



# Festivals

Music festivals big and small, from all over the world use Spotify tools to reach new audiences and make their websites more engaging. Check out some of the best ways you can use Spotify to make your festival even better.

## Build buzz with playlists

When people are deciding which festival to attend, they're going to visit your website and Spotify profile to see who's playing and what to expect.

- **Create lineup playlists.** To create buzz around lineup announcements, Bonaroo created a lineup playlist (<http://play.spotify.com/user/127594937/playlist/76SpP32qIZ9uWFpl3L176m>) showcasing the artists confirmed to appear at the event. Remember: Spotify playlists play nicely with Facebook and Twitter.
- **Turn set lists into playlists.** Way Out West (<http://www.wayoutwest.se/>), Sweden's largest music festival, created over 40 playlists (<http://open.spotify.com/user/wayoutwestfestival>) of the songs played by the artists and bands at the event.
- **Get fans to build a festival favorites playlist.** Once your festival is finished, and the circus has left town, why not create a set list of festival favorites? The Live By The Lake festival asked people to submit their favorite songs via Twitter and created a playlist of their favorite songs from the festival (<http://play.spotify.com/user/livebythelake/playlist/7FoXWOVM7c2H3ujGCWh992>).

- **And now share them...** When you create a playlist, it's automatically shared to your Spotify profile and it's followers. You can also post it to your website, and you can share it to Facebook & Twitter, helping it reach the biggest audience possible. Successful Spotify playlists are followed by thousands, and in some cases millions of users.

## Connect with the Spotify audience

Spotify is used by tens of millions of active music fans across the world, it's the perfect audience for you to tell about your event. Here's what you need to know:

- **Get a verified profile.** A Spotify profile is the place where all of your event's Spotify playlists and other activity are made available to the Spotify audience. People can follow your profile, and you can follow artists and fans too. Check out the **Bonnaroo** (<https://play.spotify.com/user/127594937>) team's profile. **Apply for a verified account** (<https://docs.google.com/a/spotify.com/forms/d/19pKa0rDolx7tkJyJXFIZCmWCkLatx7ZWm1>)
- **Add the Follow Button to your site.** The **Spotify Follow Button** (<https://developer.spotify.com/technologies/widgets/spotify-follow-button/>) is a simple widget that you can embed on your website. When a visitor clicks the button, they automatically start following you on Spotify. The next time you create or update a playlist, they'll see it in their Spotify feed.
- **Add music to artist profiles.** Netherlands Best Kept Secret festival added **Spotify Play Buttons** (<https://developer.spotify.com/technologies/widgets/spotify-play-button/>) to all their artists profiles, so that potential ticket buyers could listen to each of the artists, like the **Arctic Monkeys** (<http://www.bestkeptsecret.nl/2013/act/arctic-monkeys/>), performing at the event.

## Create something unique

Spotify has worked with some festivals to build unique experiences for their visitors. These ideas require significant technical skills, using Spotify's APIs to create something new:

- **Way Out West mobile music app.** Way Out West didn't just want to add music to their website, they also wanted Spotify to work via their mobile app, so they used the Libspotify API to make it happen. **Learn more about the Libspotify API...** (<https://developer.spotify.com/technologies/libspotify/>)
- **Bonnaroo's Live Click Stations.** By working with Spotify and event technology company Intellitix (<http://www.intellitix.com/>), **Bonnaroo** (<http://www.bonnaroo.com/>) visitors could automatically post the set they were watching to their social media channels, in the form of a Spotify playlist. **Read more at intellitix.com** (<http://www.intellitix.com/resources/newsarticle/23>). **Learn more about Spotify APIs** (<https://partners.spotify.com/tools-2/>).

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