



# MULTI-CITY ENERGY SEMINAR

We produced back-to-back seminars in Houston and New York City for a Houston-based energy group.

## AT A GLANCE



Fast Turn-Around



Multiple Cities



Advanced AV Components



“Every project brings its own unique challenges. I’m proud of our team for their commitment to the client and willingness to get their hands dirty to ensure every event started on time.

As we like to say around the office, ‘The show must go on!’”

**CANDACE HOELSCHER**

Co-Founder and COO  
Coterie Spark

## THE PROJECT

An energy group invited Coterie Spark to produce back-to-back seminars for 400+ attendees and 20+ speakers. These seminars — the first in Houston and the second in New York City — focused on sharing information about opportunities in the North American and international Oil and Gas markets.

While each seminar consisted of the same program, content adjustments were necessary between Houston and New York. Midflight, our team updated presentation slides to then hand off to the Audio-Visual team upon arrival. With 10+ breakout sessions, book-ended by a general session, the edits were plentiful and critical.

Upon arrival, our team then began loading in and setting up at the Hyatt Grand Central New York. We worked through the night to ensure the updated slides were perfect while also preparing a registration desk, the session salons, and deploying signage throughout the hotel. Crew call for the event was at 4:30 am. This left no time for sleep but provided an opportunity for team bonding over a unique, yet surmountable challenge.

For such a quick turnaround, our team relied on the strategies we drew up long before the Houston event kicked off. Our team used earlier site visits to prepare for overseeing specific areas of the hotel and moments of the seminar. This also assisted in seamless transitions between sessions and during breaks for the attendees and speakers.

The New York seminar was capped off with a cocktail reception at the hotel that saw lively discussions and networking. Our clients were pleased to see the information shared during the seminar bringing attendees together and generating even greater business opportunities than they expected.