SXSW EDU ↙

March 4–7, 2019
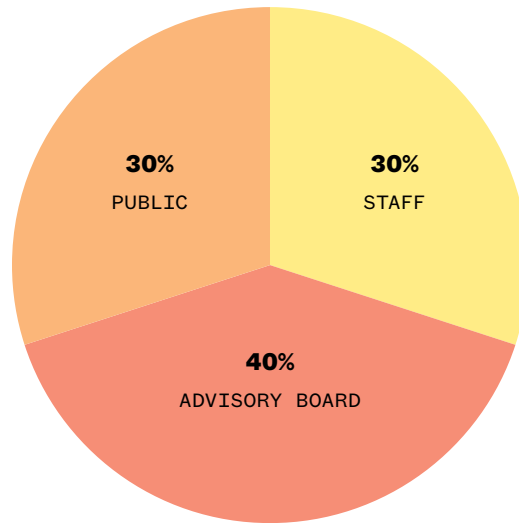Austin, Texas

PanelPicker Guide

How PanelPicker Works

PanelPicker® is a digital crowd-sourced platform that enables the community to propose ideas for a variety of session formats.

Simply enter your session proposal for SXSW EDU 2019 during the month-long submission window. Then PanelPicker will re-open for public voting, allowing the public to review, vote on, and provide feedback for all ideas entered.

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

Final Proposal Grade

30% PUBLIC

30% STAFF

40% ADVISORY BOARD

Important Dates

June 25	PanelPicker opens for entries
July 20	PanelPicker entry window closes
August 1	Registration opens
August 6	PanelPicker public voting begins
August 30	PanelPicker public voting ends
End of September	Notification of session decisions

Demographic Information*

*Data from SXSW EDU 2018

Community Numbers

15,212	8,113	7,099	1,172	449	40	154
Total Attendance	Registrants	Public Attendees	Speakers	Sessions	Countries	Media in Attendance

Community Composition

3% STUDENT

20% GOVERNMENT & NON-PROFIT

44% PRACTITIONER & ADMINISTRATOR

33% BUSINESS & INDUSTRY

23% Higher Ed Administrators

9% Higher Ed Professors

37% K–12 Administrators

31% K–12 Teachers

PanelPicker Step-by-Step

Step 1

SESSION ORGANIZER

Appoint a primary contact for your session, known as the *organizer*, 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. Remember that the session organizer serves as the main point of contact for the session, and is responsible for communicating information to their speakers.
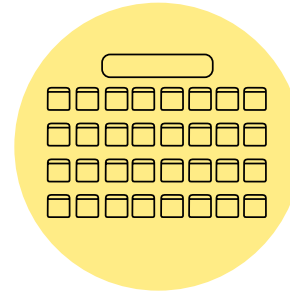
Step 2

TITLE & CHARACTERISTICS

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

- Try to keep your *title* as concise and explanatory as possible. Make sure your proposal is easily accessible to the community with a great title that clearly speaks to the audience you are trying to reach. (max. 50 characters including spaces)

- Choose the *format* that best fits your session structure and presentation style. Reflect on the goals of your session idea — are you looking to engage in a thought-provoking discussion, lead a learning activity, or convene a specific community? Reference the corresponding options to determine which format best suits your idea.

- Select a thematic *track* that generally aligns with your idea so that attendees looking for similar content can find your session. Your idea may fit under multiple track options, so focus on the track that best represents your session content.

- Further clarify the focus of your idea by selecting two *tags* from the dropdown menus that will help the community search for your session.

- Clearly identify the *intended audience* for your session, as well as the *background knowledge required* to help attendees understand who will benefit most from your session and further refine your session goals.

Formats

Case Study
1-3 SPEAKERS, 60 MIN

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

Debate
3 SPEAKERS, 60 MIN

A constructive, moderated debate between opposing viewpoints on an impactful topic, followed by audience Q&A.

Future20
1 SPEAKER, 20 MIN

A short solo presentation highlighting new and emerging ideas. Optional audience Q&A.
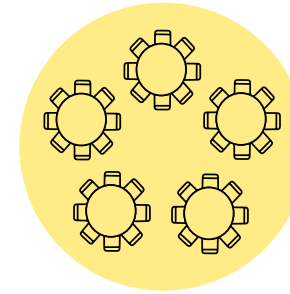
Panel
2-4 SPEAKERS, 60 MIN

A diverse and dynamic exploration of a particular topic, followed by audience Q&A.

