COTERIE SPARK

LEADERSHIP SUMMIT

Coterie Spark produced a conference in Washington, D.C. for 450+ business leaders.

AT A GLANCE

- Networking
- Memorable Activities
- Inspirational Atmosphere

"Host cities have unique personalities, and choosing one that matches your conference theme can help amplify the vibe and create unforgettable moments for your attendees! I'm so proud of the team for helping cultivate those experiences for a long-time client who knew it would be challenging to upstage the last conference we produced together."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

Washington, D.C.'s rich energy and historical significance make it the ideal host city for a conference designed to educate and inspire global business leaders. With this in mind, we created an event in the nation's capital that encouraged attendees to network, explore, and learn new ways to envision greater success for their organizations.

Networking: In addition to a rousing speed networking event, we decided to plan some truly unique moments for attendees. This included exclusive visits to the El Salvadorian, Guatemalan, German, and Belgian embassies. The experience highlighted the city's global appeal and offered attendees insights into international business, inspiring them to broaden their ambitions beyond state and national borders.

Exploration: Each day began with invigorating morning yoga sessions to set the tone for productive panel discussions and breakout sessions. Attendees also participated in a lively scavenger hunt at the National Mall and enjoyed themed evening receptions, including an unforgettable '80s party that had attendees singing Don't Stop Believin' into the early hours of the morning. These events served as informal team-building and bonding opportunities, and a fun way to let off some steam outside the educational elements.

Dreaming Big: Washington, D.C. is a city where monumental deals and visionary ideas come to life. Drawing on this inspiring atmosphere, the final day of the conference featured city tours after the general session and breakouts concluded. These experiences deepened attendees' connection to the city's legacy of ambition and achievement and inspired them to strive harder to reach their goals and sign their dream deals.

The Result: A memorable conference that delivered impactful speakers, dynamic sessions, and unique experiences, all infused with the historic and iconic essence of Washington, D.C.