



# **WAVEMAKER'S GUIDE TO NAVIGATING 2019 SXSW INTERACTIVE.**

MARCH 8-12 2019



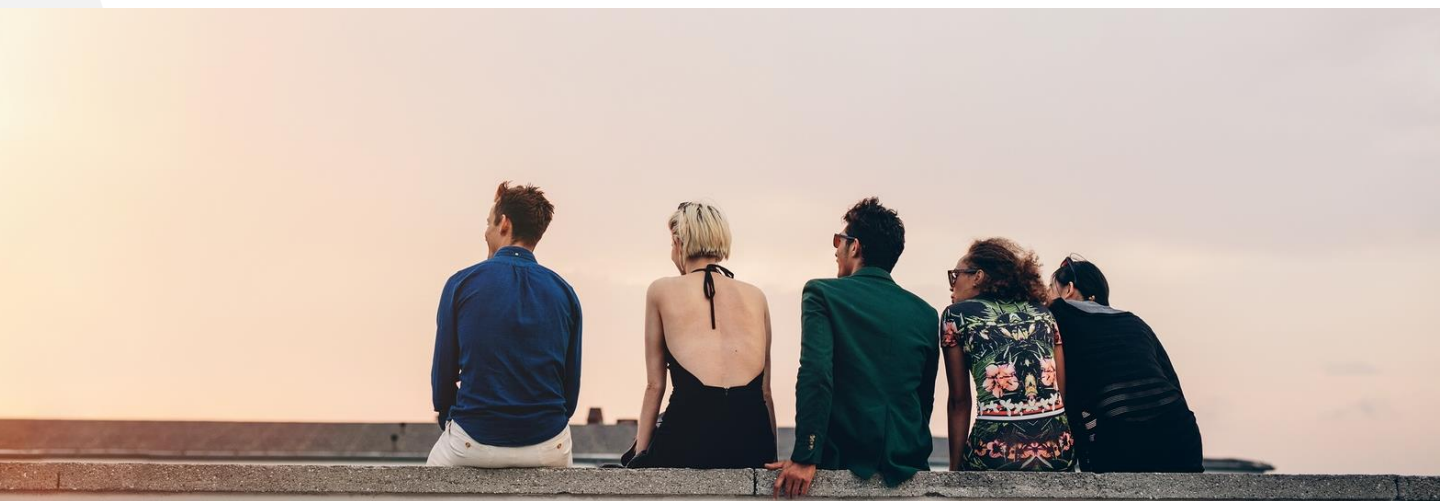
**WAVEMAKER**  
MEDIA. CONTENT. TECHNOLOGY.

# WHAT TO EXPECT AT SXSWi 2019.

The South By Southwest Interactive Festival (SXSWi) is an annual immersive cultural experience focused on emerging technology and future-forward thinking, fueled by creativity and innovation.

Continuing to grow in both scope and size, SXSWi brings together the brightest minds from across vast and diverse industries to present and debate on topics previously voted on by those in attendance. It is this community-driven approach to content selection that makes SXSWi not only unique, but also more compelling and relevant. The resulting environment is one that breeds creativity, ignites disruption and ultimately inspires new ways of thinking.

While the experience, often driven by serendipitous run-ins and conversation, is extremely rewarding, it can also be quite overwhelming with a buffet of options clamoring for your attention. To ensure you are prepared, Wavemaker has developed this comprehensive guide that highlights some of the key sessions, places and events that should not be missed.





# TIPS AND ADVICE FOR NEWCOMERS.

For those new to SXSWi, below are a few helpful tips to get you ready for what to expect on the ground.

## PLAN AHEAD

Different from your average trade show, SXSWi is simply too big for you to see everything. It's important to come prepared with a game plan. The [SXSW app](#) can be a useful tool to build your ideal schedule. But don't be disappointed if your plans do not pan out, as lines and travel time can often throw a wrench in your agenda.

