HOW PANELPICKER WORKS

PanelPicker is a digital crowdsourced platform that enables the community to propose ideas for a variety of session formats.

Simply enter your session proposal for SXSW EDU 2020 during the 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%).

Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1</td>
<td>PanelPicker opens for entries</td>
</tr>
<tr>
<td>July 19</td>
<td>PanelPicker entry window closes</td>
</tr>
<tr>
<td>August 1</td>
<td>Registration opens</td>
</tr>
<tr>
<td>August 5</td>
<td>PanelPicker public voting begins</td>
</tr>
<tr>
<td>August 23</td>
<td>PanelPicker public voting ends</td>
</tr>
<tr>
<td>Mid-October</td>
<td>Notification of session decisions</td>
</tr>
</tbody>
</table>

Final Proposal Grade

30% PUBLIC
30% STAFF
40% ADVISORY BOARD

Community Numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>12,927</td>
</tr>
<tr>
<td>Registrants</td>
<td>8,274</td>
</tr>
<tr>
<td>Public Attendees</td>
<td>4,653</td>
</tr>
<tr>
<td>Speakers</td>
<td>1,202</td>
</tr>
<tr>
<td>Sessions</td>
<td>492</td>
</tr>
<tr>
<td>Media in Attendance</td>
<td>171</td>
</tr>
<tr>
<td>Countries</td>
<td>41</td>
</tr>
</tbody>
</table>

Community Composition

30% BUSINESS & INDUSTRY
20% NON-PROFIT
3% GOVERNMENT
3% STUDENT
44% PRACTITIONER & ADMINISTRATOR
36% K-12 Teachers
3% Higher Ed Professors
18% Higher Ed Administrators
29% K-12 Administrators

Overall Community Focus Areas

65% K-12
35% HIGHER ED
**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 they are 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 the speakers and ensuring the success of the session.

**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 and goals.
- 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 **level of expertise required** to help attendees understand who will benefit most from your session and further refine your session goals.

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 2020.

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

Click on the question mark icons next to important fields for helpful tips and guidelines. For additional questions, please reference the FAQ.
**Case Study**  
1–3 SPEAKERS, 60 MIN  
A focused presentation highlighting research findings from relevant initiatives and projects, followed by audience Q&A.

**Future20**  
1 SPEAKER, 20 MIN  
A short solo presentation highlighting new and emerging ideas, followed by an optional audience Q&A.

**Panel**  
2–4 SPEAKERS, 60 MIN  
A diverse and dynamic exploration of a particular topic, followed by audience Q&A.

**Performance**  
1–3 SPEAKERS, 1.5 HOURS  
A dynamic performance combined with a workshop-style experience offering a deeper understanding of the concepts fueling the performance, and activities that can be adopted for the classroom.

**Podcast**  
2–4 SPEAKERS, 60 MIN  
A podcast conversation on topics across the education landscape, hosted by media organizations and recorded in an intimate setting amongst a live audience at the event.

**Talk**  
2–3 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  
A short, 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, 1.5 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.

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**Arts**  
Exploring arts-based pedagogies and practices including the performing and visual arts, arts integration and funding, and the intersection of STEM and STEAM.

**Business & Investment**  
Content focused on the business of education including entrepreneurship and startups, investment and funding, marketing strategies, corporate initiatives and partnerships, market trends and analysis, and more.

**Early Learning**  
Content centered on early learning instruction and pedagogy, administration, program and tool implementation and topics surrounding access, child development, funding, school design, and more.

**Emerging Tech & Development**  
Exploring what’s next in educational technology and implementation including artificial intelligence, XR, blockchain, cybersecurity, and more, as well as a look at technology development, coding, and data interoperability.

**Equity**  
Addressing issues related to equity, access, and diversity in education including social and economic factors, culturally responsive teaching, anti-racism practices and pedagogy, LGBTQ+ issues, and more to ensure equitable outcomes and opportunities for all.

**Global Education**  
Programs and initiatives surrounding global collaboration in education including international instructional approaches and business ventures, language acquisition and ESL/ELL instruction, program implementation across borders, global partnerships, cross cultural initiatives, and more.
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.

• Please 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.

• Please 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, and please enable closed captioning for any videos you include.
**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.

- 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 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.

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**Diversity Guidelines**

Speaker diversity plays an extremely important role in the decision making process. The most interesting sessions are ones that include many different perspectives. When choosing speakers keep in mind these basic diversity guidelines.

All sessions with 3 or more speakers should include:

- Diversity in gender
- Diversity in ethnicity
- Diversity in location and employment of speakers
- Diversity in thought and opinion

We understand that some sessions work best with full representation of a particular group and will review these on a case by case basis.
REGISTRATION FOR SXSW EDU 2020 OPENS ON AUGUST 1

Please note, all accepted speakers will receive a complimentary registration.