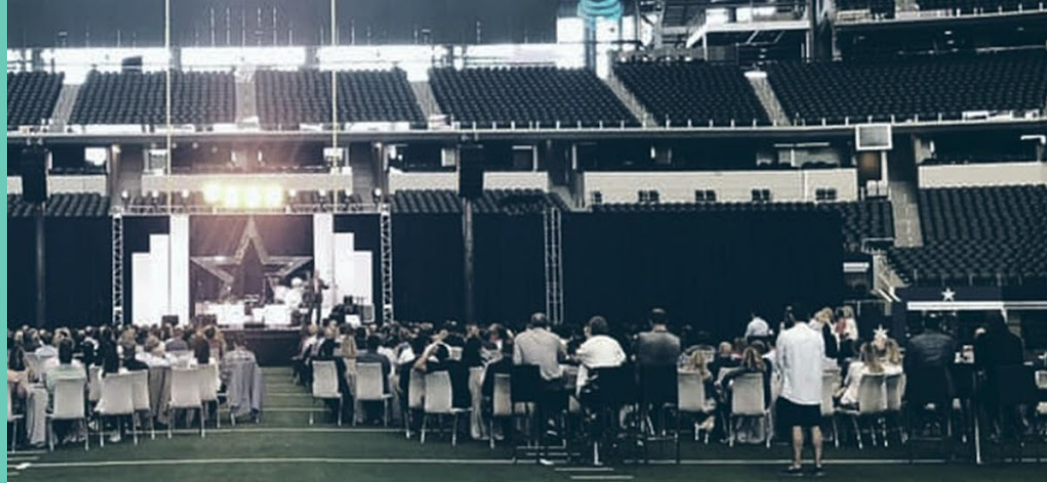


Regional Entrepreneur Conference



Entertainment



Evening Event



Multiple Days

A global association/repeat client engaged Coterie Spark to produce a three-day regional conference for 500 entrepreneurs in Dallas, Texas.

The conference was hosted at the Omni Dallas and included a general session, breakouts, a workshop, and evening socials. The conference theme was “Legacy by Design” and this is exactly what Coterie Spark set out to achieve. Every detail was meticulously conceived from the X-shaped stage to the exterior of the hotel displaying the conference logo for all of Dallas to see.

After each day of sessions wrapped, attendees were then treated to evening socials. The conference began with a pop-art-inspired party that included pop-sicles, a ball pit, a live DJ, and a custom AR filter that turned attendees’ faces into pop-art characters.

The second social was a backyard barbeque at The Rustic Dallas. This event included a beer burro, butt sketch artists, giant beer pong, a mechanical bull, and famed country artist Jack Ingram performing.

The last social took place on the field at AT&T Stadium, featuring keynote speaker George W. Bush. With such a high-profile speaker, a considerable amount of time, thought, and preparation was given to planning the venue layout, security, transportation, hospitality, and audiovisual—all managed by Coterie Spark. In addition to his speech, President Bush took photos with VIPs.

VIPs were then treated to a tour of the Dallas Cowboys locker room and a once-in-a-lifetime opportunity to make passes and kick field goals back on the field.

Lastly, the after-party and grand finale was hosted at a Dallas landmark, Reunion Tower. Guests enjoyed panoramic skyline views of downtown Dallas—the perfect send-off to a memorable three-day gathering.

