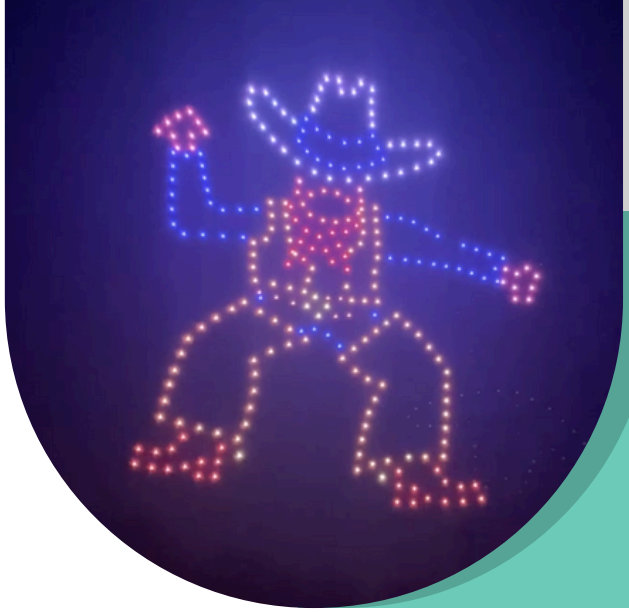

COTERIE SPARK

SOFTWARE CONFERENCE

We produced a Lone-Star-state-sized conference in San Antonio for transportation software users.

AT A GLANCE

- Local Culture
- Multiple Venues
- Technological Components

"It's one thing to host a conference, but another to create an experience that leaves a lasting impression on clients and attendees alike. From infusing the heart and soul of Texas into every detail to ensuring that both learning and networking were dynamic and engaging, this was truly a team effort."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

Whenever we have the opportunity to produce a large-scale conference in Texas, we make sure to infuse it with as much local flavor as possible. This time, 900 guests experienced a two-day event packed with nearly 40 breakout sessions designed to accelerate their business growth—along with two unforgettable evening socials, one of which fully embraced the bold spirit of the Lone Star State.

Day one kicked off with 16 breakout sessions and a general session, offering attendees invaluable insights into how the client's software could transform their operations. After a day of learning, we knew they'd need a chance to unwind—so we curated an interactive reception featuring five video game stations, a golf simulator, live music, a professional photographer, and a lively dinner in the hotel ballroom. Gamifying the evening was key; after all, these were software users. We designed a space where they could relax, connect, and put their digital skills to the test in a fun, informal setting.

Day two ramped up with 20 additional breakouts and another deep dive into the conference host's software. But the real magic happened after the full day of sessions wrapped. We transported attendees to Knibbe Ranch for an authentic Texas rodeo experience—complete with live music, up-close encounters with a real longhorn, armadillo races, a campfire with s'mores, and a buffet-style dinner under the open sky.

The result? A conference that didn't just educate—it immersed guests in an unforgettable experience, blending business growth with the best of Texas hospitality.