



VIRTUAL EVENT SERIES

We produced a virtual series focused on association member benefits, including learning and social events.

AT A GLANCE



Time Crunch



Attendee
Engagement



Virtual Event

THE PROJECT

Early into the global pandemic, Coterie Spark was engaged by an existing partner to take their association membership benefits, specifically learning and social events, virtual.

Together with our client, we formulated a strategy to produce a series of eight virtual events to be hosted once a month. Each occasion was approximately an hour and a half and featured a prominent keynote speaker and Vegas-entertainer as the Master of Ceremonies.

To elevate the experience, Coterie Spark procured an online platform, Attendify, to serve as the venue. For further enhancement and engagement, we integrated a virtual photo booth with borders, backgrounds and stickers customized to each event, along with a digital mosaic of attendee photos that revealed the event logo once populated. Participants could hop into our Zoom networking lounge and were provided with custom background options and ice breaker questions tailored to each event in the series. Sponsor profiles were also updated each time.

All productions were live and included show graphics created by Coterie Spark. The video window was embedded into the event platform for a seamless user experience. During livestreams, attendees could engage in the chat and participate in polls that were re-purposed to ask fun trivia questions related to each speaker. Coterie Spark also scheduled push notifications for distribution pre, during, and post event.

In addition to the setup and management of the event platform, Coterie Spark also oversaw all logistics and day-of executions. This included speaker and sponsor management, partner relations, technical and emcee scripting, rehearsals, show and promotional graphics.