



SOFTWARE USER CONFERENCE LAS VEGAS

Coterie Spark produced a conference in Las Vegas for 1,600+ attendees to share ideas, learn about trends, and discover technology to accelerate their team's digital transformation.

AT A GLANCE



Massive Signage
Plan



Innovative
Activities



Green Initiatives



"Large-scale conferences require so much determination and focus in the planning stages and during the execution stage as well. I was blown away by how the Coterie Spark team put their heads down, took charge, and created so many wonderful memories for the attendees."

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

When a client wants to host in Las Vegas, you can expect they want to go big. The city's bright lights and wow factors entice attendees and create memorable moments. From hundreds of breakout sessions, VIPs, and speakers to meticulous transportation planning, green initiative goals, and producing jaw-dropping entertainment experiences in a city known for cutting-edge theatrics, we had a big job ahead of us. In short: to execute a conference of this caliber, we had to treat even the smallest details with the same intensity as the conference's VIP speakers and luxurious evening events.

Fortunately, creating novel ways to engage with guests is one of our favorite responsibilities. After learning our client's goals, which included lots of networking, we determined the best way to engage attendees was through downtime, learning, and uniquely interactive spaces. A Lego station and massage chairs helped guests catch their breath and relax their minds. Headshot booths offered ice-breaking and informal networking opportunities while providing attendees with fresh LinkedIn headshots for formal networking events. We also built an innovative exhibit where guests could learn more about the conference and its sponsors through headsets.

Of course, you can't host a conference in Las Vegas without going *"a little Vegas."* We hosted a Havana Nights Party on the Palazzo Pool Deck and an evening party with a dessert truck and a tattoo truck. Sponsor recognition during these parties was important to our host, leading us to commission large wow factor elements that celebrated sponsors and included them in the fun.

A signage plan was also on our list of essentials to execute this conference seamlessly. It was important to devise a strategy that kept attendees from getting lost in a large Las Vegas hotel. Signage focused on way-finding in addition to heavy branding. The branding element was important as it engaged attendees, keeping them in the spirit of the conference and not distracted by non-conference-related excitement. Without direct and engaging signage, it's likely our client's mission of bringing attendees together to share ideas, learn, and grow at the conference would've been severely impacted.

As is typical with events of this size, where there are hundreds of breakout sessions to schedule and manage, our team met constantly to review presentations, ensure AV elements were Vegas-worthy, and that the flow of educational content was just as engaging as the entertainment.

We're proud the conference was an immense success, capitalizing on Las Vegas' grandness to create numerous opportunities for the hosts, attendees, and sponsors to grow.