

Dream Talk Management

2027 SERVICE GUIDE





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ABOUT DTM

Dream Talk Management (DTM), founded in 2024, exists to help good ideas grow into meaningful impact. We partner with organizations, businesses, and leaders who are doing work that strengthens communities and moves missions forward.





OUR WORK FOCUSES ON TWO KEY AREAS

First, we help bring people together by planning thoughtful events, retreats, and gatherings that create connection, alignment, and momentum around a shared purpose. Second, we help amplify your mission through digital design, including websites, visual storytelling, and content that communicates your work clearly and powerfully online.

OUR MOTTO, "TAKE YOUR DREAM BEYOND THE TALK,"

reflects our belief that visions deserve structure, care, and the right support to come to life. Just as it takes a village to raise a child, it takes a village to carry a vision forward. That's why we approach each project collaboratively, bringing together diverse perspectives, cultural awareness, and intentional design so every experience and digital presence feels aligned, thoughtful, and true to the work behind it.

www.dreamtalkmanagement.com

info@dreamtalkmanagement.com

HI! I'M Janelle

Founder |Event Curator & Digital Storyteller



Every movement begins with a dream someone refused to keep quiet. I know, because I've been the one holding the dream. Mine was freedom: to choose the projects I believe in, to work with the people I want to work with, and to show up as my full self. And to build a space where others can do the same, where belonging isn't offered when it's convenient or in style, but woven into the fabric of everything I make.

My path began in sports medicine and education. I spent years teaching and mentoring high school students, helping them build resilience and the confidence to dream bigger. But as I prepared them for a world I didn't love the look of, I started noticing something. The people with the ideas that could make this world more livable were often the ones carrying the most doubt.

What they needed wasn't more talent. It was someone in their corner. And I knew I could be that person, but only if I stopped putting myself in a box. I stopped thinking I had to do one thing for the rest of my life and started seeing myself as a creative, making room for all of my skills. That opened the door to design, content creation, events, and so much more. In 2024, Dream Talk Management was born.

I believe luminaries are all around us, and that the world gets better when they have what they need to take their dream beyond the talk.

OUR VALUES

Safety
We honor physical and emotional safety.

Freedom
No one has to blend in to belong here.

Creativity
Think beyond what's been done before

Balance
Build plans that protect your energy

Community
Honor the people around every dream



OUR MISSION

As I said before, every movement begins with a dream someone refused to keep quiet. We call these luminaries. We believe luminaries are all around us, in boardrooms, in classrooms, at kitchen tables, and maybe even on the other side of this screen. Every one of them is carrying a dream too big to stay a conversation. Dream Talk Management exists for that moment when the talking has to turn into doing. Through curated events, digital media, and tools that turn a dream into a plan, we stand beside luminaries and help them take their dream beyond the talk.

OUR VISION

We dream of a future where everyone has a place to belong, and communities are built on genuine connection and shared purpose. A future where no luminary is left saying "I wish I had," because the right partner showed up in time. We envision luminaries coming together, advancing equity, and building success that benefits the collective, because when one of us flourishes, we all do.

OUR PHILOSOPHY

Our philosophy is Unified Flourish, and it comes straight from nature.

Walk through any forest, and you'll notice something. The oak doesn't envy the songbird, and the songbird doesn't wish it were a pine. Each one has its own roots, its own rhythm, and its own purpose. Nobody is asking them to be the same, and that's exactly why the whole forest feels alive.

We carry that same mindset into everything we do at Dream Talk Management. We see the beauty in different voices, different styles, and different strengths, and we believe the best things happen when people are free to grow in their own way. Just like a pond full of lotus flowers, each bloom is rooted on its own, yet together they create something people stop to admire.

EVENT SERVICES

- Private Dinner or Celebration
- Brunch or Luncheon
- Summit or Forum
- Private Retreat
- Company Retreat
- Nonprofit Gala



About Event Services

Dreams grow when people gather around them. Through events built on connection, we bring luminaries together and give them an experience they'll never forget, in the best way. Every detail is crafted so the people in the room feel they belong, and the dream at the center moves beyond the talk.

Planning Essentials

- Venue Selection
- Catering & Bar
- Decor & Styling
- Entertainment
- Day Of Coordination

Guest Communication
Invitations, updates, and registration

Photography & Videography
Capture the moments that matter

Design
Flyers, menus, signage, and event materials

Event Website
A dedicated page for details and RSVPs

Planning Enhancements

Want to take your event further? Add any of these enhancements to your planning package. We can also include timeline and flow planning, lighting and ambience, transportation and valet, and guest experience design to fit your event.

Pricing

We work with events that have a total budget of $10,000 or more. Our planning fees typically range from 12-18% of your event budget, with a minimum engagement of $1,800.



FAQ

Q: ***How far in advance should I start planning?***

A: We recommend booking at least 3-6 months in advance.

Q: ***Do you work with special dietary restrictions?***

A: Yes! We collaborate with catering teams to customize menus so every guest feels cared for.

Q: ***Do you travel beyond Northern California?***

A: Yes! For events beyond Northern California, we require a minimum of 4-6 months' lead time.

Q: ***Can you help me choose a venue?***

A: Absolutely. Venue sourcing and securing are part of our services.

Q: ***What is the investment for your services?***

A: The fee for our event services is typically 12–18% of the total event investment.



DESIGN & EDITING SERVICES

Event Materials

Flyers, menus, programs, and signage

Website Design

Custom websites that look polished and work well

Podcast Editing

Clean, polished and ready to publish

Event Registration Page

Branded sign-up pages for your events

Social Media Content

Branded graphics and content for your pages

Long-Form Video Editing

Give your viewers a professional video



About
Design & Editing Services

You've poured yourself into something that deserves to be seen. Through design, editing, and storytelling, we take the work luminaries have built and share it with the world, so more eyes land on it and more people feel its impact. Your dream was never meant to stay quiet. Let's take it beyond the talk.

Pricing

At DTM, we help you customize services and packages to best fit your goals and your budget. Whether you need one service or a few working together, we'll build something that makes sense for you. Prices marked with a star (*) are starting prices, and your final quote depends on the details of your project.

Event Material Design	$75*
Conference Slides	$175/10 slides $20/additional slides
Reel/Short/Story	$112/ video
Video Editing	$225/edited 30min
Full Website Design	Contact Me
Event Registration Page	$825/Page*
Social Media Static Post	$75/ Post*
Audio Podcast Editing	$175/edited 30min
Social Media Management	Contact Me
Onsite Content Capture	$110/ hr

* Starting price. Final pricing is based on project scope.

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FAQ

Q: ***What design services do you offer for events?***

A: Event flyers, invitations, menus, programs, signage, and customized designs to fit your theme.

Q: ***What is the typical turnaround time?***

A: Timelines vary depending on the scope, but we'll confirm a schedule upfront.

Q: ***Can you provide design services only?***

A: Yes! We provide design as a stand-alone offering to give you everything you need for your event.

Q: ***Can I combine your services?***

A: Yes! Design and editing services can be paired with event planning in a custom package.

Q: ***Can you manage my website after it's built?***

A: Yes. Small businesses can keep us on retainer for ongoing website updates and changes.

THANK YOU!

for taking the time to learn about my services. I'm cheering you on in the work you're building, and I'm here whenever you need support along the way

Ready to get started? Visit my website or send me an email, and let's take your dream beyond the talk.

Contact Us:

1 (925) 268-0757

www.dreamtalkmanagement.com

info@dreamtalkmanagement.com

