Session Starter Kit

STEVEN SNOW

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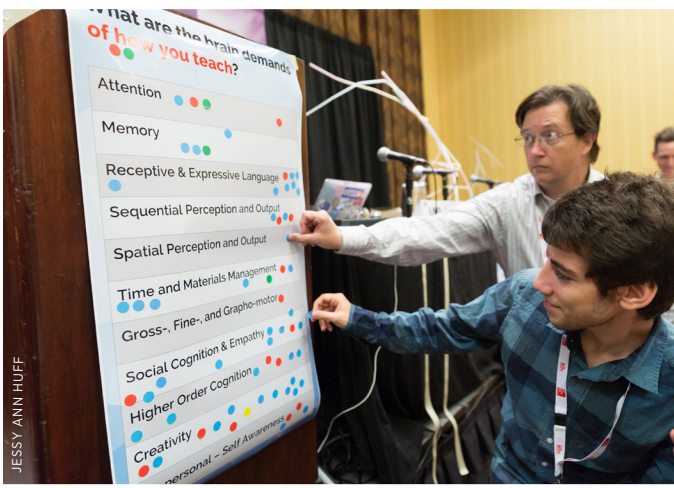
AMY ELLINGER



JESSY ANN HUFF

SXSW edu®

March 6–9, 2017
Austin, Texas

ROBERT SANTOS

RANDY & JACKIE SMITH

Participate at SXSWedu 2017

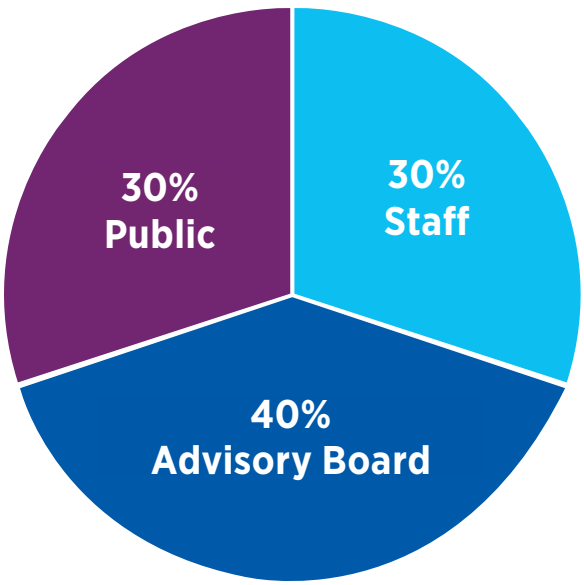
The SXSWedu Conference & Festival affords registrants open access to engaging sessions, interactive workshops, hands-on learning experiences, cinematic portrayals, early-stage startups and a host of networking opportunities.

The majority of sessions and workshops at SXSWedu are fueled by PanelPicker, giving the community significant voice in the overall programming of the event. In addition to submitting ideas in PanelPicker, you can also apply to participate through other applications for the Playground, Launch, Film and the Expo. Learn more about these applications on the last page.

How PanelPicker Works

PanelPicker is a crowd-sourced platform that allows the community to submit their innovative ideas in a variety of session formats by filling out a digital proposal. The PanelPicker entry process is a month-long submission window, where you are invited to propose your session idea for consideration to be presented at SXSWedu 2017. PanelPicker will then reopen for public voting, allowing the community to review and vote on the proposals submitted.

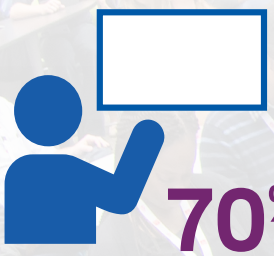
FINAL PROPOSAL GRADE



IMPORTANT DATES

June 28	PanelPicker Entry Opens Applications Open
July 22	PanelPicker Entry Closes
August 1	Registration Opens
August 8	PanelPicker Public Voting Begins
September 2	PanelPicker Public Voting Ends
October 19	First Programming Announcement

