FROM: The Los Angeles Loyolan, Loyola Marymount University
TO: Associated Collegiate Press
RE: ACP Individual Awards, 7G. Best Audience Engagement Event

The Los Angeles Loyolan's 2023 BestFest audience engagement event connected current advertisers with hundreds of students in a festival-like atmosphere that included music, food samples, free coupons and SWAG. This year's Loyolan's "Best of LMU" annual survey included responses from over a hundred members of the Loyola Marymount University community who voted for their favorites in a host of categories including Best Coffee Shop, Best Pizza and Best Hangover Breakfast (among others).

Winners and finalists in each "Best of LMU" category were invited to host a table in the main quad on a Thursday afternoon as part of BestFest. This year's event featured over a dozen vendors all of whom were also featured on the Loyolan's 2023 "Best of LMU" page.

"This event is a win-win for the Loyolan for two reasons," said Director of Student Media Tom Nelson. "First, our readership in the LMU community really enjoys this Loyolan-branded event full of free fun stuff. But just as importantly, BestFest allows us to provide a free value-add to current and future advertisers."

The BestFest event and the "Best of LMU" project are completely student-run and there is no charge for vendors to participate in "BestFest."

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Video coverage of event: https://www.youtube.com/watch?v=Gq52F-zQ79c&ab_channel=LosAngelesLoyolan

Link to "Best of LMU" special section page: https://www.laloyolan.com/best_of/

Social media post examples:

Photos from event: