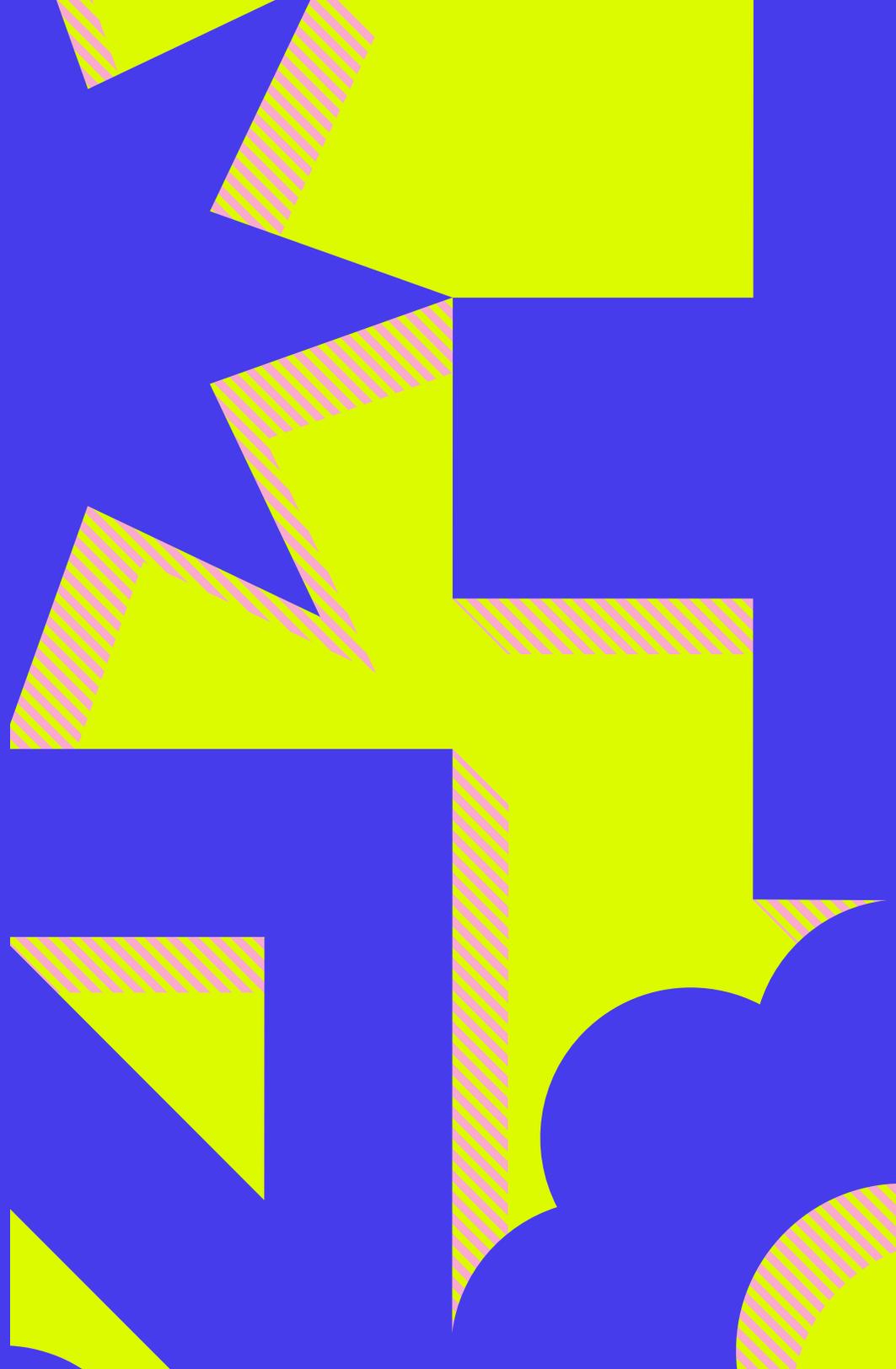


PanelPicker[®] Guide

SXSW EDU[®]
ONLINE

MARCH 9—11, 2021



For 2021, we are launching SXSW EDU Online, a new digital experience taking place March 9–11, featuring keynotes and sessions, screenings, showcases, networking, and exhibitions. We are excited for the potential that SXSW EDU Online has to bring the community together in new ways.

