



LEGAL CONFERENCE

Coterie Spark produced a conference in Montreal for a society of lawyers across North America.

AT A GLANCE



Budget
Management



In-Depth
Communication



Thoughtful
Execution

"They advised us on everything from the best deals with a hotel, conference app, the easiest ways to accept payment, what tax back we would be eligible for, what types of sponsorship ideas might be attractive to our members, guest speaker ideas, and social activities... The success of our conference is almost entirely due to their hard work. I cannot recommend Coterie Spark highly enough!"

NIAMH NÍ CHRÓINÍN
Conference Chair, North
American Board of the Society
of Construction Law

THE PROJECT

Sometimes an organization with a long history of producing conferences decides to make a change regarding its planning and conference management partners. One of the most important parts of engaging a client like this is seeing readiness to implement real and lasting changes. In best-case scenarios, they also have ideas on how they'd like to do it.

After the first meeting, we knew this client was eager to elevate their conference, especially regarding budgeting and organization.

Our team dove in, addressing their budget management goals by creating an atmosphere of transparency. Throughout the planning stage and during execution, we regularly shared a line item budget with the client. Seeing that we were closely monitoring cash flow allowed our client to relax and ultimately enjoy the conference alongside their attendees.

As for ensuring an organized and well-managed conference, we knew from our first meeting that we had good synergy with the new client and would work well together on the floor. We vigorously scouted the location, Le Centre Sheraton Montréal, and drew up detailed staffing and floor plans to ensure the client knew the hotel better than the architects who built it. When the conference doors opened, everything went as smoothly as planned.

As for the conference, we produced a welcome reception and a young professionals' speed networking event, 15 panels featuring 50+ panelists, and a gala dinner over three days. Outside the hotel, attendees got an intimate taste of Montreal through a food walking tour and bus tours. The result? A happy client who offered us a multi-year contract to expand their program further.