Harborough Artist Cluster Promotion Team

Meeting: Monday 2nd February 2026, 10am

Location: Mercado Lounge, Market Harborough

Agenda

1. **Welcome & Introduction to the team**

2. **Agree a meeting schedule and check-ins**

3. **Member roles and responsibilities**

4. **Linking Promo Team with all other HAC teams**

5. **2026 members promotion opportunities on socials**
    - Decide on simple but effective strategies (eg: artist of the month, artist spotlights, sharing artist stories/posts)
    - Member list to ensure promotion of all artists during the year
    - Agree the year long schedule of Artists of the Month for the website

6. **Member instagram/ fb support**
    - Provide tools or share useful resources?
    - Instagram and Facebook Member support session?

7. **Consistent branding style for socials, event publications and marketing**

8. **Resource planning**
    - Signage, Posters, leaflets, A5 Business cards, display boards, banners, Easels, artist badges etc

9. **Advertising and press release planning**
    - Print media advertising
    - Copy writing for events
    - Yearly schedule of promotional opportunities (radio, websites, publications etc)

10. **Website clarity around membership criteria**

11. **Any other business**

12. **Agreed date and time of next meeting.**