Coventry Welcomes 2018

Evaluation Report presented to Coventry Refugee and Migrant Centre (CRMC)

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Summary

This report presents an evaluation of the event Coventry Welcomes: Party in the Park 2018. The event was organized to celebrate Refugee Week, and it was organized by CRMC. The aim of this report is to provide analysis of data collected over the course of the event, and also to provide recommendations for future events to be held by this organization, and its partners, with a view to develop further integration of, and community-building for, refugees and asylum seekers settling in the city of Coventry.

The present report follows a ‘festival methodology’, used for the study of the social impact of calendrical parties and festivities in community building, social transformation and policy making. Methods employed include interviews, questionnaires, field notes, observations, and visual methods (photographs and videos).

The overall evaluation of this yearly event is also complemented with recommendations to the Coventry Refugee and Migrant Centre based on the author’s participation in the event, research conducted in the field, and feedback received from attendees and participants.
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General description of Coventry Welcomes 2018

Coventry Welcomes—Party in the Park is an annual community event organized by the Coventry Refugee and Migrant Centre (CRM C), whose aim is to bring together different communities to challenge misconceptions about refugees. The event also raises awareness about the reality of those seeking safety in the UK, and it celebrates community resilience through live music, dance and the culinary arts. The event, now in its thirteenth year, was organized this year by Janet Malatesta, Service Development Officer at Coventry Refugee and Migrant Centre. Insofar as CRMC welcomes all refugees, asylum seekers and migrants in Coventry, Coventry Welcomes highlights this organization’s commitment to the support and integration of local refugee and asylum seeker communities. According to Malatesta: ‘Throughout Coventry Welcomes, communities from across Coventry have come out in their hundreds to recognize and celebrate the resilience, skills and contribution of those who have sought safety in this city.’ And she added: ‘It’s been brilliant to see this support, in terms of both numbers and the diversity of people in attendance coming together as one to celebrate what we all have in common.’ 1 In sum, the event provides an opportunity to celebrate the work of Coventry Refugee and Migrant Centre, while bringing the wider community together in an entertaining and lively manner. In its 2018 version, the event received support from Positive Youth Foundation, Positive Images Festival, Fargo Village, and MiFriendly Cities. Coventry Welcomes was framed within a broader set of activities conducted in the city of Coventry, in the build-up of Coventry City of Culture 2021.

Location

Coventry Welcomes 2018 was held in Primrose Hill Park, Berry Street, Coventry, on Saturday 23rd of June, as part of a week-long series of events celebrating International Refugee Day, and Refugee Week. The event started at 13:00 and finished at 17:00, although participants remained in the park, and activities continued for several hours. The event was free and open to participants of all ages.

The location of the event was a leafy suburban park in North Coventry. The grounds are characterized by a series of wavy hills. The site also features a small playground. The event was held in a small green, quadrangular in shape. The park also features a number of rocks and benches, which provided useful seating for participants. Given its open space, and relative seclusion, Primrose Hill Park provided an ideal location for social interaction, although it proved to be small given the high number of attendants. The location is ideal in terms of the demographics of the area. Primrose Hill Park is located in a racially, ethnically and religiously diverse area of northern
Coventry Welcomes

September 2018

Figure 1. Primrose Hill Park, Coventry, the site of Coventry Welcomes- Party in the Park 2018

Coventry, with a strong refugee presence. Very close to the park are a number of local community landmarks including the Maskid-e-Zakariya Mosque/ Muslim association; Hillfields Evangelical Church; Shri Guru Ravidass Temple; and St Mary and St Benedicts Primary Catholic School.

Attendance

Over 500 people attended Coventry Welcomes 2018. The event featured participation from local refugee and asylum seeker communities, as well as local residents, and a number of regional partners including university staff, students, NGO and charity members, and CRMC staff. Perhaps the largest number of migrant participants were from Syria, although there were large number of Iraqi attendees, as well as participants from Pakistan, Afghanistan, Nigeria, Palestine, and Somalia. Also present were a number of European migrants including Irish, East European (Croatian, Bosnian and Polish) and some Mediterranean (Spanish and Italian). The mood of the event could be characterized as one of camaraderie, partisanship, and celebration. The mood was consistent throughout the event. The general atmosphere of Coventry Welcomes 2018 is evidence of a successful event that achieved solidarity and integration of refugees within this particular area of Coventry.