Know Your Audience*



70%
have classroom experience

7,535
total participants

38
countries represented

97%
have a bachelor's degree or higher

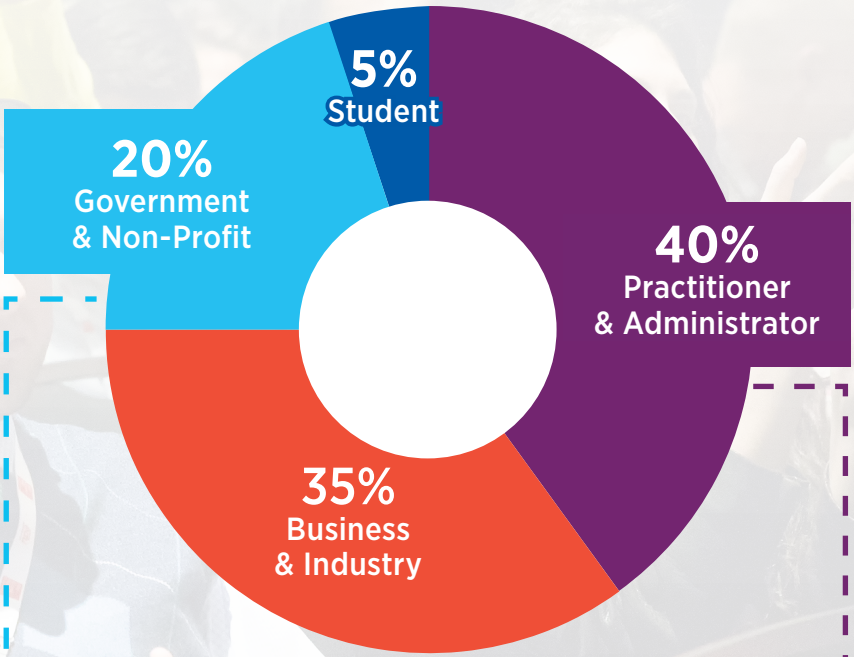
TOP PARTICIPANT TITLES

Teacher CEO Director
Principal Student
Executive Director

* Data from SXSWedu 2016

OVERALL PARTICIPANT FOCUS AREAS

PARTICIPANT COMPOSITION



87% Non-Profit
13% Government

34% K-12 Administrator
31% K-12 Teacher
23% Higher Ed Administrator
12% Higher Ed Professor

