



TECH CONFERENCE

Coterie Spark produced a conference for 2,000+ tech and innovation professionals in Nashville.

AT A GLANCE



Attendee
Engagement



Branding
Campaign



Education



"Our saying 'We Go Where You Go' isn't just about finding magical host cities! It's about growing with our clients, helping them achieve short- and long-term conference and business goals through creating new and memorable attendee experiences!"

CANDACE HOELSCHER
Co-Founder and COO
Coterie Spark

THE PROJECT

This conference was focused on the future of trucking technology, attracting a global audience. To ensure our repeat client not only impressed attendees but also elevated the experience from previous years, meticulous planning was key at every stage.

We encouraged the client to think big. The event featured 250+ breakout sessions, in addition to general sessions with high-profile speakers. We also invested in a comprehensive signage and branding strategy to simplify attendee navigation of the massive venue while also spotlighting sponsors in a meaningful way.

Producing large-scale conferences requires unwavering organization from the initial planning to execution. While unforeseen challenges are inevitable, in-depth preparation and skilled staff ensure smooth operations and swift issue resolution.

Enhancing the attendee experience beyond the educational components also meant balancing world-class programming with entertainment and downtime. Hosted at the Gaylord Opryland Resort & Convention Center, attendees enjoyed nine acres of indoor gardens, restaurants, bars, spas, live entertainment, and the SoundWaves aquatic attraction. Still, we took it further.

Our big wow factor moment was a Nashville-style block party on Broadway. Shutting down part of the iconic street, we created an unforgettable atmosphere where attendees could network, celebrate the conference, and experience the city's vibrant culture and energy.

The result: a standout conference that educated and entertained attendees so thoroughly that it set a new standard for future installments and drew an even larger audience the following year.