The event was also inclusive as far as age is concerned. The majority of activities, as we will see shortly, were child friendly. The event as a whole was promoted and delivered as a ‘family event.’ Most participants attended in family groups, a proportion of whom were children. The event
was inclusive of women, and it featured a number of events to support gender equality among the community, including maiden dances and henna tattoos. Boys had a chance to participate in drumming workshops, and there were a number of mix-gender activities including kite-making, face-painting, and Taekwondo (see below for details).

**Main activities**

Party highlights included live performance (music and dance), traditional food, drumming workshops, martial arts demonstrations, face painting and raffles. The live performance activities featured singer-songwriter and campaigner Juliet Mamajay, who delivered a performance about individuals kept in detention centres around the country, accompanied by a saxophone player. The event’s program also included live music by local Afghan musician, who played a traditional instrument known as the dutar. Traditional dance was performed by Igbo Community Coventry. ICC is an association which brings together people of the Igbo ethnic group and language (Nigeria). Eight young female dancers from ICC performed traditional Igbo dances, such as the Nkwa umu-Agbogho (or maiden dance). The event program also featured a presentation by Heart of England...
Figure 3. Dance performance by Igbo Community Coventry (ICC) and demonstration by the Heart of England Taekwondo Club at Coventry Welcomes - Party in the Park 2018. Photos: Nicolas Salazar Sutil

Taekwondo Club, a Coventry based organization that teaches Olympic Taekwondo. Media Mania provided production support for the stage event, facilitating technical sound production, and live musical performance throughout the day. Media Mania is a non-profit organization made up of youth and community workers, professional artists, freelancers and volunteers that support and develop people in Coventry and the West Midlands through creative arts. Coventry Welcomes 2018 was the start of a three-year collaborative project between Media Mania and CRMC. Entitled Bring The Noise, the project is funded by Youth Music and it aims to develop young people as musical performers and to provide experience of working back stage.

Traditional Irish cooking activities were delivered by The Invisible Irish, and a number of child-friendly activities were also featured in the day programme, including: kite-making (provided by the Afghan community); face painting and hair braiding, and henna tattoos. Warwick and Coventry universities came together to work on a stained-glass project on to which attendees could design messages of welcome. The event also featured information stalls, with representative from MiFriendly Cities, Coventry Libraries, Amnesty International and British Red Cross.

**Fundraising**

Almost £1500 was raised during the day for The Coventry Distition Fund too. This fund supports those that are homeless in the city by providing essential items such as food and clothing. It was raised through various competitions and raffles conducted during the party, with prizes generously donated by Raffle Twycross Zoo, The Albany Theatre, Belgrade Theatre, Planet Ice, Boots UK, Wasps Rugby, Sainsbury’s Nuneaton, The Entertainer, McDonalds, River Island, Sprinkles Gelato, Bagel Brunch, Sultan Restaurant, Jam Jam Boomerang, Sultan and Dash’s Barbershop.
3. Methodology and Data Analysis

The present evaluation report is based on qualitative data collected in the field by Nicolas Salazar Sutil, and two volunteers from CRMC that also served as English-Arabic translators. The key aspects of festival evaluation were derived from the Smithsonian National Museum of Natural History Guide to Studying Community Festivals. The investigation has been framed theoretically within what Wright and Wakholi call in their study of the African Cultural Youth Arts, a ‘festival methodology’. Festival methodology concerns the study and analysis of the impact that festivals and party events can have on society at large. Indeed, festival practices have also been researched in terms of influencing, more specifically, cultural policy, which may of potential interest to CRMC. Festival methodology proposes dialogical, performative and axiological research perspectives that foreground local values, needs and priorities. The annual organization of Coventry Welcomes impels the author of this report to characterize the event not as a ‘party’, in the narrow sense, which implies a more informal gathering and celebratory event. The issue of labelling the event, and recommendations to this effect, will be dealt with later on in this report. For the present purposes, we will use the term ‘festival’, to help determine some of the key accomplishments of this community-based initiative.

