



# FINANCE INDUSTRY GOLF TOURNAMENT

We organized a golf tournament for an association hoping to build a stronger attendee and sponsorship community for their larger annual conference.

## AT A GLANCE



Fast Turn-Around



Community Awareness



Multiple Sponsors



“Producing a conference or meeting with very little time can be challenging but also rewarding. Sometimes a ticking clock inspires the most creative ideas. Our team found those sparks under pressure, and we’re so proud of how everything turned out and how pleased our client was with the experience.”

### **CANDACE HOELSCHER**

Co-Founder and COO  
Coterie Spark

## THE PROJECT

Coterie Spark was engaged to produce a golf tournament in Miami, Florida for leaders in the small business financing industry. Hired just one month before tee-off, our goal was to create a memorable experience that increased awareness of the host’s larger annual conference that would be held later in the year.

Naturally, Coterie Spark navigated a whirlwind of strategizing, marketing, and managing to pull off a successful event. Creating something that builds awareness of a future event and camaraderie within a community is a tall order even with plenty of time to plan. That said, we were ready for any challenge that came our way, including coordinating with 18 sponsors — one for each hole on the green.

The Normandy Shores Golf Club, redesigned by world-renowned golf course architect Arthur Hills in 2008, was chosen for the tournament because of its beauty and rich history in the area. The club dates back to 1941 and was known to be frequented by legendary professional golfers such as Arnold Palmer. It was the kind of venue that would attract golf enthusiasts and guests eager to share a memorable experience with colleagues and friends.

As the tournament unfolded, 20 groups of golfers marching across the course, the Coterie Spark team turned its attention to the event’s evening reception. After a long afternoon under the sun, the golfers would be eager to trade clubs for cocktails. The DJ and AV teams required assistance loading in and installing their state-of-the-art sound system. Bartenders, servers, and staff had to be assigned stations and prepped for guests to arrive, especially those with Kosher food restrictions. Additionally, the final touches on the name tag booth needed to be completed to support our client’s goal of increasing conference awareness and networking opportunities between guests.

We realized through this experience that form is just as important to conference planning as in golf. When given a short runway to produce a large-scale event, you rely on the experiences and knowledge you’ve built over the years — the muscle memory of conference planning. You know what works in a pinch and how to turn a last-minute challenge into a hole-in-one, all while staying creative and flexible.

The results of the project? Our client told us that guests thoroughly enjoyed the light-hearted day and evening, ultimately sharing a greater awareness and anticipation for our client’s upcoming, larger conference. We were told the overall consensus was that the event added value to the association and the small business financing industry.