

[Zoom Recording](#) & [Social Media Content See Side Notes:](#)

Today's Prompt See Below:

PURPOSE Transform ONE verified list of local events into the CRM + owned-media half of a "One Local Story. Every Marketing Channel." campaign. This includes: A structured Local Events landing page rendered as a self-contained HTML component (primary output) SEO metadata + JSON-LD schema for that page (including Event markup for AI search visibility) One CRM email Social assets and Google Business Profile posts are produced by the companion prompt (Local Lens: Social Distribution Engine) and are OUT OF SCOPE here. All outputs must feel like a professional local insider's guide written by a trusted community expert, in flowing editorial prose — not a listicle, and not an events calendar dump.

 **CORE OUTPUT STYLE (CRITICAL)** The events page MUST read like: ✓ Local editorial coverage from someone who actually lives and works in the market ✓ Verified event details woven into prose (every section carries specific dates, venues, and times) ✓ "What's happening → why it matters to this community → how to make the most of it" framing carried inside paragraphs ✓ Warm, knowledgeable community-insider tone with real estate authority underneath — never salesy ✓ Seasonal framing (e.g., "the summer stretch," "the weeks ahead") anchored to the provided date range ✗ DO NOT produce: Generic SEO blog tone Tourism-brochure fluff ("something for everyone!") Repetitive event descriptions Rigid "Event 1 / Event 2" labeled blocks with bullet sub-fields Bulleted event listings anywhere in the body — the ONLY bullets allowed on the page are inside the summary box ✓ DO produce: Narrative H2 sections where each section absorbs one or two featured events or a themed cluster of events Descriptive, place-anchored H2 headlines (e.g., "Weekends on the Waterfront," "What July Looks Like Downtown") — never generic labels like "Upcoming Events" or "Things To Do" Event details embedded in sentences ("The farmers market returns to Main Street every Saturday from 9 a.m. to 1 p.m. through August 29...") Professional, warm, locally fluent tone Executive-level clarity on why community connection matters

 **GLOBAL RULES** Only use provided event data Never invent dates, times, prices, venues, performers, organizers, image URLs, or event details Never assume an event is free, family-friendly, or recurring unless stated in the input No external data sources If a detail is missing (e.g., no time provided), write around it — never fill the gap Use verifiable phrasing: per the organizer, as listed, scheduled — no guarantees about weather, attendance, or availability

 **SCHEMA ASSET INPUTS (CHECK BEFORE GENERATING)** The campaign input should supply the following assets for the schema in Block 3. Use each ONLY if provided; omit its field entirely if missing — never substitute a placeholder: Page-level: publication date + local timezone offset, featured image URL, author profile or website URL Per-event: end date/time, event image URL, organizer name, performer name (only if a specific performer/lineup is named) If any of these are missing from the input, generate the schema without those fields and list the missing assets in ONE line at the top of Part 3 (format: "SCHEMA ASSETS MISSING:

..."). This is the only permitted meta-line, so the user can supply assets and re-run for full rich-result eligibility.

 **EVENT SLATE ENGINE (REQUIRED — INTERNAL SCAFFOLDING)** Before writing, lock the Event Slate: select 5 featured events (or event series) from the provided input. For each (internal analysis, not rendered as labeled blocks): Event name + verified date(s), time, venue Who it serves (interest-based, never demographic — e.g., "live music fans," "weekend market regulars") Community angle (what it says about this market's identity) Content hook (the one detail that makes it worth writing about) These 5 slate events must be fully distributed across the landing page's narrative sections and FAQ. Every slate event must appear with its specific verified details at least twice on the page (once in body prose, once in the summary box or FAQ). Lock these details now and reuse identical dates/times/venues everywhere in this output and in the Event Ledger.

 **THEN GENERATE: THE LOCAL STORY (ONE SENTENCE ONLY)** A single editorial-level sentence capturing what this stretch of events says about the community — the "one local story" the entire campaign tells across every channel.

 **WHY THIS MATTERS (COMMUNITY + HOMEOWNER IMPACT)** Two structured paragraphs: Paragraph 1: What this season of events reveals about the community's character and momentum Paragraph 2: Why community fluency matters to homeowners and future sellers — the agent as the person who knows this place, not just its price per square foot (no market statistics; no invented claims about events affecting home values)

 **BLOCK 1 — LOCAL EVENTS LANDING PAGE (PRIMARY OUTPUT)**  **HTML BODY COMPONENT — NO CSS, NO STYLE BLOCK** Generate an HTML body component of 900–1,200 words of visible body copy (HTML markup does not count toward the target). The page's stylesheet is already installed on the site as a one-time setup — you do NOT generate any CSS. **COMPONENT RULES (NON-NEGOTIABLE)** The output is ONLY the semantic body: it begins with `<div class="ll-post">` and ends with `</div>`. NEVER output a `<style>` block, `<link>` tag, or any CSS. No inline styles on any element. Use ONLY these pre-installed classes: ll-post, ll-meta, ll-summary-box, ll-cta-container, ll-cta-button. No `<h1>` inside the component. The page template supplies the H1 (defined in Block 2). Body sections use `<h2>`; FAQ questions use `<h3>`.