According to John A. MacAlloon a festival is ‘a joyous celebration of unity, cooperation, accomplishment and excellence.’ These characterizations are well suited to a definition of Coventry Welcomes, where impact hinges on unity and cooperation, on the one hand, as well as celebration of accomplishments and excellent cultural and professional practice on the other. One of the fundamental functions of festival is transformation, which is why it can be used for social change and community building. Community based festivals have, according to anthropologists, a number of corollary functions: preserving heritage, fostering a collective sense of futurity, releasing
tensions accumulating from daily life, and inculcating pride and loyalty. Community festivals often revolve around a date of importance, in this case International Refugee Day, which helps punctuate the year with what is an important recurrent festivity, for which the community can prepare and reflect back on. According to Beverly J. Stoeltje, festivals occur at calendrically regulated intervals, are public in nature, participatory in ethos, complex in structure, and multiple in voice, scene, and purpose. As collective phenomena and serving purposes rooted in group life, festivals can only be understood from a local and grassroots perspective. The identity and character that festival celebrates is rooted to identity and place, in this case, to refugee and asylum seeker groups settled in Coventry. Systems of reciprocity and of shared responsibility ensure the continuity of, and participation in, the festival through the distribution of prestige and production.

_Coventry Welcomes_ provided a unified focus for learning about refugee community, social interaction, local values, and social change. The qualitative methods used for data acquisition involved observation, note-taking, analysis, and written description. In addition, the research team conducted 15 recorded interviews, and also collected 35 questionnaires (see Appendix A for details). Field data collected in _Coventry Welcomes 2018_ followed guidelines for festival study evaluation, as developed by Evelyn Hatcher _et al._ in their book _Festivals: Study Notes and Queries_, particularly in terms of combining ‘objective’ data (timing of events, measurement of space and activities, etc.), with personal field notes.

This integrative approach has allowed the author of this report to hypothesize about the accomplishments of this festival event (or party) based on participant and spectator feedback, upon which we draw to draft recommendations to CRMC. As stated above, feedback was collected in the form of a small sample, corresponding to approximately 10% of event participants. Approximately 50 individuals were interviewed or asked to fill a questionnaire, out of an estimated total of 500 attendees.

**Data description**

**Interviews**

We conducted 15 interviews. The subjects interviewed came from five different countries (see table below). Interviewees were asked three questions: 1) What does International Refugee Day mean to you? 2) In what way(s) do you think cultural activities help integrate people? 3) What have you most liked about Coventry Welcomes 2018? Most interviews were conducted in English, although six of these interviews had to be conducted via Arabic translation. The length of interviews ranged from 55 seconds to 19 minutes in length. The most mentioned terms in these interviews were: ‘Good’, ‘Volunteering’, ‘Culture and ‘Coming Together’.
The research team collected 30 questionnaires. Out of the total of interviewees, 20 were women and 10 were men. Here is a breakdown of interviewees according to nationality. The questionnaires also included attendant satisfaction feedback, which will be discussed in more detail in the Overall Evaluation section of this report. For details of the questionnaire content itself, please see Appendix A for details.
Visual data

In addition to the above qualitative datasets, this report is also based on analysis of 30 photographs taken by the author during the event, and two videos recorded in situ. These records do not constitute a photo-documentation of the event as such, but rather, provides what Gillian Rose calls in her book *Visual Methodologies* ‘evidence to develop and support, or to supplement, written research findings.’ 10 A number of key finds can be further supported through photographic methods, such as, for instance, the point raised by various interviews concerning lack of chairs available during the event.

![photographs](image)

**Figure 5.** Syrian and Ingo community attendees, plus group of local children. *Coventry Welcomes 2018*. Photos: Nicolas Salazar Sutil

In Figure 5, we see attendees sitting at one of the few table and chairs available and also on boulders and benches in the park. As it is clear from the photographs, the issue of seating was especially pressing for those participants, such as the Syrian ladies pictured below, who are not accustomed, given the cultural background, to lie down in a park in public. It is particularly among the Syrian refugee community that the issue of seating was an issue, as it impeded socialization.