## SURRENDER TO SERENDIPITY

Sometimes the best connections and experiences are made when chatting with others waiting in line or accompanying a friend to an impromptu session or event. The magic of SXSWi is knowing when to allow yourself to let go of plans and give in to serendipity.

## WEAR COMFORTABLE SHOES

SXSWi sessions are hosted all over the city, so be sure to wear comfortable shoes that allow for miles of walking in just one day!

## BADGE PICK UP

To avoid lines, we suggest picking up your badge as early as possible upon arrival in Austin. The new pick-up location is Ballroom B at the Convention Center – [scroll](#) for times.

## STAY HYDRATED

Hydration is of the upmost importance when running from place to place. Be sure to pack that H2O to keep you going into the night.

## EMBRACE AUSTIN

A city known to get weird, enjoy the best Austin has to offer. Dress is casual during the conference, the restaurants/bars all offer their takes on local flavors, and exploring the city between sessions is highly encouraged. Who knows who you'll bump in to!



# HOORAY! THE SXXPRESS PASS.

This year, SXXpress (South by Express) Passes have been made available for all badge holders – including Interactive! The pass allows attendees to request priority access to individual Conference sessions the day before an event (i.e. SXXpress Pass signup begins on Thursday, March 7 for events on Friday, March 8.) Interactive registrants may request up to two passes per day. And did we mention, it's free!

**How do I request these:** SXXpress Passes are digital and must be requested through the online Schedule or in SXSX GO, the official mobile app. Screen shot below. Passes will be distributed via email, Apple Wallet, and Android Pay.

**Before you can sign up for SXXpress Passes you must:** Log in and link your badge in SXSX GO or at SXSX Social using the SXSX Social Link Code found in your registration confirmation email. You must still have your physical badge present to enter the event.

The screenshot shows the SXSX GO app interface. On the left, under the heading 'SPEAKERS', there are four speaker cards: Kasia Cieplak-Mayr von Baldegg (The Atlantic), Jean Ellen Cowgill (Bloomberg Media Group), Sara Fischer (Axios), and Nick Quah (Hot Pod). Below the speakers is a section titled 'The ways in which we consume content continue to' followed by 'Favorited by (732)'. On the right, a dark overlay shows the 'Request SXXpress Pass' button circled in orange. Below the button, it says 'SXXpress Pass sign-up for this event will open on March 8 at 9:00 AM CT'. Further down, it asks 'Are you ready for SXXpress?' with three checkboxes: 'You must link your badge.', 'Platinum, Interactive, Film, and Music Badges only.', and 'You must pick up your badge.'. At the bottom of the overlay, it says 'What is SXXpress Pass? Learn more.' and the date/time 'MAR 9, 2019 | 9:30AM'.

# SESSION TIME: MIX IT UP. WE DARE YOU.

SXSWi is rife with future business opportunities, important discoveries and all-around learnings for those who choose to engage at a deeper level. This is our challenge to you – shake it up and embrace all that SXSWi has to offer.

While there will be plenty of content specific to your particular businesses, we strongly encourage you to step outside your professional borders and comfort zone to push yourself to learn something new. New lessons bring new perspectives and ultimately, new solutions.

To help you with this challenge, we've sifted through the hundreds of sessions and curated a list of our top recommended content by day to help you build and personalize your SXSWi experience relevant to your business and interests.

We also strongly encourage a hour block visit to the [SXSW Trade Show](#) which features start-ups alongside creative businesses and brand activations to get your juices flowing. (Opens Sunday, March 10th @11am). Read on for more.



