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Introduction

There is going to be a discussion about community engagement in this module which recently occurred at Birmingham's commonwealth games. In this report, the local community conducts the community process and it will be described in simple words. After this, this will refer to those options by which the local community included the members of the community through the help of a thorough process of planning. Then further will be added the standards and participation of the shareholders and community engagement. In this report, there will be demonstrated the appropriate strategies regarding the engagement of the stakeholders along with the relationship between them. After that, in this report, there will be a way that the special media platform will support this assignment. Then analyze the numerous routes for encouraging the association of the members of the community in the commonwealth game. The authors of this report will make further consideration why they need to adopt the approach of ahead looking for community engagement businessmen. In this sense, this will aid the community members and educate them regarding the external and internal factors which could evolve the community. So these are the things which will be discussed in the main body part of this report.

The Body

About the project

In Birmingham, the commonwealth games comprise various kinds of sports and in this game, there are numerous athletes representing their home country through playing their expertise sports. This is a unique idea that evolved in the year 1891 and this was stated to represent unity among the British empire. This game is based in London, UK and this event is managed and organized by the commonwealth game federation. As per their history when the commonwealth game was started then only countries can make their participation in this game which is under the territory of the British empire but their place is shifted to Bringham which is in the United Kingdom. Through the help of the supreme festival in this mega event, composite the commonwealth families and in this way also represent destiny, humanity, and equality. These events are also good for the GDP of the UK along with Regional and lock GDP as well. There are many skills opportunities and these events create a platform for 40000 jobs also (Birmingham 2022, 2022).

Principles of community engagement

The principles comprise these events regarding the maintenance of transparency and faith also. In the commonwealth game, their organizers made an open and obvious reading about the mega event process by disclosing the sponsors' public record and many ideas along with

views. The priority of this is for the community engagement team to manage equality in this event so that the audience can avoid some issues regarding gender, religion, caste, and so on (McCabe, 2022).

Standard of community engagement

In the Commonwealth Games 2022, the community engagement team ensured empowerment, diversity, equality, and accessibility through the event in the game. These are the ways to manage the standards of community engagement in these events and it is very essential to have those standards to run this event smoothly.

Stakeholders Participation

Stakeholders are the crucial parts of the commonwealth game which aids to make the supporting environment and they are participating in this game with the aim of empowering the athletes in the commonwealth game. They have the accountability to manage numerous sports events and provide the best services to them (Prezi, 2022). This also helps the UK government to do these events successfully. In this way, the audience is considered as stakeholders which provide high value to these events.

Explain the relationship between stakeholders and appropriate strategies for engaging them

The organizing committee, associates of the commonwealth games, and sports federation are playing a crucial role in each commonwealth game, and through the help of stakeholders, the event gets a success. The commonwealth game 2022 is an accomplishment as the older one and evolving the popularity, so in relations, clear communication is essential between the stakeholders. Through creating thoughts, big objectives, and effective communication the recent commonwealth game made their effective performance. In this way, the UK government also supported these mega-events. Owing to the good relationship between the organization and the government it can occur. In this event, the department of community engagement and organization was besmeared in tempting events to spread more awareness to the people about the significance of this event and it led to a larger audience. At this event, there were numerous foreigners from throughout the world (insidethegames, 2022). Through the help of different social media platforms, it aids the engagement of more communities in a short period. This was an effective strategy that helped to spread awareness about this mega event.

Used various social media platforms to outreach to sport CWG 2022 in a narrative way

Before starting this event, the department of social media management was involved with the social media pages. The official account was with the name of Birmingham, 2022

commonwealth game on the platform Instagram and there were nearly about 68.6 thousand followers. Before starting the event, they were posting numerous stories daily to engage more people (Instagram, 2022).

Social media platform, Facebook is one of the renowned platforms which work to engage people. This is a kind of technology that was used by the official team of the CWG 2022 mega event to spread awareness about the update regarding the commonwealth game and to draw the attention of the people. There are more than 87K families on the Facebook official account with the name Birmingham 2022 (Facebook, 2022).

Twitter also comes under the platform of social media and it is also a way of spreading knowledge about the themes. In this context, it engages people in their way and their followers more than 82 K on the Official platform twitter the same name as Facebook and Instagram (Twitter, 2022).