Online resources and social media

A number of online resources and social media datasets have also been consulted during the drafting of this report. These include, the Coventry Refugee and Migrant Centre website, The Coventry Refugee and Migrant Centre Twitter account, the Coventry Welcomes Facebook page. The event currently does not have a dedicated website page, nor does the online material feature a blog or interactive space for audience feedback. These could be considerations for future versions of *Coventry Welcomes* (see Section 4 for details).
Analysis

According to CRMC Social Integration Officer Sroosh Kouhyar, the message of an event like Coventry Welcomes can be articulated clearly on the basis of the impact that cultural activity has on social cohesion. According to Kouhyar: ‘Although people from different countries have different beliefs and languages, events like these show that common interests are greater than our differences, and that we love to live together, to create a society where there is room for everyone.’

This articulation of the ‘message’ of Coventry Welcomes corresponds well with the overall analysis of the data described in earlier sections. More specifically, interviewees focused on three key aspects of the event.

Firstly, interviewees focused on the theme of unity and integration. Interviewees agreed that the event helps people from diverse backgrounds to come together, and that the overall effect is one of unity and mutual support. Interviewee 4 added that Coventry Welcomes helps dispel a certain ignorance and prejudice that local communities may have in Coventry about refugees and migrant groups settling in the area. Interviewee 3, aged 10, noted that Coventry Welcomes is an event that unifies people encouraging ‘respect’ for those settling in the UK, that the event allows you to be ‘free’. This interviewee added that in an event like Coventry Welcomes you are not judged based on what you think you know about refugees. Overall, it seems that attendees felt that the event helped social integration by helping overcome ignorance, social prejudice, stereotyping, misconceptions, and general mistrust.

Secondly, participants focused on cultural valorization, arguing that cultural activities play a key role as vehicles for social cohesion. Interviewee 3 noted that cultural activities such as the culinary arts, dance and music are the ‘only way to achieve social cohesion and social integration.’ Interviewees pointed out that through affirmation of local culture, people can feel more comfortable, that they feel free to express themselves and with confidence; that they can reveal ‘who they really are’; that this helps bring ‘the best out of people’; and most importantly perhaps, that cultural activities make social relations fun and entertaining. The fun element of the dance, music, food was reiterated by many of the individuals interviewed. Five interviewees mentioned that the event made them feel ‘happy’, and one of them further clarified that this is important, considering the ‘hard background’ of many of the individuals within the refugee and asylum seeking community in Coventry.

One important point raised by most of our interviewees is the question of language. Based on the sample of attendees, it is clear that the language barrier is an important aspect of refugee integration within the UK. Cultural activities have an important function at the linguistic level, which could be said to be twofold: ‘On the one hand, parties are excellent real-life event where refugees can practise their English, and where they can socialize and be exposed to the English language in a real-world social context (as opposed to language learning contexts). Secondly, cultural activities
can bypass the language barrier altogether, insofar as music and dance can provide non-verbal means of communication and social interaction.

Thirdly, interviewees mentioned the importance of social and professional networking. A large number of interviewees raised the issue of volunteering, and pointed out that volunteering in events such as Coventry Welcomes, or in the various partner organizations associated with the event, was an excellent way to develop skills and contacts to be able to get a job. Interviewee 7 pointed out, however, that it was difficult to develop a professional career for refugees beyond volunteering, and she pointed out that she had been volunteering for 3 years. She also noted that events such as these should also seek to address the gap between volunteering and paid work, an issue that seems to be pressing among the community.

Other positive issues raised by our interviewees were: safety (the event was deemed to be safe, especially for children); informal education (the event was deemed to be educational as it informed people of different cultural practices), and community information (the event was deemed to be valuable insofar as various potentially useful organizations were allowed to present their work in information stalls).

