

March 5-8, 2018  
Austin, Texas

# SXSW EDU

## SESSION STARTER KIT



# PARTICIPATE AT SXSW EDU 2018



The SXSW EDU Conference & Festival affords registrants open access to an innovative program of engaging sessions and interactive workshops, cutting-edge startup and design competitions, dynamic learning experiences in unique exhibition spaces, cinematic portrayals and a host of networking opportunities.

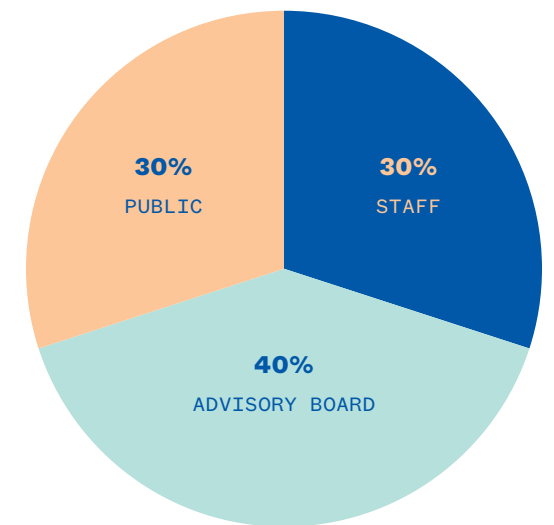
The majority of sessions and workshops at SXSW EDU are fueled by PanelPicker, giving the community significant voice in the overall programming of the event. In addition to submitting an idea in PanelPicker, you can also apply to participate in more ways at the event including Launch, Learn by Design, the Learning Expo, Film and the Playground. Learn more about these opportunities on the last page.

# HOW PANELPICKER WORKS

PanelPicker is a two-step, digital crowd-sourced platform that enables the community to propose ideas for a variety of session formats. The entry process is a month-long submission window, where you can enter your idea for consideration to be presented at SXSW EDU 2018. PanelPicker will then re-open for public voting, allowing the community to review and vote on all ideas entered.

The final decision is derived from the Advisory Board evaluations (40%), public voting (30%) and staff analysis (30%).

## FINAL PROPOSAL GRADE



## IMPORTANT DATES


<b>June 26</b>	PanelPicker entry opens Applications open
<b>July 21</b>	PanelPicker entry closes
<b>August 1</b>	Registration opens
<b>August 7</b>	PanelPicker public voting begins
<b>August 25</b>	PanelPicker public voting ends

