

SXSW EDU® ANNOUNCES FINAL KEYNOTE AND NEW FEATURED SPEAKER

Registrants can earn Continuing Professional Education credits by attending more than 230 sessions in partnership with ATPE.

[February 14, 2024] // Austin, Texas – The South by Southwest EDU® Conference & Festival shares a new **Keynote** and **Featured Speaker** for the 2024 event including practitioner and early learning literacy advocate **Spencer Russell**, confirmed as Tuesday’s Keynote, along with the Featured Session by ethical AI expert **Beth Rudden**.

Spencer Russell, founder of Toddlers CAN Read, educator, and parent with over 2.5 million combined followers on Instagram and TikTok, will dive into an actionable conversation surrounding early childhood development and reading instruction. His Keynote, [It’s Time to Stop Talking About the Literacy Crisis](#), will discuss how to empower parents with tools to support young people’s journey to read and ultimately address the early learner literacy problems in America.

In addition, CEO and Chairwoman of Bast AI, **Beth Rudden**, joins the Featured stage in [AI's Leap: Shaping Tailored Learning](#). As a leading voice in ethical AI, discover the transformative potential of explainable AI in personalizing education through fostering a culturally attuned, creatively limitless learning experience with Beth Rudden. She will share her perspective of data as a human artifact, enhancing AI's role in our personal growth.

With learning at the heart of SXSW EDU, the event continues to partner with the **Association of Texas Professional Educators (ATPE)** to provide conference attendees with the opportunity to earn **Continuing Professional Education (CPE) credits**. This year’s event provides the highest-ever number of qualifying sessions with more than **230 sessions** accredited for CPE. Qualified programming will be identified both on the schedule and in the mobile app. After attending CPE-eligible sessions, attendees (whether they are ATPE members or not) can collect a code in the session room that they can use to log into the ATPE Professional Learning Portal at atpe.org and receive their credit.

To learn more about SXSW EDU’s 2024 programming from March 4-7, visit sxswedu.com/program.

Press Credentials:

To register, please go to sxswedu.com/press/accreditation.

About SXSW EDU:

The SXSW EDU® Conference & Festival is a reflection of the world’s most critical social issues as seen through the lens of education. This year’s event will bring together the learner, the practitioner, the entrepreneur, and the visionary to share their groundbreaking stories, tackle complex issues, and build reimagined paths forward. As a community of diverse people who are united around a like-minded vision for the future, SXSW EDU serves as a place for attendees to renew their purpose in practice from both a personal and professional perspective. It is a place to reinforce the core principles of teaching and

learning as well as an opportunity to express your creativity and passion for education. Join the passionate and innovative community at SXSW EDU, March 4-7, 2024.

For more information, please visit sxswedu.com.

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