Interviewees pointed out that they wish the event could do more about helping people learn English, perhaps by including partnerships with language schools or by conducting language games. One interview thought that it would be a good idea to raise awareness about Coventry-London cultural links, and lamented that the only place in the UK she had ever visited was Coventry. She pointed out that she would like to know more about the Syrian community in London, and elsewhere in the UK.

3. Evaluation

The overall evaluation of this event is based on data collection in the field through interviews, questionnaires and field notes. The 30 questionnaires that were completed by attendants provide a glimpse into participant perceptions, and constitute an important dataset for the purposes of an overall evaluation, which is why the author has opted to prioritize this dataset when evaluating the strengths and possible weaknesses of Coventry Welcomes 2018. The questionnaire (see Appendix a for details) consisted of 10 questions, which invited participants to respond on key aspects of the event, including: how they heard about it, overall and specific rating, level of satisfaction, recommendations, and most and least liked activities. Participants were also asked to describe which activities achieve integration and whether the event made you feel welcome. Based on the sample provided (30 subjects), the data has yielded the following results:

Most participants heard about the event through invitation (77%), with a smaller number hearing from their employer (13%), or other sources (10%). The overall rating of the event is positive with
60% of participants rating the event as ‘Excellent’. Only 1 interviewee (3%) rated the event as ‘Fair’. Likewise, most participants considered that they were either ‘Very Satisfied’ or ‘Satisfied’ with the event (94%). Likewise, all participants pointed out that they would Definitely (90%) or Probably (10%) recommend the event. From the participant feedback, it is also clear that the most liked aspects of the event are the Food and the Music, and that the least liked aspect of the event was the space, which was deemed to be too small for the number of participants, or the location, which was considered to be peripheral. Having said this, this evaluation shows that the question of location is contested, as a number of participants actually liked the location of the event. The issue of location is one that we will return to in the final section of this report.

The issue that was most referenced in the ‘least liked’ category was the lack of seating (chairs). Participants mentioned this also in the interviews, and I made note to this effect in my field notes. Many people had nowhere to sit to have their food, and were not happy to sit on the floor. Likewise, female members of the Syrian and Iraqi communities felt awkward about sitting on the floor, and also expressed reservation in this regard. Other items that were mentioned in the ‘least liked’ category included ‘no public toilets’, ‘no free water’ ‘noise levels’, ‘lack of advertising’ and ‘lack of organization’. These items, however, were only mentioned by individual participants, and they do not constitute a trend as such.

Overall, the available information leads the author to the conclusion that the event was a resounding success, and that overall satisfaction is evidence of real accomplishment, in terms of achieving integration and cohesion among the refugee community in Coventry. Furthermore, this report highlights particular strengths in the mobilization of cultural stakeholders, particularly in terms of the valorization of music and food as means of providing social cohesion. The report would also like to point out that sports activities were not as predominant in the event programme, even though they were frequently mentioned by attendees as a main factor in the achievement of social integration.

In response to the question, does Coventry Welcomes make you feel welcome, 100% of participants responded either ‘Yes’, ‘Definitely’ or ‘Of Course’. The aim of the event, which is to provide a warm and welcome instance to refugees settling in Coventry, and a platform for integration within the local community, are clearly achieved based on the available data. Based on author notes, these metrics can be corroborated. The event was indeed very welcoming, extremely diverse and rich, it provided a real opportunity for people to get to know each other, for exchange and sharing, and, to reiterate a point made by Sroosh Kouhyar it materializes and brings to life the ideal of a society where there is room for everyone.

In sum, Coventry Welcomes is a fantastic way of celebrating refugee community, and a successful way of implementing social cohesion through cultural activities. The event is a model, and it
certainly one to be replicated not only through yearly recurrence, but also by other refugee organisations in the West Midlands and beyond.

3. Recommendations to Coventry Refugee and Migrant Centre

My recommendations to Coventry Refugee and Migrant Centre concerning the future of this event are based on the evaluation presented in the previous section, and it can be presented in terms of three key future actions.

1) **Sustainability:** It is clear from the foregoing that *Coventry Welcomes* is a very successful event, with clear impact and benefits to local community. It would be perhaps advisable to consider how the event can be made more sustainable, for instance, through a stronger web presence. The author would suggest that a *Coventry Welcomes* website be created, if possible, to ensure that the event can deliver legacy, and also, to serve as a space to archive material from each yearly version of the event. This would also facilitate media reporting and research activities in the future.