In this way, it drags the attention of audiences by making their daily updates and interpersonal skills so that the event becomes a success. Through the help of creative thinking make posters, creative stories, and videos after uploading on the official platform of social media along with professional skills. After that, it helps in community engagement so that more audiences come on the ground and represent themselves as crucial part of stakeholders in these events. The audience records those memories in the form of photos and videos and after that are posted on different social media platforms. So it worked to make more awareness and crease towards the commonwealth game in Birmingham 2022.

Analyze relevant avenues to promote inclusion, diversity, collaboration, and community participation

In this event, one of the crucial things was the integration of socio-culture despite numerous ethnic groups, various languages, religions, castes, complexity, and so on. The commonwealth game is not only the game but it eliminates segregation from humanity and brings people together. On the other hand, multiculturalism refers to that kind of society where there is numerous diversity in cultures.

The team related to management and the organization of this event put their efforts to improve the inclusion, diversity, collaboration, and community participation through the organization of the events. One of the examples of multiculturalism is west midland so the management and organization committees organized this multi-mega event in Birmingham and it led to improve community engagement throughout west midland. After that, the people had made they participate in a huge amount and this made the events more successful. This was not only the event but was the kind of effort to bring multiculturalism together (Naidoo

and Grevemberg, 2022). In this event, the organizing committees work intending to bring transformation in the world through sports. It brings positive effects through the involvement of the target community and their engagement in the CWG 2022 and especially it was more effective for Midlands. So the committees were celebrating inclusion in this game and promoting diversity to bring change in society. Practicing community engagement also influenced the participation of underrepresented groups in sports and physical activity also. So in this way, the commonwealth game community promotes all the stuff which is in the point and these things lead to the evolution of the community. In addition to this, it also promotes the integration of socio-culture by promoting those things in the mega-events.

consider the reason community engagement practitioner needs to adopt a forward-looking approach

On the broad level if the events are going on then the forward-looking approach is very effective for influencing sustainability and stability and following this approach brings an evolution in the community members and others also. One of the crucial reasons behind adopting the forward-looking approaches is that it allows the community to make it capable to adopt the challenges the community will face and it is very essential to educate them to deal with the situation affectionately (Révauger, 2022). After that, these approaches are very effective for organizing committees which help to evolve more talent and inspire the minority group so that they can make their self-value on a large level. So to educate the community members regarding internal and external approaches like corporate culture, quality, destiny, humanity, and some outer factors also which are related to the game. It will lead the community members to things for the future and after that, they can evolve effective strategies so that they can understand the people along with their different lifestyles. Along with this, this will aid in making a positive environment and this will also be beneficial for the people to support the numerous games in the commonwealth game 2022. This will not be limited to the individual level but this will work as the chain and another one will also influence by these approaches. It will help people to boost their knowledge regarding the game so that they can make themselves more active in various sports. In this way of community engagement, the forward-thinking approach in the mega events also inspires those smaller events to take one step more for a better way of community engagement.

Conclusion

Sunning up all the topics with a clear understanding of community engagement through the concept of the commonwealth game 2022. Commonwealth games in the multi-sports game help to boost community engagement. There are many people associated with these mega

events and these events support all of them. The main principle of this mega event is equality and it is on various levels such as gender caste and so on. In this report the participation of the various stakeholders and also seen that the audience also included the stakeholders. In the commonwealth game, the first and crucial part is the participation of the stakeholder on a significant level and they made various strategies for community engagement through various social media platforms such as Facebook, Twitter, and Instagram. Also have seen the relevant path which helps in community engagement, collaboration, inclusion, and diversity also. After that ensure the reasons behind the forward-thinking approaches educate the members of the community regarding some factors that lead to community development. Now provide some recommendations to improve community engagement and this will work to make a more successful plan. The community members need to be more effective on the social media platform by creating various stories through applying interpersonal and professional skills. After that, there is a need to add more value to community engagement and also need to be an effective and powerful community engagement leader. So that it can help to make more powerful strategies for common engagement and explore the value of these mega events throughout the world. The community member should introduce a type of game in the social media platform just like the commonwealth game so that it can help in more engagement and also improve the sports-related knowledge of the audiences.

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