



## The Los Angeles Philharmonic's centennial celebration offers attendees a personalized event experience with Guidebook

Enabling attendees to build 'My Schedule,' Guidebook empowers Celebrate LA! attendees to navigate event and create their own agenda with an interactive event app.



### CHALLENGE

Association sought mobile agenda for extensive arts event

With over 2K artists and 120 hours of entertainment featured during its one-day event, Celebrate LA!, LA Phil needed a modern way to showcase it all.



### SOLUTION

Offer attendees a mobile app to showcase entire program

The LA Phil turned to Guidebook to create an event app that, among its many benefits, helped display a large event schedule and enabled attendees to select their schedule to create custom agendas.



### RESULTS

Mobile app promotes increased engagement and custom agendas

Organizers achieved more than 7.4K Celebrate LA! app downloads. On average users accessed the app 10 times, helping attendees plan their experience and navigate the sprawling event.



# CELEBRATE LA!

# LA Phil 100

# CICLAVIA

The Los Angeles Philharmonic Association (LA Phil) brings a variety of music genres to audiences at the Walt Disney Concert Hall and the Hollywood Bowl. Highlighting Los Angeles' diversity, the LA Phil presents orchestral, chamber and Baroque music, organ and celebrity recitals, new music, jazz, world music, and pop. Similarly, in celebrating its 100 year anniversary, the LA Phil brought the celebration to the streets with Celebrate LA!, an outdoor music and arts festival.

In celebrating its centennial, LA Phil turned to Guidebook to create an interactive event guide to enable Celebrate LA! attendees create their own memorable experiences.

## By the numbers

Single-day event app stats for Celebrate LA!, held in Los Angeles in September of 2018.



**7,400**  
App Downloads



**13,796**  
Scheduled Sessions



**51,750**  
Schedule Session Views

## Going mobile to showcase robust event program

Celebrate LA! brought together over 100,000 Angelinos to celebrate LA Phil's 100th season with an exciting day of art, music, and more. Spread out across an eight-mile event route and six main event hubs, organizers sought a way to showcase the jam-packed program.

Not only did LA Phil need to showcase its massive schedule of entertainment, but organizers also wanted to help attendees get the most out of the sprawling event. When organizers realized providing information on a website alone would not properly showcase the hundreds of musicians, artists, dancers, and family activities that the event had to offer, they turned to Guidebook to create a mobile app.

While creating a schedule with hundreds of sessions could seem intimidating, "The CMS (Guidebook Builder) system is so agile, which made it so easy to build," said Tara Gardner on LA Phil's digital team.

In addition to the event schedule, the Celebrate LA! app also included features to engage attendees throughout the day. Attendees could share memories to social media, access LA Phil's gift shop, and save the Celebrate LA! Spotify playlist right from the app.

Though LA Phil also offered a printed route map at the event, the app provided attendees with so much more,

“Our event app turned out exactly as we planned from the moment we dreamed it up.”

unlocking an exclusive experience for the eight-mile block party.

## Enabling attendees to create a custom experience

It was important to LA Phil organizers to not only provide event information but to also empower attendees to navigate the event and create their own event schedules.

My Schedule, the in-app feature that lets users create a personalized agenda by selecting sessions from the main schedule, was a favorite tool for attendees. With such a robust lineup, LA Phil organizers knew this would be an important feature, making this feature a must-have when deciding on their event app.

Celebrate LA! attendees found the My Schedule feature useful, and many used the tool to remember their top few sessions. During the event, attendees added close to 14,000 sessions to their My Schedule tabs.

## Enabling attendees to plan and navigate their experience

Another important feature for LA Phil was the ability to integrate an Interactive Route Map. Because the event took place across multiple venues, the team selected Guidebook for its ability to incorporate an interactive route map directly into the event app.

Second only to the Welcome tab, attendees accessed the Route Map over 11,000 times. The Route Map, an embedded Google Map, let attendees view event venues, restaurants, and local landmarks along the event route. Paired with helpful notifications, this feature enabled attendees to plan routes and get to all of their favorite acts.

## Adoption rates that exceeded expectations

The LA Phil team went into the event without expectations - however, attendee app adoption far exceeded any number they anticipated to see. Thanks to online and day of promotion of the app, over 7,400 attendees downloaded the Celebrate LA! App for an engaging map experience.

Further, those who downloaded the app actively used the app throughout the day. Each user accessed the app 10 times throughout the day, indicating attendees relied on the app to guide their experience.

## Evaluating the app's success

While LA Phil organizers went into the event without goals for app adoption, they had big expectations for the app creation. After a series of demos, LA Phil chose Guidebook because the solution met all their needs, both in terms of features and functionality, as well as the ability to handle large-scale events like Celebrate LA!

By partnering with Guidebook to go mobile, Celebrate LA! organizers not only supported the goal of showcasing the LA Phil's rich artistry, but also met another tenant of their mission; to continue looking ahead toward the next century of artistic innovation.





## Los Angeles Philharmonic Association

The Los Angeles Philharmonic Association, under the vibrant leadership of Music & Artistic Director Gustavo Dudamel, presents an inspiring array of music from all genres - orchestral, chamber and Baroque music, organ and celebrity recitals, new music, jazz, world music and pop - at two of L.A.'s iconic venues, Walt Disney Concert Hall ([laphil.com](http://laphil.com)) and the Hollywood Bowl ([hollywoodbowl.com](http://hollywoodbowl.com)).

The LA Phil's season at Walt Disney Concert Hall extends from September through May, and throughout the summer at the Hollywood Bowl. With the preeminent Los Angeles Philharmonic orchestra at the foundation of its offerings, the LA Phil aims to enrich and transform lives through music, with a robust mix of artistic, education and community programs.

## Guidebook

At Guidebook, we don't think it should be difficult or expensive to create elegant, functional mobile guides for your audience. You can make a mobile app in minutes, or join the organizations who subscribe for year-round access to features that inspire audiences, connect people and drive revenue.

Our feature set focus is always ease of use for the app builder and mobile user, making Guidebook the safest and most trusted option. With thousands of customers and millions of guides downloaded, Guidebook's leading design and development team constantly test and update the app platform for usability and security.

Guidebook is a venture-funded, Bay Area-based company that provides a standard platform to build mobile apps for events and locations. Founded in January 2011 by Peter Lada, Jeff Lewis and Kevin Wood, all veterans of the SaaS industry, Guidebook was created because they identified a need for highly stable and easy-to-manage mobile guides for companies of all sizes.

Our global audience all say the same thing: Guidebook is refreshing and easy.

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