



DAVE & BUSTER'S GAME NIGHT

Storybytes hosted an audience engagement event in partnership with the company Dave & Buster's that successfully increased visibility and participation across Miami Dade College campuses. The event was organized in collaboration with the English Honor Society, Communication Honor Society, and Feline Friends which allowed StoryBytes to reach audiences beyond its existing members.

Approximately 60 students attended the event, many of whom engaged directly with Storybytes members to learn more about the organization. Several attendees expressed interest in joining and new members were gained as a direct result of the event. This highlights that there was a visible improvement in audience engagement, as Storybytes was able to connect with potential members who otherwise may have not known about the organization.

The event also generated revenue, earning a total of \$120, including \$200 from event-related sales and donations with the remaining funds supporting future Storybytes events. This audience engagement event helped expand audience reach and educate students about StoryBytes, fundraised money for the organization and strengthened Miami Dade College club relations.