# DAY 1. FRIDAY, MARCH 8<sup>TH</sup>

NAME	SESSION DESCRIPTION
<a href="#"><u>Creating Context Aware Media for the AR Cloud</u></a>  11:00-12PM AUSTIN CONVENTION CENTER BALLROOM G	Many startups are racing for ownership of the AR Cloud, allowing for persistent augmented content in the world around us. This technology will create the content internet of the physical world. What new possibilities for storytelling are opened up when a viewers physical location comes into play? We'll take a look some tools and learning for creating context aware media in this new and quickly emerging AR landscape.
<a href="#"><u>Going into Overtime for the Connected Fan</u></a>  11:00-12:00PM JW MARRIOTT SALON 1-2	Over the past 10 years, sports viewing has evolved from the JumboTron to small screens as a new generation of connected fans are interacting with their favorite sports content and teams on their own terms. Today, leagues, brands and tech innovators are expanding those fan relationships - from live-stream apps and personalized viewing experiences to unique sporting events. This panel will examine how digital players, streamers and leagues are feeding the superfan appetite.
<a href="#"><u>The Next Form of Storytelling: The Future of Technology-Enabled Entertainment</u></a>  2:00 – 3:00PM Convention Ballroom D	Quibi Founder Jeffrey Katzenberg and CEO Meg Whitman explore the market trends that have opened the gates to a new form of storytelling delivered through a technology platform optimized for easy, on-the-go mobile viewing. They will discuss how they are bringing together the best of Hollywood and Silicon Valley to create the future of entertainment.
<a href="#"><u>Inside Story of Building AI and Tech For Real Humans</u></a>  12:30-1:30PM FAIRMONT MANCHESTER AB	We hear new breakthroughs in AI & tech everyday. In the last few years alone we've heard about machines winning video games and even reaching human parity for speech, reading, object recognition, and translation in controlled tests. But while we are excited about these advancements, we seldom hear about how we really got here and where do we think we can really go over the next few years. This panel will draw from experts who will share some of the untold stories of building assistants, personas, & AI.
<a href="#"><u>The eSports Gamification of Real Sports</u></a>  2:00 – 3:00PM JW MARRIOTT SALON 1-2	The interactivity of video game participation, and in turn, eSports fandom, has drawn a younger generation of fans away from professional sports and to eSports. There are a lot of lessons that traditional sports operators and broadcasters can learn from that engaging experience in order to create renewed interest in their properties and rejuvenate their fan bases and viewership. In this session, you will learn from Emmy-winning producer Ariel Horn; broadcast talent Adrienne Lawrence; and NFL veteran, Chad "Ocho Cinco" Johnson, as they share their unique perspectives particularly on the out of arena viewer experience.
<a href="#"><u>Media and Entertainment for Autonomous Vehicles</u></a>  3:30-4:30PM 500 E Cesar Chavez	This session will map out the user experience, content, interfaces and business models for media & entertainment in autonomous vehicles. Do AVs lend themselves best to social media, video, music, games or something new? What screens or interfaces are best positioned to deliver the best AV media experience? How does this mix change depending on time of day, proximity to specific locations, personal profile or itinerary?