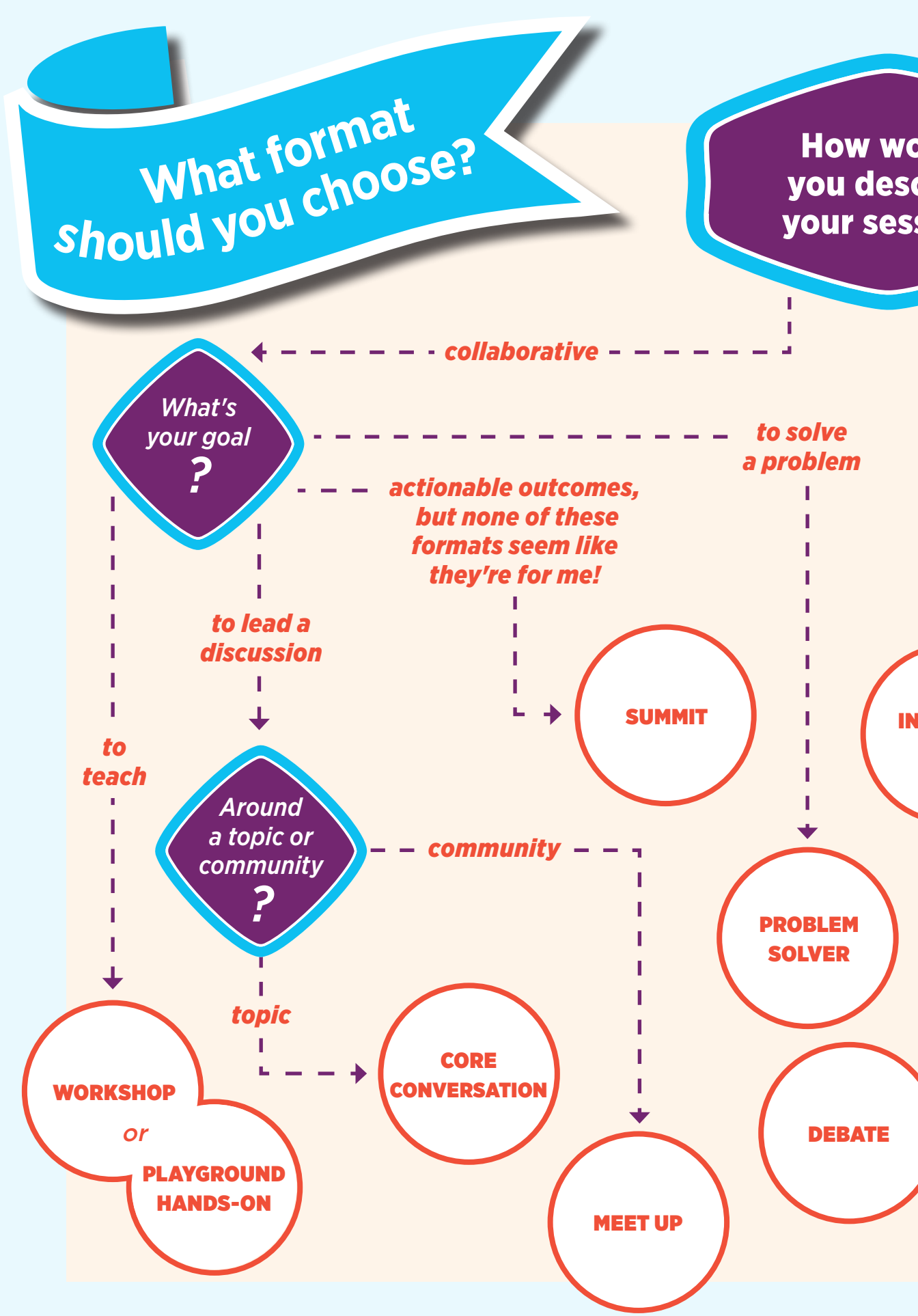
AUDIENCE GOALS

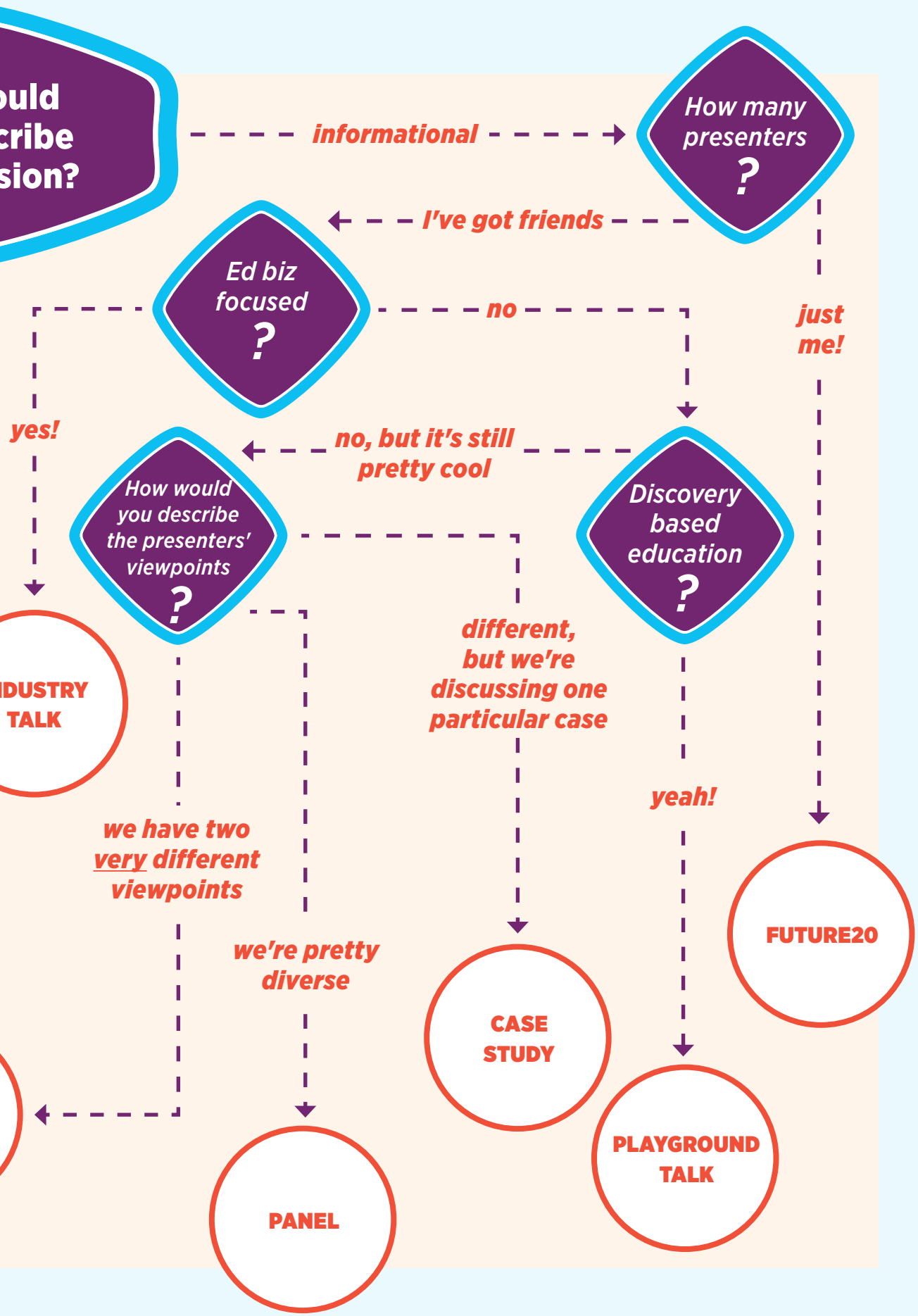
54% Gain More Knowledge

24% Opportunity to Collaborate

11% Being Part of a Community

11% Learning How to Make an Impact


What format should you choose?
How wo you desc your sess
collaborative
What's your goal ?
to solve a problem
actionable outcomes, but none of these formats seem like they're for me!
to lead a discussion
SUMMIT
IN
to teach
Around a topic or community ?
community
PROBLEM SOLVER
topic
WORKSHOP
or
PLAYGROUND HANDS-ON
CORE CONVERSATION
DEBATE
MEET UP


ould
cribe
sion?
informational
How many presenters ?
I've got friends
Ed biz focused ?
no
just me!
yes!
no, but it's still pretty cool
How would you describe the presenters' viewpoints ?
Discovery based education ?
different, but we're discussing one particular case
yeah!
we have two very different viewpoints
we're pretty diverse
INDUSTRY TALK
CASE STUDY
FUTURE20
PLAYGROUND TALK
PANEL

AMY ELLINGER

Get Started in PanelPicker

- 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 “Create Idea” followed by “EDU Session Idea” to be considered for SXSWedu 2017.
- The application form is divided into six steps and PanelPicker allows you to save and continue as you go.
- Click on question mark icons next to important fields for helpful tips. For any additional questions, please reference the FAQ.

1 STEP Organizer

Appoint a primary contact, known as the organizer, for your session to facilitate correspondence throughout the PanelPicker process and beyond, if accepted. The session organizer can also be a proposed speaker, but is not assumed to be participating as a speaker unless indicated. All organizer information submitted is kept confidential.