REQUIRED PAGE STRUCTURE (STRICT ORDER)

1. **LEAD PARAGRAPH (no heading)** One opening `<p>` framing the season and the community. Must name the market and the time window (e.g., "the second half of summer in [Market]"). No H2 above it.
2. **ATTRIBUTION LINE**

<p class="ll-meta">Curated by [Agent/Team Name], [Brokerage]. Event details per organizers, current as of [Month Year].</p> Use only the agent/brokerage and date provided in the input data.

3. THIS SEASON AT A GLANCE (SUMMARY BOX)

<div class="ll-summary-box"> containing a of 4–5 headline events. Each follows this pattern: Event Name: [Date(s)] at [Venue] — [one verified detail] Pull all entries from the locked Event Slate. Details must match body prose exactly.

4. NARRATIVE SECTIONS (3–4 <h2> sections) Each section is 2 paragraphs of flowing editorial prose. Distribute all 5 slate events across these sections. Required coverage, in order: Section A — The season's anchor events (the biggest one or two happenings, with full verified details and why they define this stretch) Section B — The recurring rhythm (weekly/repeating events — markets, music series, community staples — with days, times, and end dates as provided) Section C — "Neighborhoods in Motion" (how these events map to the areas where they happen; geography as search intent — neighborhood and venue names carry the local SEO weight here; no claims about events affecting property values) Section D — "How to Plan Your [Season]" (practical guidance: what to catch first, what requires tickets or early arrival per the input, how locals sequence the season)
5. LOCAL EXPERTISE SECTION (<h2>) One section positioning the agent/team as the community resource behind this page — the difference between knowing a market's numbers and knowing its rhythm. This section sets up the CTA. No market statistics; no invented credentials.

6. CTA BUTTON

<div class="ll-cta-container"> [Campaign CTA — under 8 words] </div> Must use the provided URL exactly. Button label matches campaign framing (e.g., "Get the Full Local Guide," "Ask Us Anything About [Market]") and must stay under 8 words.

7. FAQ SECTION One <h2> (place-and-season-specific title, e.g., "Frequently Asked Questions About Summer in [Market]"), followed by 6–8 <h3> questions, each answered in a single <p> of 2–3 sentences. Every answer must cite at least one specific verified detail from the event input (date, time, venue, price, or duration). Questions should mirror real local search intent ("Is the [event] free?", "Where do you park for [event]?" — only if parking info was provided). No fluff answers, no generic real estate FAQs, and no answers that require unverified details.

📍 BLOCK 2 — SEO PACKAGE Generate: Title Tag A (place + season, guide-style) Title Tag B (question-based, matching real search phrasing — e.g., "What's Happening in [Market] This

[Season]?") Meta Description (event-specific, names at least two slate events — not salesy) H1 (local-guide style — supplied by page template, NOT inside the component) URL slug (clean + evergreen-capable, e.g., /[market]-events — avoid dates in the slug so the page can be refreshed weekly)

 **BLOCK 3 — JSON-LD SCHEMA** Generate a single JSON-LD block using the @graph structure. CRITICAL RULES:

1. You MUST wrap the output exactly in this tag: `<script type="application/ld+json"> ... </script>`
2. You MUST use the exact JSON skeleton below, filling every [bracket] with locked Event Slate data or provided input. Never output a bracket, a placeholder URL, or an example value.
3. ALL dates and times in the schema (datePublished, dateModified, startDate, endDate) MUST use full ISO 8601 format with the market's local timezone offset (e.g., 2026-07-13T14:00:00-05:00). Never output a date without a time and offset. Use the timezone offset provided in the input.
4. Output ONE Event node per slate event (5 total), each following the Event structure shown once below.
5. Every Event node MUST include: name, description, startDate, eventStatus, eventAttendanceMode, and location. The description is 1–2 sentences summarizing the event using ONLY verified input details.
6. CONDITIONAL FIELDS — include ONLY when the input provides them, otherwise omit the entire property/object; never invent a value and never use a generic placeholder:
 - o endDate (per event): include if an end date/time is provided
 - o image (page-level and per event): include if an image URL is provided
 - o organizer (per event): include if the organizing entity is named in the input
 - o performer (per event): include ONLY if a specific performer, act, or lineup is named in the input — NEVER use generic placeholders like "Local Entertainers"
 - o offers (per event): include if pricing is provided; omit the whole object otherwise
 - o author url: include if an agent profile or website URL is provided
7. Do NOT generate a FAQPage node — the visible on-page FAQ carries that content; the schema covers only the article and the events.
8. Never include aggregateRating or review nodes anywhere in the graph. Never fabricate ticket URLs or organizer URLs.
9. The final output must be valid JSON — no comments, no trailing commas, no placeholder text.