# KNOW YOUR AUDIENCE\*

\*Data from SXSW EDU 2017

 **7,857**  
TOTAL  
PARTICIPANTS

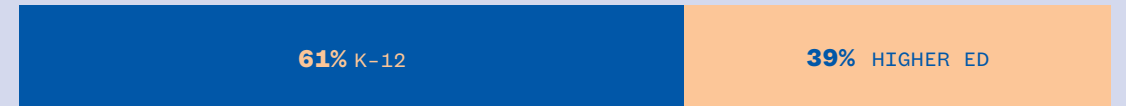
 **72%**  
HAVE CLASSROOM  
EXPERIENCE

 **97%**  
HAVE A BACHELOR'S  
DEGREE OR HIGHER

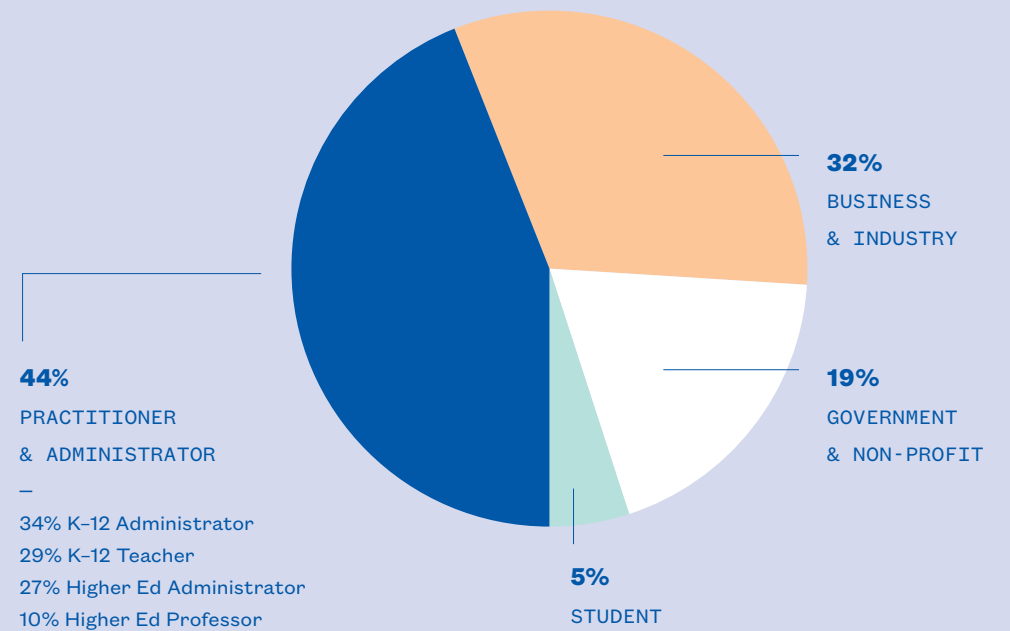
 **47**  
COUNTRIES  
REPRESENTED



## OVERALL PARTICIPANT FOCUS AREAS



## PARTICIPANT COMPOSITION



## PARTICIPANT PRIMARY GOAL

**52%** Gain more knowledge

**24%** Opportunity to collaborate

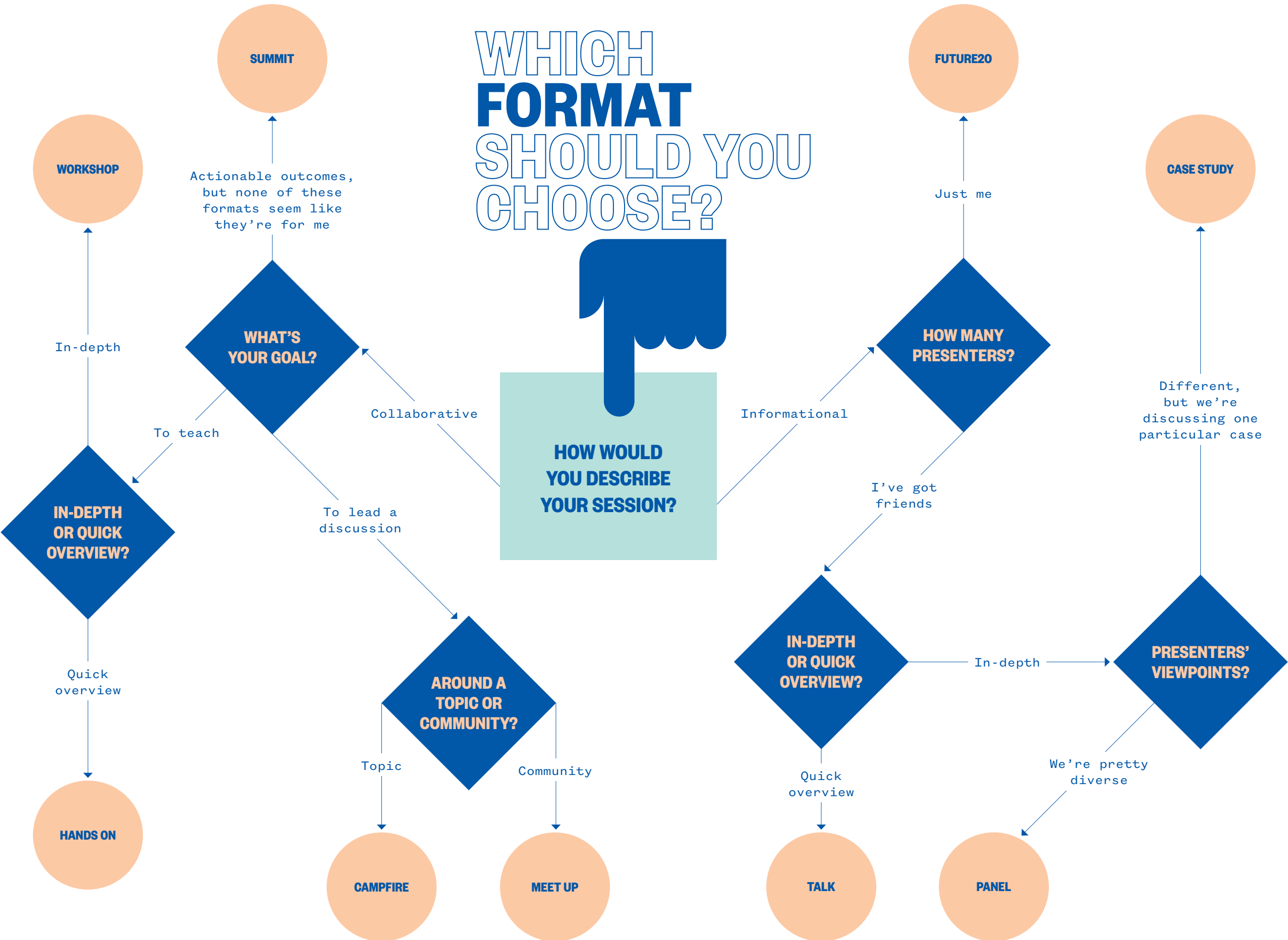
**12%** Learn how to make an impact

**12%** Be part of a community

# WHICH FORMAT SHOULD YOU CHOOSE?



**HOW WOULD YOU DESCRIBE YOUR SESSION?**



Actionable outcomes, but none of these formats seem like they're for me

Just me

In-depth

To teach

Collaborative

To lead a discussion

Informational

I've got friends

Different, but we're discussing one particular case

Quick overview

Topic

Community

Quick overview

In-depth

We're pretty diverse



# GET STARTED IN PANELPICKER

Visit [panelpicker.sxsw.com](http://panelpicker.sxsw.com) and sign in with your universal SXSW account or create one for free with your email address and a password.

Begin your proposal by selecting “+ EDU Proposal” to be considered for SXSW EDU 2018.

The application form is divided into six steps and PanelPicker allows you to save and continue as you go.

Click on question mark icons next to important fields for helpful tips and guidelines. For any additional questions, please reference the FAQ.

## STEP 1

### ORGANIZER

Appoint a primary contact, known as the *organizer*, for your session to facilitate correspondence throughout the PanelPicker process and beyond, if accepted. The session organizer can also be a proposed speaker, but is not assumed to be participating as a speaker unless indicated.

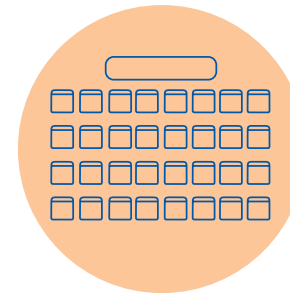
## STEP 2

### TITLE & CHARACTERISTICS

The information required in this step will serve as the framework for your session idea. Your selections will help the community understand and differentiate your proposal among many others.

- The more direct and explanatory your *title*, the better (max. 50 characters including spaces).