In creating a brand-new program experience, a unique set of tracks and formats was created and tailored specifically to the virtual event. Enter your session idea in PanelPicker for consideration to speak at SXSW EDU Online in March, and be on the lookout for more information regarding participation in SXSW EDU competitions, the film program, performances, and the mentor program in the coming months.

SXSW EDU
↙ ONLINE

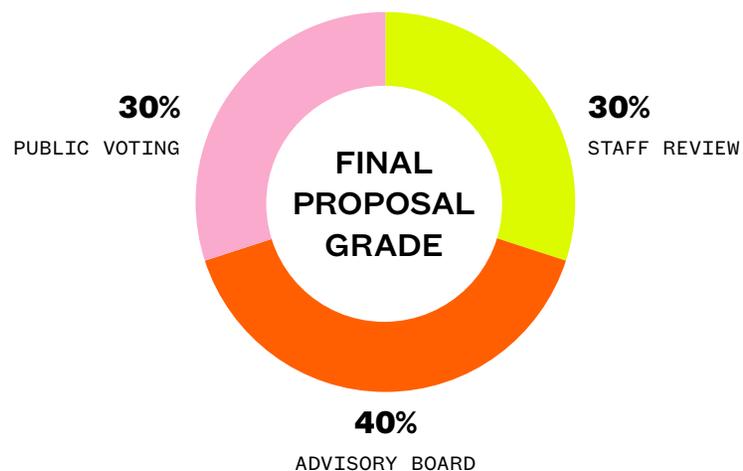


How PanelPicker Works

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 Online 2021 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

- October 6**PanelPicker opens for entries
- October 16** PanelPicker entry window closes
- November 10** PanelPicker public voting begins
- November 20** PanelPicker public voting ends
- December**Notification of session decisions

