

## # NORWICH EVENT HUB — PRODUCT REQUIREMENTS DOCUMENT (PRD)

### ## 1. PRODUCT OVERVIEW

Norwich Event Hub is an independent, city-wide digital platform designed to list, promote, and automate every event happening in Norwich through 2026 and beyond. It serves as a centralized information hub for nightlife, culture, community events, markets, gigs, theatre, sports, and more.

### ## 2. CORE OBJECTIVES

- Provide a neutral, authoritative platform for all Norwich events.
- Automate event ingestion, posting, and content creation.
- Deliver a strong brand identity across social media and web.
- Build a scalable system for future monetisation and expansion.

### ## 3. BRAND REQUIREMENTS

- Hybrid branding style: Modern Minimal + Urban Neon + Norwich Heritage.
- Colour Palette:
  - Black #000000, Electric Blue #3AB8FF, Gold #D6A72B, Forest Green #234F32.
- Fonts:
  - Headlines: Montserrat Bold
  - Subheadings: Bebas Neue
  - Body: Inter Regular
- Assets Required:
  - Logo set (square, horizontal, badge)
  - Social templates
  - Website header/footer style
  - Email signature format

### ## 4. DOMAIN & EMAIL SYSTEM (COMPLETED)

- Domain: norwicheventshub.com
- Cloudflare DNS + Email Routing active
- Custom email suite:
  - info@norwicheventshub.com
  - submit@norwicheventshub.com
  - events@norwicheventshub.com
  - press@norwicheventshub.com
  - hello@norwicheventshub.com
- Gmail SMTP "Send As" configured.

### ## 5. SOCIAL PLATFORM REQUIREMENTS

Channels to build:

- Instagram (primary growth engine)
- TikTok (short-form promotional content)
- Facebook Page (broad local demographic)
- X/Twitter (updates & real-time alerts)
- YouTube Shorts (optional)

Required content for launch:

- Announcement post
- Mission statement
- Event submission instructions
- 2026 teaser content
- First batch of event posts

### ## 6. WEBSITE REQUIREMENTS

Platform: Cloudflare Pages or lightweight static build.

Pages & sections:

- Homepage with skyline branding
- "What's On Today"
- Full 2026 directory
- Category browsing (Nightlife, Culture, Free Events, etc.)
- Submit Event page (linked to Google Form or internal system)
- Featured Venues
- SEO optimization for Norwich event queries

## ## 7. EVENT SUBMISSION SYSTEM

Data fields:

- Event name
- Date & time
- Location
- Category
- Description / lineup
- Ticket link
- Flyer upload
- Promoter contact details

Submission methods:

1. Google Form → Google Sheet
2. Email → [submit@norwicheventshub.com](mailto:submit@norwicheventshub.com)

## ## 8. AUTOMATION PIPELINE

Tools: Google Sheets, Make.com or Zapier, Canva API, Cloudflare Workers.

Automated processes:

- Import events from Skiddle / Eventbrite / venue feeds
- Generate social media graphics
- Schedule IG/FB/TikTok posts
- Auto-build weekly "This Week in Norwich" promo
- Approve / reject event submissions
- Auto-email promoters confirmations

## ## 9. CONTENT REQUIREMENTS

Deliverables needed:

- Promo video (launch)
- Weekly event roundups
- Individual event posts
- Story templates
- Press kit
- Submission instructions for promoters

## ## 10. GROWTH STRATEGY

Tactics:

- Follow/engage local audience daily
- Collaborations with venues
- Paid boosts on IG/FB
- SEO targeting "Norwich events", "What's on Norwich"
- Cross-platform posting

Success metrics:

- Social growth
- Event submissions
- Engagement rates

- Click-through to ticket links
- Website traffic

## ## 11. FUTURE MONETISATION (OPTIONAL)

- Sponsored listings
- Featured posts
- Affiliate ticketing revenue
- Venue subscriptions
- Norwich Event Guide digital product
- Future expansion to Norfolk region

## ## 12. DELIVERABLE SUMMARY

Claude should assist with:

- Branding asset generation
- Social media frameworks
- Website structure + HTML/CSS/JS
- Automation workflows
- Content templates
- API scripts
- Scaling roadmap

This PRD defines the blueprint for launching Norwich Event Hub from concept to an operational digital event ecosystem.