- Choose the *format* that best represents your session structure and presentation style. Reference the corresponding audience seating icons and descriptions to determine which format best suits your intended engagement.
- Select a *track* that generally aligns with your idea so that attendees looking for similar content can find your session.
- Further clarify the focus of your session with *tags*.
- Clearly identify your *intended audience* and *background knowledge required* to help attendees understand who will benefit most from your session.

## SELECT A FORMAT



### Future20

1 SPEAKER, 20 MIN

A short presentation highlighting new and emerging ideas. Optional audience Q&A.

### Case Study

1-3 SPEAKERS, 60 MIN

A focused presentation highlighting research findings from relevant initiatives and projects followed by audience Q&A.

### Panel Discussion

2-4 SPEAKERS, 60 MIN

A diverse and focused discussion around a particular topic followed by audience Q&A.

### Talk (Higher Ed)

1-3 SPEAKERS, 30 MIN

An informal presentation highlighting higher education insights including audience Q&A. Takes place on the Higher Ed Stage in the Innovation Hub.

### Talk (Industry)

1-3 SPEAKERS, 30 MIN

An informal presentation highlighting market trends in education business including audience Q&A. Takes place on the Industry Stage in the Innovation Hub.

### Talk (Learning Expo)

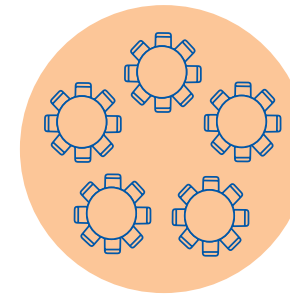
1-3 SPEAKERS, 30 MIN

An informal presentation highlighting classroom initiatives and college readiness including audience Q&A. Takes place as part of the Learning Expo.

### Talk (Playground)

1-3 SPEAKERS, 30 MIN

An informal presentation highlighting discovery-based learning activities including audience Q&A. Takes place in the Playground.



### Hands On

1-2 SPEAKERS, 30 MIN

An informal session that facilitates interactive and creative learning techniques.

### Meet Up

1-2 SPEAKERS, 60 MIN

A networking event that encourages communities at SXSW EDU to connect with others who share similar passions or interests during the event.

### Summit

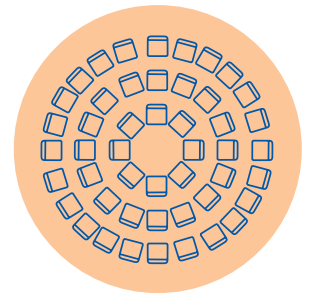
1-4 SPEAKERS, 3-6 HOURS

An extended form of programming with multiple formats that creates an intimate and collaborative environment to arrive at actionable outcomes.

