



REGIONAL ASSOCIATION CONFERENCE

We featured Buffalo's rich history and culture in this three-day conference for 400+ entrepreneurs.

AT A GLANCE



Three-Day
Conference



Last-minute
Venue Change



Destination
Conference



"This project perfectly embodies our saying 'We Go Where You Go.'" I was so proud of the team for doing the research and experiencing the city through the conference attendees' eyes to find the perfect locations to capture Buffalo's charm."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

Coterie Spark was hired by an association to produce a three-day regional conference for 400 entrepreneurs in Buffalo, New York.

The first unique challenge of this project was securing a venue. The Buffalo Bills stadium was set to host the conference, but a sporting event took priority and our client had to secure the only other option in town. This second venue, however, could not fully accommodate a general session, breakouts, sponsor booths, and communal meals. Fortunately, our team thrives when challenged and we were able to make innovative decisions that further elevated the conference.

An example of this was our decision to take lunch off-site. This led to intense research and the discovery of an outdoor plaza within walking distance of the hotel. Even better, the space's large reflection pool could be drained for public events. Our team then discovered an evening reception was booked in the plaza for the same dates as the conference. The pool was set to be drained. We quickly contacted the organizers of the second event and negotiated to split costs to accommodate both.

The second unique challenge was the destination city itself. Our client experienced a rigorous application process to host the conference in their hometown. It was a huge honor to them and a big responsibility for us. Naturally, we immersed ourselves in Buffalo's rich history, food (hello, sponge candy!), and hospitality to showcase all that the city has to offer. At one point, our client joked that we knew the city better than they did.

The result of our efforts was a memorable conference that honored its host city. This included social events overlooking Niagara Falls, at a history museum, and in a restored 1940s-era ballroom. Lunch venues also gave guests the chance to visit popular restaurants, breweries, and bars. Lastly, we highlighted iconic sites within the conference programming as well, hosting breakout speaking engagements all over town, including City Hall.