

GROWING HUDDLE

What is Huddle?

A space for culture, by contributors of the culture. You come to huddle to be apart of the community, meet people in the industry, and learn more about the arts, and experience meaningful moments.



PRE-PLAN

EVERYTHING REVOLVES AROUND CONTENT

Whether that's product launches, panel discussions, or community meet-ups, capturing the event and thinking thru how to use the event to market the space and how people can use the space is at the forefront.

WE DO THE LEG WORK

- We create the flyers
- We create the content
- We do Coordination

THE PLAN

3
MONTHLY PANEL
DISCUSSION



2
CREATIVE
MEET-UPS

TIMEOUT: A MONTHLY PANEL DISCUSSION

Host a monthly panel discussion series to associate the space with a space of gathering.

Select topics that will curate the audience that we want (artists and creatives).



Ideas for Topics:

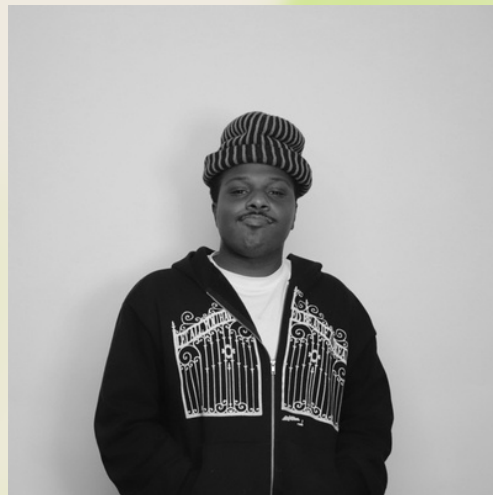
- How to create work that stands out against the noise
- Why it's important to build for Philly
- How to think about AI in 2026 as creatives

Ideas for guests:

- Frederick Scott
- Joel Evey
- Chris Jackson
- Kacey Lynch
- Joshua Lang
- Ian Shiver
- Demetrius Harmon
- Shannon Maldonado

EXAMPLE:

**OCTOBER:
FREDERICK
SCOTT**



TOPIC:

**WHY PHILLY, WHY NOW?
BUILDING A CREATIVE CAREER
OUTSIDE NYC/LA**

**NOVEMBER:
MIKE SMITH**



TOPIC:

**AI AND THE CREATIVE
INDUSTRY: THREAT, TOOL, OR
BOTH?**

**DECEMBER:
SHANNON
MALDONADO**



TOPIC:

**HOW TO GET READY FOR 2027
AS A CREATIVE. WHAT TO BE
THINKING ABOUT, HOW TO BE
PLANNING.**

POST GAME INTERVIEWS: CONTENT SERIES



After the panel discussion is finished, record a video that asks them questions that can spark discussion online on social media, echoing the panel topic.

Example:

Question for Fred: how can the Philly creative scene improve or better support each other?

MEET-UPS

Philly lacks third spaces that actually feel like third spaces. People are tired of brand pop ups being disguised as third spaces.

So we create that.

A community third space, where people can work, yap, and and be together in a community of likeminded folks.

- We start at 11am and end at 3pm
- Partner with Forin to provide Coffee
 - Or Baby's Kusina + Market for Matcha

The goal is to capture content, capture leads for rentals, and to create affinity with the audience, which will lead to trust. Once you gain trust, you can begin to build out other offers, such as **merch**.



MISC. IDEAS

- Clean up **social profile**
- Refresh website to show past and upcoming events, and make it more known and visible how to **rent the space**
- Add vinyl signage in places like the bathroom, or the exit, where people can scan a **QR code** to learn more about renting the space
- Collaborate with brands / artist that do events to make **merch**
- Record panel discussions and upload to **youtube**, overtime this will generate passive income thru youtube ads (also becomes a resource for creatives)
- Make it known that Huddle is owned by J2 in different ways, making huddle a potential **client acquisition** channel
- Build out a **newsletter** that updates subscribers on upcoming events, J2's latest work
- Host **mini-markets**, like a book fair that hosts 6-10 different vendors.