### Workshop

1-3 SPEAKERS, 2 HOURS

An in-depth, instructional program with hands-on learning and specific takeaways.



### Campfire

1-2 SPEAKERS, 60 MIN

A speaker-led, open conversation with attendees around a particular topic.

## SELECT A TRACK

Arts

Business

Cognitive Process

Continuing Education

Data

Early Learning

Employability

Equity

Language Learning

Implementation

Informal Education

Instruction

Leadership

Learning Spaces

SEL

Special Needs

VR/AR

# STEP 3

## DESCRIPTION & LEARNING OBJECTIVES

Describe your session (max. 500 characters including spaces) and learning objectives (max. 150 characters each including spaces). Accurately highlight the main focus of your presentation in a compelling manner and provide three specific learning objectives for your session that highlight audience takeaways.

- Depth is more important than breadth.
- The audience at SXSW EDU is well-versed in the current education landscape. Your session description does not need to reference broad statements about the state of education.
- Please do not include speaker names or organizations in the session description.
- Use paragraph form for your description (no bullets).
- Be sure to spell out the first mention of any acronyms you include.
- Advertorial or brand-centered descriptions are not allowed. If you would like to promote your brand at SXSW EDU, please email [sales@sxswedu.com](mailto:sales@sxswedu.com).

# STEP 4

## RESOURCES

Use a short creative video and/or visual aids to serve as the digital face of your proposal. Provide at least one resource to showcase your programming idea. Videos are highly preferred, especially ones displaying your speaking abilities, regardless of production value.

# STEP 5

## SPEAKERS

Be prepared to enter each proposed speaker's name, contact information, short bio and diversity contributions. Although most of this information is kept confidential, know that the speaker's name, title, organization and short bio will be shared with the community.

- Remember SXSW EDU values diversity in perspective, opinion and representation. For each proposed speaker, you will be asked to address how they contribute to the diversity of the session with a particular focus on the five elements of diversity outlined below.
- Keep in mind the speaker limits associated with your selected session format. For example, each panel has a limit of four speakers, including the moderator if desired.
- Moderators should be independent, neutral facilitators in the discussion and count toward your speaker limit.
- While a particular speaker may be proposed for multiple sessions, in the interest of maximizing diversity, speakers will be limited to participating in a single programmed session.

# STEP 6

## REVIEW & SUBMIT

Proofread and double-check that your proposal is complete. Once submitted, you will be unable to make any edits. Your proposal is not complete until you click "Enter Proposal."

### WHAT'S NEXT?

Start thinking of ways to promote your session idea once public voting goes live on August 7th!

**SELECT THE "MENTOR" CHECKBOX OR VISIT [SXSWEDU.COM/MENTOR](https://sxswedu.com/mentor) TO BE CONSIDERED AS A 2018 MENTOR**



## 5 ELEMENTS OF DIVERSITY

### Gender

If three or more speakers are proposed, please ensure gender diversity. In other words, a panel of three or four speakers cannot be comprised of a single gender.

### Location

There are scores of very qualified education experts across the U.S. and around the world. Be thoughtful of how the voices participating contribute to the geographic representation.

### Opinion

If all the speakers on your panel proposal have the same opinion on the given topic, then the conversation will likely be uninteresting. Whatever your topic is, you are encouraged to include at least one person whose opinion differs sharply.

### Variety

The session selection process is very competitive so having a variety of new and interesting speakers is essential to making your session stand out.

### Ethnicity

Different ethnic backgrounds and cultures take unique approaches to different topics. And, unique is usually a good thing at SXSW EDU.

# APPLY STARTING JUNE 26

To learn about opportunities to participate in SXSW EDU 2018, visit: [sxswedu.com/applications](http://sxswedu.com/applications)

# REGISTER STARTING AUGUST 1

Register to attend SXSW EDU 2018, at: [SXSWedu.com](http://SXSWedu.com)



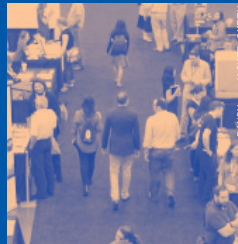
## SXSW EDU LAUNCH

Pitch your startup



## SXSW EDU LEARN BY DESIGN

Showcase your design project



## SXSW EDU LEARNING EXPO

Apply to exhibit



## SXSW EDU FILM

Screen your film



## SXSW EDU PLAYGROUND

Propose your display