2 STEP Title & Characteristics

The information required in this step will serve as the framework for your session idea. Your selections will help the community understand and differentiate your proposal among many others.

- The more direct and explanatory your title, the better (max. 50 characters).
- Choose the format that best represents your session structure and presentation style. Reference the corresponding audience seating icons that best suit your intended engagement.
- Select a track that generally aligns with your idea so that attendees looking for similar content can find your session.
- Further clarify the focus of your session with tags.
- Clearly identify your intended audience and background knowledge required to help attendees understand who will benefit most from your session.

Select a Format

Future20
(1 Speaker • 20 min)

A short presentation highlighting new and emerging ideas. Optional audience Q&A.

Industry Talk
(1-3 Speakers • 30 min)

An informal presentation highlighting key insights and market trends influencing education business including audience Q&A.

Playground Talk
(1-2 Speakers • 30 min)

An informal talk highlighting discovery-based learning activities in the SXSWedu Playground, including audience Q&A.

Case Study
(1-3 Speakers • 60 min)

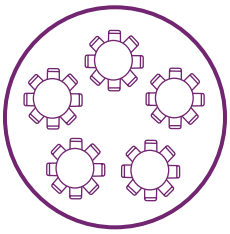
A focused presentation highlighting research findings from relevant initiatives and projects followed by an audience Q&A.

Debate
(2-3 Speakers • 60 min)

A constructive moderated debate between opposing viewpoints, followed by audience Q&A.

Panel Discussion
(2-4 Speakers • 60 min)

A diverse and focused discussion around a particular topic followed by audience Q&A.



