

Create and Design for the Sale

CREATIVE TEAM AND PROCESS



WHO WE ARE:

Our passion, cause and purpose is dedication to making people happy through creativity and collaboration.

Constantly Creative,
Experiences Reimagined

HARDWORKING

dedicated, driven

COLLABORATIVE

inclusive, helpful,
respectful, candid

GO ABOVE AND BEYOND
with passion and positivity

INVESTED

loyal, passionate

INNOVATIVE

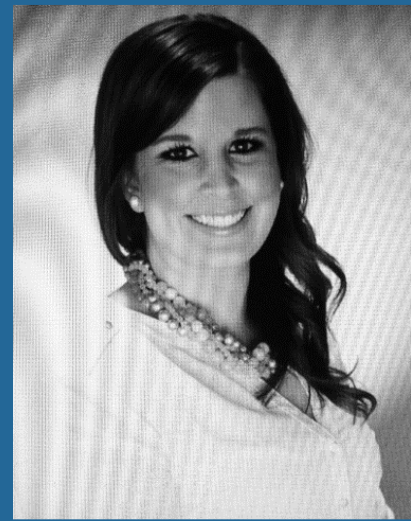
creative, inspired, forward
thinking, problem-solver

In a competitive market,
proposals that stand out, tell a
story and captivate clients,
WIN THE BUSINESS!

Creative Team



Denise Smith
Director of Sales and
Marketing



Brittany Dossall
Associate Director of Sales



Alexi Mandolini
Creative Chef



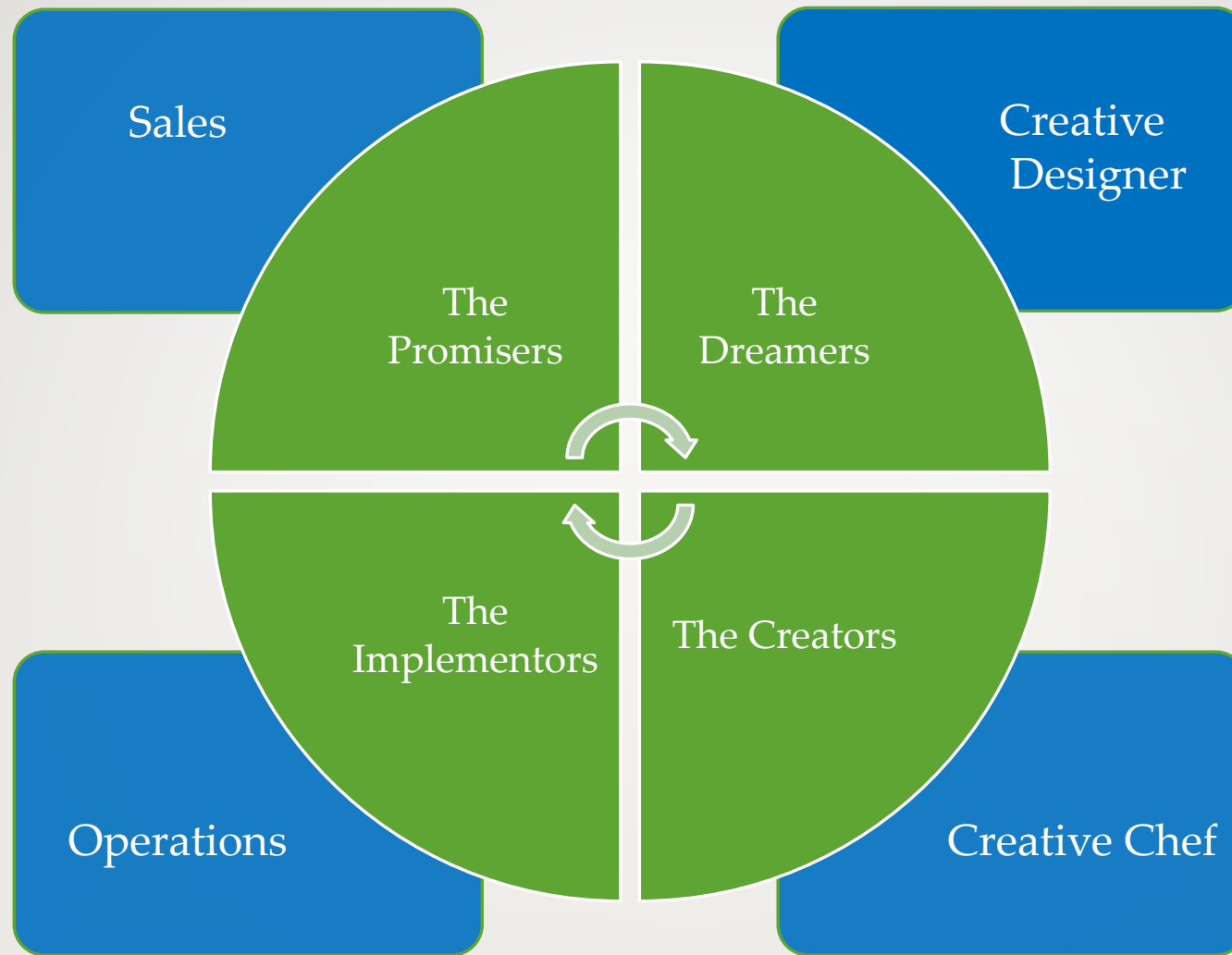
Ashley Haas Youngswick
Senior Creative Designer



Gunnar Hencmann
Director of Operations



Kristi Ayers
Senior Visual Designer



[1] Creative Team Brainstorm

A. Do your Research & Development *before you call a brainstorm*

- Create a general outline or road map that meets your client's goals/objectives

B. Provide as much information as possible *before your brainstorm*

- Put this information in writing, in an easy to read, bullet point format – don't stifle their creativity, just give facts and parameters

C. Give your team time to digest *before your brainstorm*

- 72 hour rule of thumb

[2] Creative Team Brainstorm

A. Review your Research & Development out loud

- Verbally paint a picture of the road map that meets your client's goals/objectives
- Give a clear concise outline of your needs

B. Visually Display Buzz Words

- Add to the list throughout the meeting as new concepts and ideas come up

C. Answer Questions

- Make sure your creatives are on the same page so they can brainstorm freely

D. Listen, Take Notes, Stay Positive!

[3] Menu and Décor Creation

A. Culinary Team

- Determines menu items, cost, and presentation
- Provide sketches where applicable

B. Design Team

- Curates and sources décor, floral, and accessories to complement the event design and determines cost
- Creates Mood/Story/Design Boards

C. Operations & Fabrication Team

- Determines equipment needs for execution
- Designs displays (new builds, revamp of current inventory or new inventory purchases) and determines cost
- Provide sketches where applicable

[4] Compelling and Creative Writing

D. Sales Team

- Combines all ideas and concepts into one cohesive proposal that meets client's goals & objectives and embodies the mood & feel of the event
 - Utilize the buzz words when naming menu items, stations, cocktails, etc.
 - Describe all of the details
 - Tell the reader what the guest will experience when they attend this event
- Format a clear, concise budget outline that is easy to read and decipher
 - Show value through transparency

The most
important thing
is to **NEVER**
stop
questioning



Q & A