Session Starter Kit

March 6–9, 2017
Austin, Texas
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**

30% Public
30% Staff
40% Advisory Board

**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
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Participate at SXSWedu 2017

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FINAL PROPOSAL GRADE

- 30% Public
- 30% Staff
- 40% Advisory Board

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TOP PARTICIPANT TITLES

Teacher  CEO  Director  Principal  Student  Executive Director

AUDIENCE GOALS

54% Gain More Knowledge
24% Opportunity to Collaborate
11% Being Part of a Community
11% Learning How to Make an Impact

OVERALL PARTICIPANT FOCUS AREAS

65% K-12  35% Higher Ed

PARTICIPANT COMPOSITION

87% Non-Profit
35% Business & Industry
40% Practitioner & Administrator
34% K-12 Administrator
31% K-12 Teacher
23% Higher Ed Administrator
12% Higher Ed Professor

5% Student

Know Your Audience*

7,535 total participants
38 countries represented

70% have classroom experience
97% have a bachelor’s degree or higher

* Data from SXSWedu 2016
OVERALL PARTICIPANT FOCUS AREAS

- 65% K-12
- 35% Higher Ed

PARTICIPANT COMPOSITION

- 35% Business & Industry
- 40% Practitioner & Administrator
- 20% Government & Non-Profit
- 5% Student
- 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
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How would you describe your session?

- Informational
- Ed biz focused
- How many presenters?
  - I’ve got friends
  - just me!

What’s your goal?

- To teach
- To solve a problem
- To lead a discussion

Around a topic or community?

- Community
- Topic

collaborative

actionable outcomes, but none of these formats seem like they’re for me!

How would you describe the presenters’ viewpoints?

- Different, but we’re discussing one particular case
- We have two very different viewpoints
- We’re pretty diverse

PLAYGROUND

TALK

Summit

Industry Talk

Problem Solver

Debate

Meet Up

Workshop or Playground Hands-On

Core Conversation

Discovery based education

Future20

Case Study

Panel

Playground Talk
What format should you choose?

How would you describe your session?
- Informational
- Ed biz focused?
  - Yes!
  - No, but it's still pretty cool
- I've got friends
- Just me!

What's your goal?
- To teach
- To lead a discussion
- Around a topic or community?
  - Topic
  - Community

How many presenters?
- No
- Yes!

Around a topic or community?
- Actionable outcomes, but none of these formats seem like they're for me!
- We have two very different viewpoints
- We're pretty diverse

To lead a discussion?
- To solve a problem

To teach?
- Workshop or Playground Hands-On
- Core Conversation
- Meet Up

Around a topic or community?
- Summit
- Problem Solver
- Debate

How would you describe the presenters' viewpoints?
- Different, but we're discussing one particular case
- Yeah!

Discovery based education?
- Play Ground Talk
- Panel
- Case Study
- Future20
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 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 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.
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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.

Select a Track

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

Core Conversation
(1-2 Speakers • 60 min)
A speaker-led, open conversation with attendees around a particular topic.

Playground Hands On
(1-2 Speakers • 30 min)
A speaker-led, open conversation with attendees around a particular topic.

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.
**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.

- 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.

**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.

**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.

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**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.”

**Submit My Proposal**

Start thinking of ways to promote your session when public voting goes live on August 8th!
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**What’s next?**

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Visit [sxswedu.com/applications](http://sxswedu.com/applications) to learn about opportunities to participate in SXSWedu 2017.

Applications open on June 28!

Register to attend SXSWedu 2017 starting August 1, 2016.

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