

WORKING WITH NORWICH GAMES CONVENTION

INFORMATION FOR CREATORS

Thank you for your interest in collaborating with us! We've put this information together because we're approached by creators every year, and we've grown to have a strong sense of how we like to operate. We're also often approached by newer and independent creators, and we want to be able to offer lots of guidance and opportunities.

The short version: we're a word-of-mouth event, so we love anyone who helps us reach more people who would love to attend but don't know about us yet. We have some tools to help you provide value and engage with your audience. We can also, at your option, provide metrics for successful campaigns to help you build your reach.

TICKETS

We offer complimentary tickets to creators who are planning to make content about the event. We don't have a rigid follower requirement, but we look for an established presence of around 1,000 followers or more, and we'll ask that you're genuinely planning to post about the experience rather than simply attend.

For smaller creators, that's all we ask. We don't set targets, we don't track referral numbers against the tickets we've given you, and we won't be in touch afterwards to tell you that your content didn't perform well enough. We trust you to do what you do, we love to see it, and supporting it is a big part of why we started the convention.

To verify eligibility, we'll ask for a link to your main channel or profile and a brief sense of what you're planning to create.

REFERRAL CODES

Alongside your tickets, we'll offer you a referral code. Using it is entirely optional. We offer them because they help us understand which campaigns are connecting with people, not to hold creators to account.

Where referral codes do become genuinely useful is afterwards. If your campaign performs well, we're happy to share full metrics with you (clicks, conversions, revenue generated) and to verify those numbers if you want to demonstrate your reach when approaching other collaborators. We think your successes should help you build bigger, and we're glad to provide you tools to do that.

WHY WE DON'T OFFER FOLLOWER DISCOUNT CODES

A common ask is for a discount code to share with an audience, and we understand the instinct. It's a familiar mechanic, and it gives followers something tangible. We've thought carefully about it, and it's not something we offer.

Our referral programme is built around rewarding the person doing the referring, not the person being referred. New attendees pay the same price as everyone else, and that's deliberate: the people who've been coming to Norwich Games Con for years get the best deal always. The people who support us already trust us, and that trust is paramount.

We would much rather find ways to reward you directly for your reach, and provide you with tools for driving engagement.

Our metrics are clear: we want to reach people who would be interested in attending the convention but who haven't heard of us, not people who have heard of us but would attend if given a small discount.

AN EXAMPLE OF SOMETHING THAT WORKS WELL: COMPETITIONS AND GIVEAWAYS

Something that fits naturally with how we work, and tends to perform well, is running a ticket giveaway as a competition. Rather than discounting tickets for new buyers, you offer your audience a chance to win tickets outright.

This works for a few reasons. It drives genuine engagement. It reaches people who might not have heard of Norwich Games Con but would love it. And it doesn't create any awkwardness around pricing for our existing audience. We also find that people who win a ticket and have a great time become exactly the kind of attendees we want: the ones who come back and bring friends.

We're happy to start small. If you run a giveaway with the tickets we've given you and it generates real engagement, we can provide more, and you get to tell your audience both that we responded to your campaign's success and that we came back with more to give. That kind of story is often more compelling content than the giveaway itself.

If you'd like to pitch a giveaway or talk through ideas, please get in touch. We're open to it.