## DAY 2. SATURDAY, MARCH 9<sup>TH</sup>

NAME	DESCRIPTION
<a href="#"><u>Battle of the Extremes: An AI Moderated Debate</u></a> 9:30-10:30AM FAIRMONT MANCHESTER AB	This AI moderated debate explores how technology could help us steer clear from extremism, with the ultimate ambition of driving progress for divided society. Two opposed speakers will debate “Data: the answer or end?”. The debate, which will heat up around data protection, personalisation and ethics, is monitored by an AI, bringing to life the heat of the conversation, calling out any extreme thinking, high emotions and positivity vs negativity and challenging speakers to try and find consensus.
<a href="#"><u>How to Build a Community-Driven Cultural Brand</u></a> 9:30-10AM FOUR SEASONS BALLROOM AB	How do you build a community-driven, culturally relevant brand? This panel will dissect the meaning of cultural relevance, discussing how modern brands can and should contribute to culture in a meaningful way to nurture their audience. The panelists will share experiences from their work, including how Soho House has built one of most exclusive and culturally relevant communities in the world, and how LVMH-owned RIMOWA is reinventing what it means to be a luxury global luggage brand with a community-first approach through recent collaborations with FENDI, Supreme and OFF-WHITE.
<a href="#"><u>The Intersection of New Formats in Media</u></a> 9:30-10:30AM JW MARRIOTT SALON E	The ways in which we consume content continue to change rapidly and are fragmented across multiple platforms. Consumers now want immediate access to content via various formats: video, newsletter, podcast, social feeds, voice, linear-TV and more. How are media companies evolving in the face of these realities as modern media consumption lives at the intersection of these formats? This session will explore innovative strategies in content distribution across new formats.
<a href="#"><u>Inside Big Tech's New 'Human' Aesthetic</u></a> 11-12:30PM JW MARRIOTT SALON 6	Tech brands are increasingly trying to blend in, carving out space in our homes and on our bodies to integrate into everyday life. Once seen as cold and rigid, tech is now reconciling itself to the user with design that celebrates imperfection and tactility to resonate with consumers by showing a softer side. What does this human aesthetic look like? What is tech’s role in our lives now and should we be wary of it? How are startups using human design as their primary tool to engage consumers?
<a href="#"><u>Creating "Sound-On" Content in a Sound-Off World</u></a> 12:30-1:30PM FAIRMONT CONGRESSIONAL C	According to Digiday, 85% of Facebook video is watched without sound, and research shows that that's the trend across other digital platforms. In a world where "sound off" is the default, how do you create content that compels your audience to put their headphones on? We'll explore audio trends like ASMR, viral hits like Yanny vs. Laurel, "Bad Lip Reading," great brand examples and more.

# MORE DAY 2. SATURDAY, MARCH 9<sup>TH</sup>

NAME	DESCRIPTION
<a href="#"><u>Playable Cities: Why it Matters in Today's Society</u></a>  12:30-1:30PM HILTON AUSTIN DOWNTOWN ROOM 400-402	The session will be discussing the idea of how play can exist in everyday spaces, and encourage people to think about these spaces that could become PLAYces: like a crosswalk, bench, building facade, sidewalk, bus stop, or just the everyday space in-between. Looking at how these often once boring or underutilized situations can turn into stimulating, creative outlets for social interaction and community activity for all demographics through play.
<a href="#"><u>The Business of Making People Feel Good</u></a>  2-3PM PALMER CENTER WELLNESS EXPO STAGE	From high-profile philanthropic initiatives to offering a platform that drives human connection, to building a brand centered on advancing health and wellness, this panel of female entrepreneurs and executives — who are in the business of making people feel good — will delve deeper into what, why, and how creating positive, feel-good initiatives within a for-profit business model not only increases your bottom line but yields long-lasting results for employees, consumers, and shareholders.
<a href="#"><u>Are There Civil Rights in a Tech World?</u></a>  3:30-4:30PM HILTON AUSTIN DOWNTOWN SALON A	Privacy and the internet is a common conversation today, but most have not understood it as part the civil rights conversation. The internet's pervasiveness has made many believe privacy no longer exists and we are made vulnerable by the internet. Serious considerations must be given to whether or not we can and should extend civil rights protections to the internet. This panel explores how civil rights are more important, as applied to the internet, than many realize.
<a href="#"><u>Behind The Curtain: The Influencer Economy</u></a>  3:30-4:30PM FOUR SEASONS BALLROOM CD	Ever wonder who's behind the influencer economy? How much planning, connecting and creativity are needed to create a social image, make sure the right people see it, then inspire them to act? It takes more than influencers themselves to connect content with commerce. Hear directly from the women who create the tools and strategies that are creating the influencer marketing ecosystem. Learn how to identify a "real" influencer, scale your business by choosing the right tools and partners, and asses the value of your campaign before and after — from top leaders in the space.
<a href="#"><u>Cultural Appropriation vs. Cultural Appreciation</u></a>  3:30-4:30PM FAIRMONT CONGRESSIONAL C	The industry has talked about the blurred lines between appropriation vs appreciation but who has the experience and leadership to make the final call on what is culturally relevant or insensitive in advertising? Is it the creative director? Brand manager? The viewer? Who makes the call that the Asian neighbor cast in a beer ad isn't "the token?" Who decides if a script is bringing to life a harmless trope or a harmful stereotype? Are diverse industry leaders the antidote to culturally insensitive or appropriating work? Is that responsibility even fair?