Playground Hands On
(1-2 Speakers • 30 min)

An informal hands on experience showcasing a particular idea in the SXSWedu Playground.

Meet Up
(1-2 Speakers • 60 min)

A networking event that encourages communities at SXSWedu to connect with others who share similar passions or interests during the event.

Problem Solver
(1-3 Speakers • 120 min)

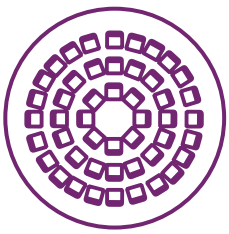
An interactive exercise designed to address a prevalent challenge where speakers facilitate a number of small group discussions to identify possible solutions.

Workshop
(1-3 Speakers • 120 min)

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

Summit
(1-4+ Speakers • Half Day & Whole Day)

An extended form of programming with multiple formats that creates an intimate and collaborative environment to arrive at actionable outcomes.



Core Conversation
(1-2 Speakers • 60 min)

A speaker-led, open conversation with attendees around a particular topic.

Select a Track

Arts
Business
Cognition
Data
Early Learning
Employability
Entrepreneurialism
Equality
ESL/ELL
Implementation
Instruction
Leadership
Learning Spaces
SEL
Special Needs
VR/AR

STEP 3

Description & Learning Objectives

Describe your session (max. 700 characters) and learning objectives (max. 150 characters each). Accurately highlight the main focus of your presentation in a compelling manner and provide three specific learning objectives for your session that highlight audience takeaways.

Helpful Tips

- Depth is more important than breadth.
- The audience at SXSWedu is well-versed in the current education landscape. Your session description does not need to reference broad statements about the state of education.
- Please do not include speaker names or organizations in the session description.
- Use paragraph form for your description (no bullets).
- Be sure to spell out the first mention of any acronyms you include.
- Advertorial or brand-centered descriptions are not allowed. If you would like to promote your brand at SXSWedu, please email sales@sxswedu.com.

STEP 4

Resources

Use a short creative video and/or visual aids to serve as the digital face of your proposal. Provide at least one resource to showcase your programming idea. Videos are highly preferred, especially ones displaying your speaking abilities, regardless of production value.

Select the "Mentor" checkbox or visit sxswedu.com/mentor to be considered as a 2017 Mentor.

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 the speaker's name, title, organization and short bio will be shared with the community.

Helpful Tips

- Remember SXSWedu values diversity in perspective, opinion and representation. Do your speakers fit your session like a GLOVE?
- Keep in mind the speaker limits associated with your selected session format. For example, each panel has a limit of four speakers, including the moderator if desired.
- Moderators should be independent, neutral facilitators in the discussion and are counted as a speaker.
- While a particular speaker may be proposed for multiple sessions, in the interest of maximizing diversity, speakers will be limited to participating in a single programmed session.

5 Elements of Diversity

Gender If three or more speakers are proposed, please ensure gender diversity. In other words, a panel of three or four speakers cannot be comprised of a single gender.

Location There are scores of very qualified education experts across the U.S. and around the world. Be thoughtful of how the voices participating contribute to the geographic representation.

Opinion If all the speakers on your panel proposal have the same opinion on the given topic, then the resulting conversation will likely be uninteresting. Whatever topic you are addressing at SXSWedu, you are encouraged to include at least one person whose opinion differs sharply from another.

Variety The session selection process is very competitive so having a variety of new and interesting speakers is essential to making your session stand out.

Ethnicity Different ethnic backgrounds and cultures take unique approaches to different topics. And, unique is usually a good thing at SXSWedu.

STEP 6

Review & Submit Proofread and double-check that your proposal is complete. Once submitted, you will be unable to make any edits. Your proposal is not complete until you click "Submit My Proposal."

What's next ?

Start thinking of ways to promote your session when public voting goes live on August 8th!

Visit sxswedu.com/applications to learn about opportunities to participate in SXSWedu 2017.

SXSW edu Launch

Pitch Your Startup

DIEGO DONAMARIA

Propose Your Display

SXSW edu Playground

ERIK THURESON

Applications open on June 28!

AMY ELLINGER

SXSW edu Film

Screen Your Film

RANDY & JACKIE SMITH

Apply to Exhibit

SXSW edu Expo

Register to attend SXSWedu 2017 starting August 1, 2016.

Visit SXSWedu.com