



---

## CREATIVE STRATEGY AND DIRECTION

---

Taking the first step can often be the most intimidating and confusing part. This is where I want to help you. You have a creative vision or idea you want to bring to life? Together we can work to develop a game plan to make it happen!

**Launching November 2020**

**STAY CONNECTED**  
@shelbywilburn\_ on all channels!

---

**FOR ORDERS AND MORE INFO**  
email  
hello@shelbywilburn.com

---

## SINGLE PROJECT

---

Do you have a project, event, or idea in mind, but don't know where to start? This is where we will work together and build the plan of action for you to implement:

### PROCESS INCLUDES:

- Brainstorming/ Budget
- Vision mapping/ goal setting
- Concept development
- Detailed project timeline plan
- Recommendations for outside partners
- Visual plan pdf
- Check-ins
- Final event case study

---

## RETAINER

---

It doesn't have to just stop at one time! As a retainer client, we can establish a continued partnership to together to continue generating creative ideas and strategies.

### PROCESS INCLUDES:

- Establish clear expectations of what strategic support is needed.
- Determine how many hours of service are needed to best suit your goals.
- Support with strategy and creative direction where needed
- Intros to other professional service providers who can help your goals.

---

## GROUP SESSIONS

---

These group sessions will be part keynote/ open discussions using storytelling and creative exercises to encourage personal development. The goal is to build each other up!

### PROCESS INCLUDES:

- Intro icebreaker
- Guided creative exercises to help drive reflection and development
- Discussion centered around focus topic
- Customized Deliverables to take away from the experience
- Resource guide to other professional service providers
- Closing remarks

---

## SPECIALTY

---

As a creative storyteller, I also use my passion for creating in other avenues outside of planning and strategy. If you're looking for someone to help with any of these areas, reach out!

### OTHER SERVICES

- Fashion Styling
- On-set photo shoot creative direction assistance/ styling
- Visual Curation
- Hosting and MCing for meetings, events, and productions
- Guest speaking for panels and events
- Brand partnerships