# DAY 3. SUNDAY, MARCH 10<sup>TH</sup>

NAME	DESCRIPTION
<a href="#"><u>Re-envisioning Where Tech, Space &amp; Culture Converge</u></a>  9:30-10:30AM AUSTIN CONVENTION CENTER BALLROOM F	How do you feel about machines creating stories or art? Do you think you can tell the difference between art, words, or music made by a human versus artificial intelligence? Does it matter? While AI will never replace great human storytellers, it will enable us to tell more interactive and personalized stories in ways we have yet to imagine. Join Charlie Melcher, founder of the Future of StoryTelling, in a conversation with leading experts from the field to better understand how artificial intelligence is shaping the storytelling landscape.
<a href="#"><u>How To Put Empathy into Business and AI</u></a>  11-12PM AUSTIN CONVENTION CENTER ROOM 9ABC	Empathy is one of the most untapped levers of productivity in business. For companies undergoing digital transformation and becoming more customer centric, it will be the new microprocessor for your organization's operating system. We'll look at the major challenges, including ethical issues, related to embedding and encoding empathy into your organization and Artificial Intelligence.
<a href="#"><u>How You Can Fight Bias with Content Strategy</u></a>  11:00-12:00PM JW MARRIOTT SALON 5	Users' minds take shortcuts to get through the day. We call these cognitive biases. Usually they're harmless. Even helpful. But what happens when they're not? In this talk I'll use real-world examples to identify some particularly nasty biases that frequently lead users to make bad decisions. I'll then talk about some content strategy and design choices we can use in our apps, designs, and platforms to redirect or eliminate the impact of those biases.
<a href="#"><u>How Heartbeats are Redesigning Human Experiences</u></a>  2-3PM COURTYARD MARRIOTT RIO GRANDE BALLROOM	Heartbeats are becoming the ultimate metric for human experience; it's not limited to healthcare anymore. From security to education and music to art, this powerful muscle is poised to be the next big influencer. In this session, speakers will examine how integration of heart rate and other biometric data promises to redefine personalization and revolutionize design, as increasingly accessible biometrics open a new avenue for value exchange and innovation.
<a href="#"><u>Growing Companies While Growing Humans</u></a>  3:30-4:30PM PALMER EVENTS CENTER WELLNESS EXPO STAGE	The average age of a first time entrepreneur is 39. And women are starting businesses at a rate five times that of men. And yet we rarely talk about the collision of two worlds: growing companies at the same time you're growing humans. We hear stories of female founders hiding pregnancies until fundraising rounds are closed and endless accounts of investors questioning the commitment of women in the C-suite with small children at home. And we do not hear stories of male founders skating questions of babies on the way or toddlers at home. During this panel, panelists who've raised millions of dollars - some of it while visibly pregnant - will share their stories and their strategies for leaning into pregnancy, parenthood, and power, all at once.

