

# PanelPicker<sup>®</sup> Guide

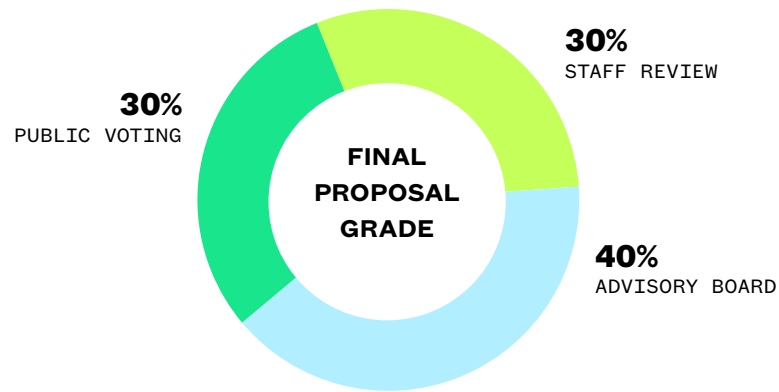
**SXSW EDU**  
**2022** MARCH 7-10  
AUSTIN, TX

# 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 2022 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

<b>June 29</b>	<b>PANELPICKER OPENS FOR ENTRIES</b>
<b>July 22</b>	<b>PANELPICKER ENTRY WINDOW CLOSES</b>
<b>August 10</b>	<b>PANELPICKER PUBLIC VOTING BEGINS</b>
<b>August 26</b>	<b>PANELPICKER PUBLIC VOTING ENDS</b>
<b>Mid-October</b>	<b>NOTIFICATION OF SESSION DECISIONS</b>

# Know Your Audience

*\*Data from SXSW EDU 2021*

## COMMUNITY NUMBERS

**8,000+** IN-PERSON TYPICAL ATTENDANCE  
**5,000+** ONLINE TYPICAL ATTENDANCE

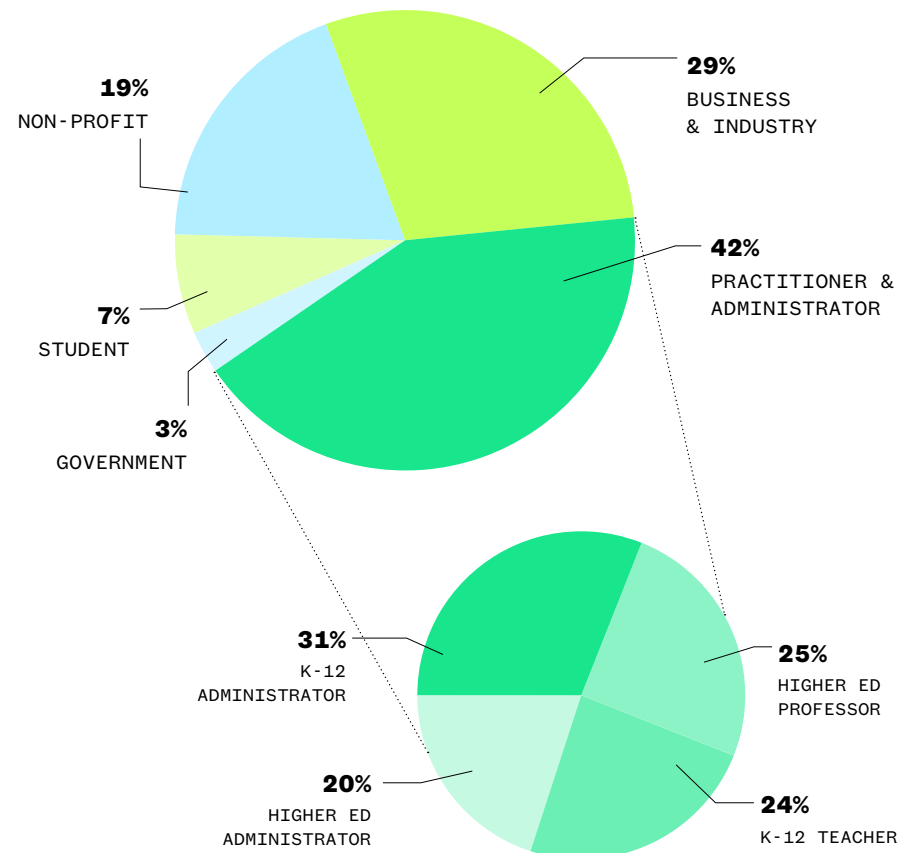
## OVERALL COMMUNITY FOCUS AREAS

**55%**  
K-12

**45%**  
HIGHER ED

## COMMUNITY COMPOSITION

**52** COUNTRIES REPRESENTED BY REGISTRANTS



# Tracks

## ACCESSIBILITY & INCLUSION

Exploring initiatives and programs that focus on special education, learning differences, and disabilities across the learning lifecycle including instructional strategies, assistive technology, universal design, and more

## ARTS & STORYTELLING

Exploring arts-based pedagogies and creative practices including the performing and visual arts, arts integration, and the intersection of STEM and STEAM as well as narrative and world-building approaches for teaching and learning

## 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, business adaptability and virtual opportunities

## COMMUNITY INITIATIVES

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, 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 in education and beyond including international instructional approaches and business ventures, language acquisition and ESL/ELL instruction, program implementation across borders, global partnerships, cross-cultural initiatives, and more

## POLICY & CIVIC ENGAGEMENT

Addressing education policy issues across local, regional, national, and international governance including funding and standards, student data use, school safety, 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 innovative teaching and learning, and institutional transformation, with topics including instructional best practices for all educational levels and evolving curricula, leadership practice, and groundbreaking insights

## SEL & WELLNESS

Furthering social emotional learning and whole-child education including initiatives addressing mental and physical wellness, trauma-informed practices, and health education with a focus on mental health initiatives for educators, students, and families

## WORK REIMAGINED

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

## Formats

### FUTURE20 (20 MINS, 1 SPEAKER)

A short solo presentation highlighting new and emerging ideas, followed by an optional audience Q&A

### MEET UP (60 MINS, 1-2 SPEAKERS)

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

### PODCAST (60 MINS, 2-4 SPEAKERS)

A podcast conversation on topics across the education landscape, hosted by media organizations and recorded in an intimate setting amongst a live audience

### TALK (60 MINS, 2-4 SPEAKERS)

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

### WORKSHOP (90 MINS, 1-3 SPEAKERS)

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

# PanelPicker Step-by-Step

Visit [panelpicker.sxsw.com](https://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 2022.

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.
- Designate a session **focus** area to set the level of education your session content will be addressing. The SXSW EDU program covers the entire learning lifecycle, and this allows your session to better shine in the community.
- 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.



# 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 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](mailto:sales@sxswedu.com).
- Please note: 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 talk 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 2 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 **August 10!**

# Register to Attend Starting Late Summer

All accepted speakers will receive a complimentary registration.

**SXSW EDU<sup>®</sup>**  
**↙ 2022**