

2024 Storytelling – Process and Timing

The following is a sample timeline for the Storytelling landing page development.

NOTE: Timing of the project will be adjusted if there are delays in scheduling or the approval process.

Month	Activity	Notes
May	<ul style="list-style-type: none"> Submit completed form. Supply existing photo assets, brand colors and fonts. Pick talent for photo shoots. 	Timing of the project will be adjusted if there are delays in scheduling or the approval process.
June	<ul style="list-style-type: none"> Meet to review story direction and photography direction. You'll receive a written story direction for you to review and approve. Once story direction is approved, a writer will be assigned and story development begins. GLP needs at least three weeks to create the story. Photo shoot planned. GLP will provide a schedule with travel time, shoot locations, props and talent. Once photo shoot date is selected, GLP will share a complete project timeline. 	<p>Reminder – these are third-person stories.</p> <p>If you want to include photography from your Storytelling photo shoot, the photo shoot must be held 6 weeks prior to receiving a proof of your landing page.</p> <p>For the sake of time and scoped deliverables and photo models and equipment can not be used for additional purposes within the time assigned to the co-op shoot.</p> <p>Cancelations within a week of the photo shoot, not due to weather, are assessed a fee of \$500.</p>
July	<ul style="list-style-type: none"> Story shared for review and approval. Photo selects shared and chosen. Final edited and color-corrected photos supplied. 	Once story is approved and photos are selected, GLP needs at least two weeks to share proof of Storytelling landing page.
August	<ul style="list-style-type: none"> Landing page proof shared with selected photography and approved story. Landing page approval by partner. GLP supplies landing page files to your website contact to add the page to your website. Partner makes the landing page live on their website. 	