2) **Event Label:** While *Coventry Welcomes* has successfully developed based on its labelling as a ‘Party in the Park’, it is clear that the event has grown over its thirteen-year existence. The growth of the event makes the author of this report believe that, given the size, scale and calendrical recursion of the event, it may be more suitable to re-label the event and cast it as a ‘festival’. A yearly ‘festival’ for refugee integration would be a larger umbrella both for the programming and scheduling of such a project. Many of the participants who responded to our questionnaires made the same recommendation; namely, that the event should have more stalls, more programmed activities, and that it should not be confined to a space that limits the amounts of attendees. The natural growth of the event leads the author to believe that, if the infrastructure and financial support is in place, *Coventry Welcomes* would benefit from being labelled an annual festival for refugees. This would attract more attention and participation, not to mention interest from researchers and other cultural stakeholders.

3) **Location:** the issue of location is a contested one, and one that needs to be taken into consideration on a yearly basis depending on the kind of event that is to be held. A number of event participants mentioned that they wanted *Coventry Welcomes* to develop a more outward-facing ethos, and that the project should provide links with refugee communities also outside Coventry. Likewise, participants suggested that the event ought to be held in a more visible and central area of Coventry, for instance in a green area that is more spacious, given the growing numbers of participants. Our recommendation is that, should this event continue to grow, and especially if it were to acquire the form of a small-scale yearly
festival, it should be located in a more central area of Coventry. We believe that an event of this importance should be embedded not only in an area that is known to the refugee community, or where there is strong refugee presence, but that it should also be celebrated in central Coventry where refugees can gain visibility within the city of Coventry as a whole. This recommendation is, I insist, debatable, as one of the current advantages of staging *Coventry Welcomes* in a location such as Primrose Hill Park, is that provides a secluded, safe, and fairly local atmosphere.

Finally, we would like to encourage CRMC to continue engaging with researchers in Coventry and beyond, and to develop platforms for the study of social transformation through culture, and cultural policy, which are proven to be the most ethical and most effective way of bringing people together, particularly in terms of building cohesion between refugee and host communities. We are hopeful that this brief collaboration between CRMC and this AHRC-funded network (Social Choreography) can pave the way for further research into the impact that festivals or parties have on community integration, so as to develop up-to-date festival methodologies within the ambit of refugee community building.
Appendix:

Coventry Welcomes 2018  
Participant Questionnaire

1. How did you hear about this event?
   - Invitation
   - Employer
   - Media
   - Word of mouth
   - Other, please specify

2. Overall how would you rate the event?
   - Excellent
   - Good
   - Very good
   - Fair
   - Poor

3. Please rate the following aspects of the event using the following rating categories (Poor, Fair, Good, Very good, Excellent)
   - Schedule
   - Registration process
   - Speakers
   - Programme
   - Location
   - Transportation
   - Food
   - Music

4. Overall, how satisfied are you with the event?
   - Very satisfied
   - Satisfied
   - Neutral
   - Dissatisfied
   - Very dissatisfied

5. Would you recommend the event to friends or colleagues?
   - Definitely
   - Probably
   - Not sure
   - Probably not
Definitely not

6. What did you like most about the event?

7. What did you like least about the event?

8. Would you like to recommend anything else for next year’s event?

9. What activities do you think achieve integration among refugee communities in Coventry?

10. Does this event make you feel welcome and part of Coventry?
References


2. Source: Coventry Refugee and Migrant Centre. Available at: http://covrefugee.org/2018/07/05/coventry-celebrates-20-years-of-refugee-week/


Online Resources

Coventry Refugee and Migrant Centre website
http://covrefugee.org/2018/07/05/coventry-celebrates-20-years-of-refugee-week/

Coventry Refugee and Migrant Centre Twitter account
https://twitter.com/crmccov?lang=en

Coventry Welcomes Facebook page
https://www.facebook.com/events/2093802130895425/