# DAY 4. MONDAY, MARCH 11<sup>TH</sup>

NAME	DESCRIPTION
<a href="#"><u>Acts of Sharing: How Art Fosters Empathy</u></a> 9:30-10:30AM JW MARRIOTT SALON 6	Empathy is defined as the ability to understand and share the feelings of another person. Making art is a radical act of sharing, and as such it can be a powerful driver of social awareness and empathic connection. Art can function as an invitation for both the artist and the viewer to go beyond their individual experiences and engage in the imaginative act of projecting themselves into a collective experience. This panel discussion brings together a cognitive expert and artists working in the public realm to explore the ways in which artistic practice can bring people closer together.
<a href="#"><u>Drowning in Data, Starving for Insights</u></a> 9:30-10:30AM FAIRMONT CONGRESSIONAL B	Data is everywhere, but the value and usefulness of that data can at times be elusive. This session will take a deep dive into the sea of metrics available to brands and what breakthrough brands do when the data isn't all-inclusive and meeting their needs. The panel will discuss how metrics can coexist across the digital and real-world space, what that means, how to decipher which metrics are most valuable and most importantly when it's time to rewrite the rules.
<a href="#"><u>Milk Bar: Innovation in Pursuit of the Unexpected</u></a> 9:30-10:30AM JW MARRIOTT SALON AB	In this exclusive interview with baker, dreamer and entrepreneur Christina Tosi, Milk Bar's founder shares how she transformed her whimsical dessert destination into an internationally recognized icon through the steadfast pursuit of experimentation and creativity.
<a href="#"><u>Using AR to Bridge the Online-Offline Retail Gap</u></a> 11-12PM FOUR SEASONS BALLROOM AB	Augmented Reality allows users to interact with virtual objects seamlessly in the real world. It has the power to enhance online and offline retail experiences, making it attractive to both shoppers and retail workers. By using AR in the digital shopping experience, product uncertainty is removed and conversion is increased. In this session we'll discuss examples and opportunities for retailers to bring Augmented Reality into their retail strategy and tech roadmap.
<a href="#"><u>The Democratization of Voice User Interfaces</u></a> 12:30-1:30PM FAIRMONT MANCHESTER EFG	For many of us in the tech world, it's hard to imagine life without the latest iPhone or Pixel at our sides, but not everyone in the world has access to such devices or a way to easily browse the Internet. For folks with visual or muscular impairments, voice can enable them to do a variety of tasks and gain back some independence. Combine voice with virtual assistants and we have new ways to empower millions to get personalized, crucial access to the Internet.
<a href="#"><u>Blockchain is Shaping the Future of Content</u></a> 3:30-4:30PM JW MARRIOTT SALON 1-2	Blockchain's ability to improve entertainment content distribution is astonishing. For emerging industries such VR and AR, blockchain's benefits could provide a much-needed shot of accelerated growth. Learn how blockchain is fitting in to the entertainment industry as well as best practices of integrating it into an existing business.

# DAY 5. TUESDAY, MARCH 12<sup>TH</sup>

NAME	DESCRIPTION
<a href="#"><u>Accelerated Introduction to Machine Learning</u></a>  9:30-10:30AM WESTIN AUSTIN DOWNTOWN CONTINENTAL 2	We will leverage experience working with real customers to deliver an accelerated introduction to ML and DL covering all stages—from data preparation to training to inferencing—with real examples showcasing the power, and appropriate usage, of both. This workshop will use pre-prepared scripts, data, and codes, and the ‘cooking show’ method of moving to completed versions of each step based on acquiring context and understanding, not hours/days of brute force data manipulation and coding.
<a href="#"><u>Storytelling and Empathy in a Purpose-Driven Economy</u></a>  9:30-10:30AM FAIRMONT CONGRESSIONAL A	Brands need to convey their purpose in a genuine and emotionally engaging way. 78% of consumers want to align with companies that share their values and create positive social impact, as do employees and investors. Cheryl Miller Houser provides a storytelling methodology she developed through documentary filmmaking to foster empathy and form emotional bonds with an audience.
<a href="#"><u>Rise of Augmented Intelligence and Query-Able Brand</u></a>  11:00-12:00PM FAIRMONT CONGRESSIONAL B	The next wave of consumer engagement transformation is happening at the intersection of Augmented Intelligence technology and brand expression. Intelligent platforms, augmented by a full suite of business services, are changing the way we engage with customers. With a strategic combination of creativity and technology, we can now capture consumer intent and finally deliver on the digital promise of one-to-one customer relationships. In this conversation, we’ll take a look at how AI technologies give us the power to scale these solutions to drive tremendous value to customers and the business alike.
<a href="#"><u>Women’s Health: How do You Market Taboo Topics?</u></a>  12:30-1:30PM FAIRMONT CONGRESSIONAL B	How do you talk about important health issues or facts of life if you can’t use their actual names? The women’s health industry has faced this dilemma for decades—life-changing products like tampons or vaginal dryness solutions can’t use words like “vagina” explicitly in ads or on vital consumer marketing platforms like Facebook. Imagine educating consumers about contact lenses or saline solution without being able to use the word “eye.” Seems crazy, right? In this cross-industry panel discussion, experts will discuss how to effectively market “taboo” topics such as vaginal health, how to create vocabulary for the complexity of female sexuality, and why it’s important for today’s leaders and biggest brands to destigmatize pressing health and aging concerns for women.
<a href="#"><u>Feed to Follower: Creating Obsessed Superfandom</u></a>  3:30-4:30PM JW MARRIOTT SALON D	We’re living in the most distracted age in history. Just when something gets consumers’ interest, a shiny new toy grabs the next second of attention. In a democratized media universe cluttered with crowds of content, how do you create super fans with thumb-stopping loyalty? How do you build obsession for your brands in ways that also build a viable business? Hear from experts at Group Nine Media, home to The Dodo, NowThis, Thrillist and Seeker who have won and retained superfandom.



