



# Diplomatic Organization Builds An App with Guidebook to Enhance Travel Program

How the educational institute, AJC Project Interchange, streamlines the management of diplomatic visits to Israel with guides in a custom app



## CHALLENGE

Project Interchange needed a smarter way to communicate with program delegations

Project Interchange regularly created paper itineraries for its elite annual delegations. The organization wanted a streamlined way to share tailored, timely information with participants.



## SOLUTION

Go mobile with Guidebook's custom Guides

By implementing a mobile app solution, Project Interchange now provides visit itineraries, useful content, and schedule updates in real time to help participants at every stage of their experience: pre-trip, during their delegation, and post-trip after they return home.



## RESULTS

Mobile Guides enable up-to-the-minute communication with participants

With mobile Guides, Project Interchange provides participants with the latest itinerary details. Seeing 100% adoption, the organization keeps every participant in the loop, on the go.



AJC Project Interchange, which has hosted more than 6,000 of the world's most influential voices on diplomatic visits to Israel, once relied on printed itineraries to communicate key information to delegation participants.

Today, Project Interchange utilizes custom Guidebook Guides to provide participant groups with up-to-date itineraries and travel information, as well as practical information like common phrases and background information on Israel. Improving operational efficiencies and reducing waste, the mobile apps are also helping the organization provide participants with a tailored experience.

## Consolidating communication with mobile Guides

Leveraging mobile, Project Interchange has improved communication with participants pre-, during, and post- travel. By utilizing Guidebook, Project Interchange houses all information in a single, easily accessible location, enabling participants to read it anywhere, at any time, and in their native language.

The mobile Guides act as a travel assistant for participants, providing information on everything from what to pack and how to prepare, to important contact information, background information about Israel, important facts and figures, information about Israeli food, and more.

## By the numbers



**100%**  
Adoption of mobile Guides



**93 seconds**  
Spent in app each use



**37**  
Unique Guides created

Rather than hoping participants will keep up with paper itineraries and information packets that are easily lost or outdated, Project Interchange and its delegation participants are confident they always have the necessary information at hand. Providing information via a mobile app lets participants, who come from around the world, think about one less thing while traveling.

For Project Interchange, the ability to simplify communication with an app helps to achieve the critical goal of improving participant communication. To this point, Project Interchange now receives an overwhelmingly positive response from participants.

## Going green and improving efficiencies

Reducing paper consumption and moving to a green solution was another driver in Project Interchange's decision to adopt mobile itineraries. With delegations



regularly flying to Israel, Project Interchange constantly developed and printed new, unique materials for each group. In addition to the process being time-intensive, the cost of printing custom, glossy booklets was adding up.

Today, the team at Project Interchange has the ability to duplicate and modify Guides from past delegations, improving productivity and proving to be a more efficient use of time. So in addition to reducing paper waste, the team is also leveraging Guidebook to improve program processes.

## Eliminating physical itineraries and the limitations they bring

Moving to mobile also enables Project Interchange to tackle another challenge; ensuring accurate information at all times.

In the past, itinerary changes required the team to create additional leaflets or inserts, making for a slow process that could not accommodate real-time changes. With Guidebook, itinerary changes can be made and disseminated to participants instantly, eliminating any downtime.

“We can make changes in real-time and are confident that our participants will have the latest information at their fingertips,” said Myra Clark-Siegel, Communications Director, Project Interchange.

Project Interchange uses Guidebook to provide such program information as speaker biographies, meeting times, and overviews of important sites. Should any logistics change, program managers simply update the information on the Guidebook app, automatically pushing out new information to participants.

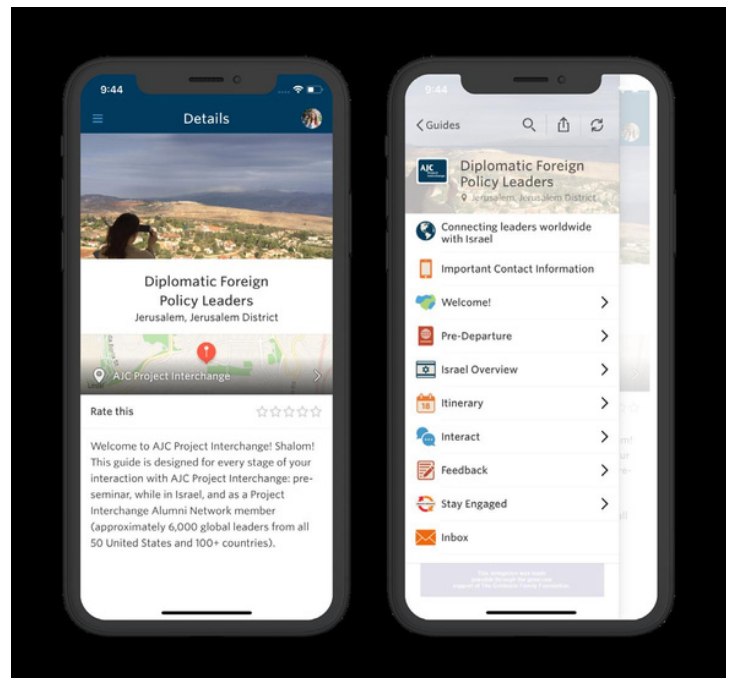
Program participants no longer have to worry about keeping up with physical itineraries and information booklets while traveling, they have all the information they need in the palm of their hands.

## Leveraging their App powered by Guidebook to cater to participants

Moving itineraries to Guidebook has afforded Project Interchange increased flexibility and customization to provide participants with improved experiences. This year, in addition to English Guides, Project Interchange expanded to offer itineraries in additional languages to meet the needs of participants.

While in the past it was logistically cumbersome to print booklets in multiple languages, today's streamlined process enables Project Interchange to create Guides to cater to every delegation. Further, because program participants come from all over the world, they are also thrilled to offer participants apps that are compatible across both major operating platforms, Android and iOS.

Given the high level of flexibility mobile Guides provide, Project Interchange relies on them as a core component of the program. Every orientation session covers downloading the app and accessing important information – leading to 100% adoption rates in each delegation. With complete integration into the larger program, Project Interchange ensures every participant has access to password-protected, secure, and timely information at all times.





## Project Interchange

Project Interchange has achieved an international reputation as the premier forum for directly introducing diverse global thought leaders to Israel. Delegation participants gain a newfound understanding of Israel and its people, the challenges it faces, Israel's place in the world, its unique approaches to innovation, and its extraordinary accomplishments. By bringing leaders to Israel, AJC Project Interchange communicates the 70-year-old nation's profoundly democratic character, complex security situation, and diverse and innovative society. To understand one of the world's most complicated countries, there is no substitute for first-hand experience. Project Interchange has brought 6,000 leaders from 110 countries and all 50 U.S. states to Israel, where they have gained in-depth insight through direct engagement with senior Israeli, Arab, and Palestinian officials, business and civic leaders, and academics, and visits to historic and strategic sites.


## Guidebook

Guidebook empowers individuals and businesses to create beautiful, feature-rich, custom mobile applications – without any coding. More than 100,000 organizations, including industry-leading brands such as Coca-Cola, Amazon, YouTube, Google, and Samsung, and the world's top universities have selected Guidebook as their mobile application platform of choice. Guidebook helps companies and organizations of any size extend their brand, connect with employees, engage with audiences in real time, and delight users as they discover a trove of valuable information. Guidebook-powered apps have been downloaded more than 14 million times in over 75 countries. Based in San Francisco, Guidebook is a private, venture-backed, award-winning company with offices in the U.S., Europe, and Asia.

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