8,000 attendees arriving in Toronto and shuffling between five venues and countless tourist attractions, we worked closely with the Toronto Convention and Visitors Bureau to ensure the city was prepared—optimizing transportation, venue logistics, and, most importantly, the attendee experience.

Delivering a High-Impact Experience

Despite the event's scale, the core mission remained unchanged: advancing pediatric education and improving children's health worldwide. Our team scheduled 800+ breakout sessions across five venues, designed and implemented detailed signage plans, oversaw food and beverage, coordinated shuttle transportation, and produced a high-profile gala. Onsite, our dedicated teams ensured smooth execution, managing guest relations, emergency protocols, and more.

The Result

A seamless, memorable experience for all—attendees, speakers, sponsors, and stakeholders.

By the Numbers

- 5 days, 5 venues
- 8,000+ attendees
- 800+ workshops, breakouts, development programs, receptions
- Dozens of board, council, and committee meetings