## EXPLORE AUSTIN'S CULINARY SCENE.

Most popular for its eclectic nature and hipster-friendly ways, don't miss Austin's plethora of innovative restaurants to see why Austin excels at "keeping it weird."

**FRANKLIN'S BBQ** (900 E. 11th St. | 512.653.1187)

One doesn't visit Austin without indulging in moist, flavor bursting, brisket and wood smoked ribs. Franklin comes in with 4.5 stars and ranks #1 in Texas Monthly for the best BBQ. Don't worry, you won't be the only one making a run for it. Open for lunch only.

**FORTHRIGHT** (98 San Jacinto Blvd. | 512.433.6155)

One of Austin's newest hidden gems with tall windows, nice light, sturdy chairs and plenty of shade. Make sure to order the buttermilk waffles and avocado toast. They also make simple things, prepared well, using straightforward ingredients.

**IRENE'S** (506 West St. | 512.298.0853)

Also a new spot, Irene's will catch you by a surprise. Do not leave this trendy spot before ordering their house made butterscotch almond-cream coffee. They also have an early AM window where you can order bacon toast.

**TRUE FOOD KITCHEN** (222 West Avenue | 512.777.2430)

For those who want vegan, vegetarian and gluten free options, True Food Kitchen is your spot. They are extremely creative when it comes to popular trends in cuisines.





## OUR FAVORITE SPOTS.

Lastly, we leave you with a few personal must-visit recommendations from our Wavemaker team.

### **HOPE OUTDOOR GALLERY** (11<sup>th</sup> & Baylor St)

When the weather is nice you're bound to discover some hidden gems wandering around. My last find was HOPE Outdoor Gallery, a community paint park developed to provide muralists, street artists, arts education classes and others the chance to share large-scale art inspired by inspirational messaging.

### **LA CONDESA BAR** (400 W 2<sup>nd</sup> St.)

If you're looking for modern Mexican food, and a solid margarita, La Condesa has become my go-to spot. It's a great place to grab lunch with your team and catch up with old friends.

### **FLOWER CHILD** (500 W 2<sup>nd</sup> St. Suite 160)

This health-obsessed restaurant brings to you the most delicious avocado toast, gluten free mac and cheese, salads and kombucha.

### **MIDNIGHT COWBOY BAR** (313 E 6th St)

My favorite Austin bar is Midnight Cowboy, an old school speakeasy that is reservations only and totally worth it. The former parlor/brothel converted into a speakeasy has incredible cocktails, and they'll even make you something custom if you cannot find what you're looking for.



# WE LOOK FORWARD TO SEEING YOU IN AUSTIN.

If you have any questions, please contact  
[Lindsey.Yoselevitz@wmglobal.com](mailto:Lindsey.Yoselevitz@wmglobal.com)

Join the conversation on Twitter, Facebook and Instagram  
with the hashtag #WMxSXSW