

2013 SXSW Interactive Festival Quick Overview For Austin Telecom Commission

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SXSW Interactive Festival: Basic Info

- March 8-12, 2013 – 22 days away!!
- 25,000+ digital creatives
- 800+ presentations / panels / sessions
- Dozens of great networking events
- Preview of what will be hot in 2 years
- Emphasis on creativity, innovation, inspiration
- www.sxsw.com/interactive

Keynote & Feature Speakers

- Academics: Anne Marie Slaughter
- Authors: Al Gore
- Athletes: Shaq
- Designers: Tina Roth Eisenberg
- Entrepreneurs: Alexis Ohanian
- Futurists: Bruce Sterling
- Humorists: Matthew Inman
- Innovators: Sir Tim Berners-Lee
- Inventors: Elon Musk
- Makers: Bre Pettis
- TV personalities: Rachel Maddow
- Outlaws: Kim Dotcom

More Programming

- Big big tent with lots of different content
- Many folks who aren't famous yet
- But, their ideas will be shaping the future
- For 2013, expanded Blacks in Technology

General Themes for 2013

- 3D Printing / DIY
- Big Data
- Crowdfunding
- Fashion
- Next generation location services
- Nonprofits
- Space
- Startups

Other Elements of the Event

- Trade Show at Austin Convention Center
- Opening Party
- Lots and lots of networking events
- All these things require a badge

Lots and Lots of FREE Stuff

- March 7-9 – Digital Creative Job Market
- March 8 -- Blacks in Tech party at Carver
- March 8 – Aaron Swartz session at ACC
- March 8-10 – SXSW Gaming Expo
- March 8-10 – NASA telescope
- March 8-11 – SXSW Create
- March 10 – Dewey Awards

SXSW Interactive has grown a lot over the last few years, but our vision is still shaped by the same three goals

- Creativity
- Innovation
- Inspiration

For more info on SXSW Interactive

- www.sxsw.com/interactive
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