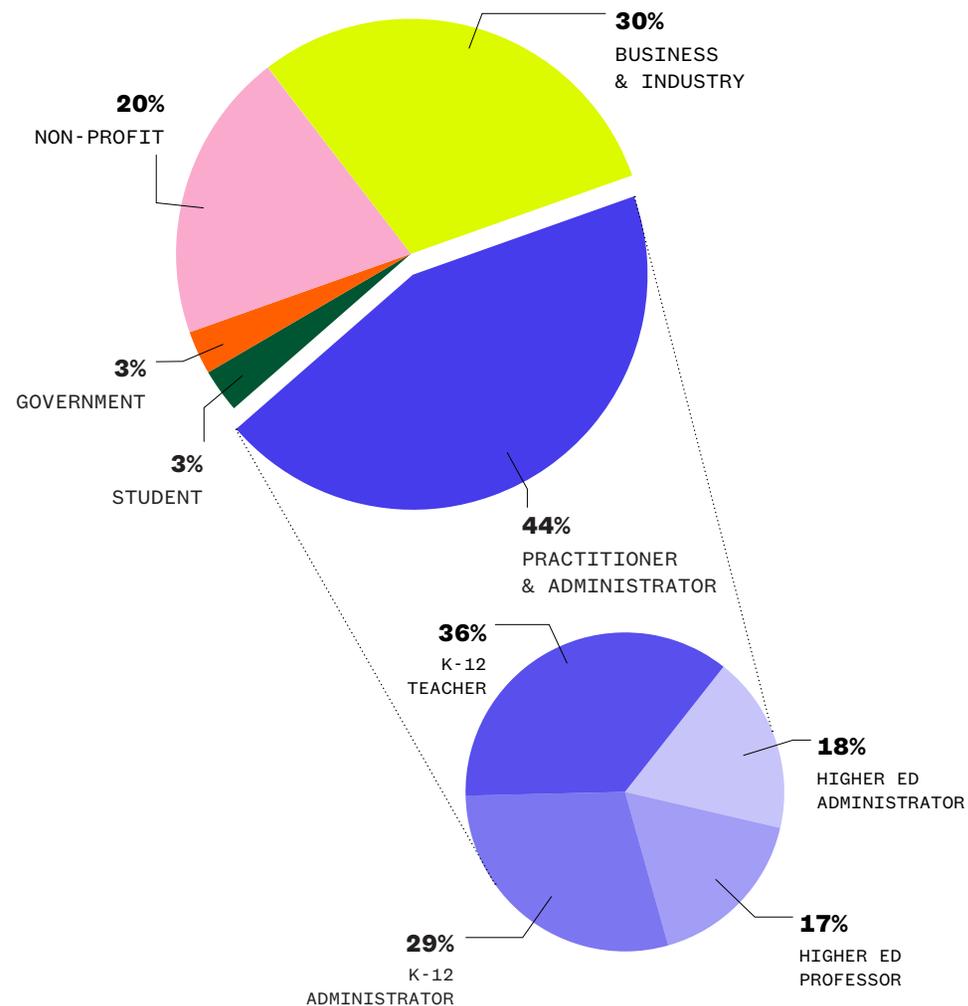
Know Your Audience

**Data from SXSW EDU 2019*

OVERALL COMMUNITY FOCUS AREAS



COMMUNITY COMPOSITION



Tracks

Community

Programs and projects focused on empowering and connecting communities in and out of the classroom by highlighting work organized by community spaces and groups including libraries, museums, makerspaces, community centers, after-school and summer programs, and more

Emerging Tech

Exploring development and implementation in educational technology including virtual teaching and learning solutions, universal design, artificial intelligence, XR, data privacy, coding, data interoperability, as well as issues surrounding equitable access to technology

Equity & Justice

Addressing work championing equity, justice, access, diversity and inclusion in education and beyond, including social and economic disparities, culturally responsive teaching, anti-racism practice, LGBTQ+ issues, and more to ensure equitable opportunities and outcomes for all

Global Impact

Programs and initiatives exploring the importance of global collaboration and connectivity in education and beyond including international business ventures, program implementation across borders, global partnerships, cross-cultural initiatives, and more

Media & Public Engagement

Addressing the importance of education journalism locally, nationally, and internationally to advance public engagement on issues of educational equity and the fundamental connection between education and work, as well as fostering deeper ties between practitioners and journalists

Policy & Civil Discourse

Addressing education policy issues across local, regional, national, and international governance including funding and standards, student data use, and digital policies, as well as economic development, advocacy and activism, and government partnerships

Practice & Pedagogy

Content focused on instruction and pedagogy across the entire learning lifecycle with a focus on virtual teaching and learning and institutional transformation. Topics include but are not limited to instructional best practices for all educational levels and learning differences, arts integration, social emotional learning and wellness, and evolving curricula.

Work Reimagined

Programs and new approaches to upskilling, corporate learning, and talent development, including continuing education, workforce revitalization and training, career transitions and professional development, as well as initiatives for mature learners and non-traditional students

Formats

Converse

2-3 SPEAKERS, 45 MINUTES

A speaker-facilitated, open conversation that focuses on driving a dialogue and connecting communities around a particular topic rather than offering a structured presentation

Talk

1-4 SPEAKERS, 30 MINUTES

A focused, high-energy presentation centered on breakthroughs and insights

Work

2-3 SPEAKERS, 60 MINUTES

An instructional program with hands-on learning activities and specific takeaways

PanelPicker Step-by-Step

Visit 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 Online 2021.

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.

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 **background knowledge required** to help attendees understand who will benefit most from your session and further refine your session goals.



KIT MCNEIL

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 Online, please reach out to sales@sxswedu.com.



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.
- 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 two programmed sessions (with the exception of Mentor Sessions).

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.



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 **November 10!**

**All Accepted
Speakers will Receive
a Complimentary
Registration**

**SXSW EDU
ONLINE**