=== SCHEMA SKELETON (USE EXACTLY) ===

```
<script type="application/ld+json"> { "@context": "https://schema.org", "@graph": [ { "@type": "BlogPosting", "headline": "[H1 from Block 2]", "image": "[Provided featured image URL — omit property if none provided]", "datePublished": "[Publication date from input, ISO 8601 with timezone offset]", "dateModified": "[Last updated date from input, ISO 8601 with timezone offset — use datePublished value if no update date given]", "author": { "@type": "Person", "name":
```

```
"[Agent Name]", "url": "[Provided agent profile/website URL — omit property if none provided]",
"worksFor": { "@type": "Organization", "name": "[Brokerage]" }, "publisher": { "@type":
"Organization", "name": "[Brokerage]" }, { "@type": "Event", "name": "[Event Name]",
"description": "[1–2 sentence summary built ONLY from verified input details]", "startDate": "[ISO
8601 date/time with timezone offset]", "endDate": "[ISO 8601 date/time with timezone offset —
omit property if not provided]", "eventStatus": "https://schema.org/EventScheduled",
"eventAttendanceMode": "https://schema.org/OfflineEventAttendanceMode", "image":
"[Provided event image URL — omit property if none provided]", "location": { "@type": "Place",
"name": "[Venue Name]", "address": { "@type": "PostalAddress", "streetAddress": "[Street
address if provided]", "addressLocality": "[City]", "addressRegion": "[State]" } }, "organizer": {
"@type": "Organization", "name": "[Organizer name from input — omit entire object if not
provided]" }, "performer": { "@type": "PerformingGroup", "name": "[Named performer/lineup from
input — omit entire object if not provided; NEVER use a generic placeholder]" }, "offers": {
"@type": "Offer", "price": "[Price]", "priceCurrency": "USD", "availability":
"https://schema.org/InStock" } } } </script>
```

=== END SCHEMA SKELETON ===

 **BLOCK 4 — CRM EMAIL (1 EMAIL ONLY)** Subject Lines: Subject A (event-led specificity — names a real event and date) Subject B (curiosity gap — the "one local story" angle) Email Structure: The local story in one short paragraph Slate recap (condensed — the 5 events with dates/venues, in prose or a tight scannable run) Why the agent is sharing it (community-first, zero listing pitch) CTA to the events page Tone: trusted local friend with professional polish, not a marketer. No urgency manufacturing, no "don't miss out" pressure language.

 **BLOCK 5 — EVENT LEDGER (HANDOFF TO SOCIAL PROMPT)** A fenced, copy-paste block that locks the campaign's verified details so the companion Social prompt (social posts + Google Business Profile posts) can reuse them verbatim. Format exactly:

```
=== EVENT LEDGER (paste into Social Distribution Engine) === MARKET: [market name]
SEASON/WINDOW: [date range covered] LOCAL STORY: [the one-sentence Local Story,
verbatim] EVENT 1: [name] — [date(s)] — [time] — [venue] — [one-line hook] EVENT 2: [name]
— [date(s)] — [time] — [venue] — [one-line hook] EVENT 3: [name] — [date(s)] — [time] —
[venue] — [one-line hook] EVENT 4: [name] — [date(s)] — [time] — [venue] — [one-line hook]
EVENT 5: [name] — [date(s)] — [time] — [venue] — [one-line hook] PAGE URL: [provided URL]
=== END EVENT LEDGER ===
```

Every detail in the ledger must be identical to the details used in the page and email. No new events, no altered dates.

 **FAIR HOUSING COMPLIANCE** No lifestyle assumptions about who attends events or who "belongs" at them No demographic references or audience characterizations tied to protected classes No describing neighborhoods by the people in them — describe places, venues, and events only No school-quality claims (naming a school as an event venue is acceptable;

characterizing the school is not) No steering language ("perfect for families," "great for young professionals") — describe the event, let readers self-select

 **DELIVERY (SINGLE RESPONSE)** Produce the ENTIRE output in ONE response, in the Final Output Order below. Never refuse or defer due to length — this output is sized to fit a single response. Do not offer to split, continue, or use a canvas/document; write it all directly in the reply. If any Schema Asset Inputs are missing, open the response with the single "SCHEMA ASSETS MISSING:" line, then proceed with the full output.

 **FINAL OUTPUT ORDER (STRICT)** THE LOCAL STORY WHY THIS MATTERS LOCAL EVENTS LANDING PAGE (LL-POST HTML COMPONENT, BLOCK 1) SEO PACKAGE (BLOCK 2) JSON-LD (BLOCK 3) CRM EMAIL (BLOCK 4) EVENT LEDGER (BLOCK 5)

 **HARD STOP RULE** The response ends immediately after the Event Ledger block. NO closing remarks, summaries, or sign-offs NO "next steps," "next iteration," or follow-up offers NO suggestions to scale, automate, expand, or upgrade the system NO questions back to the user (the only permitted extra line is the single "SCHEMA ASSETS MISSING:" line at the top, if applicable) NO meta-commentary about the output or the prompt itself The final character of the response must be the last character of the Event Ledger's end line.