Talk
1-3 SPEAKERS, 30 MIN

A focused, high-energy presentation centered on breakthroughs and insights, followed by audience Q&A.

Hands On
1-2 SPEAKERS, 30 MIN

An informal, activity-based session that facilitates interactive and creative learning techniques.
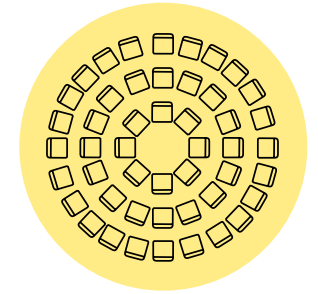
Meet Up
1-2 SPEAKERS, 60 MIN

A speaker-facilitated networking event that encourages communities to connect around similar topics, passions, roles, or interests.

Workshop
1-3 SPEAKERS, 2 HOURS

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

Campfire
1-2 SPEAKERS, 60 MIN

A speaker-led, open conversation that focuses on driving a dialogue with attendees around a particular topic rather than offering a structured presentation.

Tracks

Accessibility & Inclusion

Adult Learning

Arts

Business & Investment

Data

Early Learning

Emerging Tech

Equity

Higher Education

Informal Learning

K–12 Education

Language Learning

Leadership

Learning Spaces

Science of Learning

SEL

Student Agency

LUIS BUSTOS

Step 3

DESCRIPTION & OBJECTIVES

Describe your *session content* (max. 500 characters including spaces) and *learning objectives* (max. 150 characters each including spaces). Accurately define the comprehensive focus of your idea in a compelling manner and provide three specific learning objectives for your session that highlight concrete audience takeaways. Please keep in mind the following tips:

- Depth is more important than breadth in making your idea an impactful session.

- The audience at SXSW EDU is well-versed in the current education landscape. Given the limited space, your description does not need to reference broad statements and statistics about the state of education, and should focus on the specific content of your session.

- Do not include speaker names or organizations in the session description as these are listed separately in the application process and beyond.

- Use paragraph form for your description (no bullets or lists please).

- Be sure to spell out the first mention of any acronyms you choose to include.

- Advertorial or brand-centered descriptions are not allowed. If you are interested in promoting your brand at SXSW EDU, please reach out to sales@sxswedu.com.

- Note that learning objectives are optional for Meet Up proposals only.

Step 4

RESOURCES

Add a short creative video and/or visual aids to serve as the digital face of your proposal. You must provide at least one resource to support your programming idea. Videos are highly preferred, and there's no need for high-value production, as we just want to hear you speak — just record yourself on your phone/computer pitching your idea! Please note, you must have clear rights to whatever resources you include.

AKASH KATARIA

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 each speaker's name, title, organization, and bio will be shared with the community.

- SXSW EDU values diversity in perspective, opinion, and representation and the most interesting sessions are ones that offer many different perspectives. For each proposed speaker, you will be asked to address how they contribute to the diversity of the session with a focus on the five requirements of diversity outlined below.

- Keep in mind the maximum speaker limits associated with your selected session format. For example, the panel format is limited to a maximum of four speakers, including the moderator, if desired.

- Moderators are optional (except for debate proposals), but should be independent, neutral facilitators in the discussion. Please note the moderator counts toward your maximum speaker limit.

- While a particular speaker may be proposed for multiple sessions, in the interest of providing diverse perspectives, speakers will be limited to participating in a single programmed session.

Step 6

REVIEW & SUBMIT

Proofread and double-check that your proposal is complete and error-free.

Make sure you take a few moments to review all of the agreement terms before finalizing your proposal. Please note, once submitted, you will NOT be able to make any additional edits to your proposal.

Your proposal is not complete until you click the "**Enter Proposal**" button.

What's Next?
Start thinking of ways to promote your session idea to the community once public voting goes live on August 6!

5 Elements of Diversity

Gender

For sessions with three or more speakers, gender diversity is required. For example, 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 that provide unique viewpoints based on their locality. Be thoughtful of how the voices participating contribute to the geographic representation of the session.

Opinion

If all the speakers on your session proposal have the same opinion on the given topic, the conversation will likely be uninteresting. Whatever your topic is, you are encouraged to include at least one voice 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. Please note that SXSW EDU has a "one session per speaker" policy to ensure a diverse program.

Ethnicity

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

Registration for SXSW EDU 2019 opens on August 1

All accepted speakers will receive a complimentary registration.