

# Session Starter Kit



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Austin, Texas



RANDY & JACKIE SMITH

# Participate at SXSWedu 2016

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.

Over 80% of the sessions at SXSWedu are fueled by PanelPicker, giving the community a 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 LAUNCHEDu, Playground, eduFILM and the Expo. For now, let's dive deeper into learning more about PanelPicker.

## 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 simply 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 2016. PanelPicker will then reopen for public voting, allowing the community to review and vote on the proposals submitted.

### FINAL PROPOSAL GRADE



## IMPORTANT DATES

- |                    |   |
|--------------------|---|
| <b>June 29</b>     | <b>PanelPicker Entry Opens</b>          |
| <b>July 24</b>     | <b>PanelPicker Entry Closes</b>         |
| <b>August 10</b>   | <b>PanelPicker Public Voting Begins</b> |
| <b>September 4</b> | <b>PanelPicker Public Voting Ends</b>   |
| <b>October 21</b>  | <b>First Programming Announcement</b>   |



DANNY MATSON

# Get to Know Your Audience\*

42

countries represented

69%

of attendees are under the age of 45

95%

have a bachelor or graduate degree

63%

have experience as classroom educators

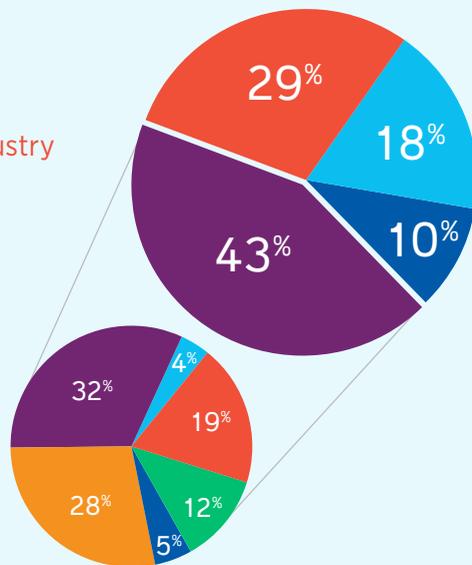
6,307 total attendees

## Community

- 43% Educators & Students
- 29% Education Business & Industry
- 18% Government & Non-Profit
- 10% Other

## Educator Composition

- 19% Higher Ed Administrators
- 12% Higher Ed Professors
- 5% Higher Ed Students
- 28% K-12 Administrators
- 32% K-12 Teachers
- 4% K-12 Students



## Preferred Learning Style

- Auditory 10%
- Visual 60%
- Kinesthetic 30%

Your audience wants to **LEARN, NETWORK and BE INSPIRED**

\*Reflects data of the SXSWedu 2015 audience

# Get Started in PanelPicker

- Visit [panelpicker.sxsw.com](http://panelpicker.sxsw.com) and sign in with your universal SXSW account or create one with your email address and a password.
- Begin your proposal by selecting “Create Idea” followed by “EDU Session Idea” to be considered for SXSWedu 2016.
- The application form is broken down 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.



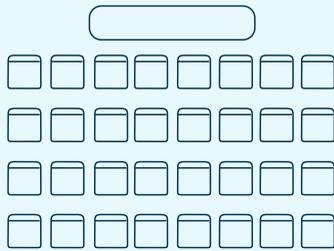
## Step 1: Title & Characteristics

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.

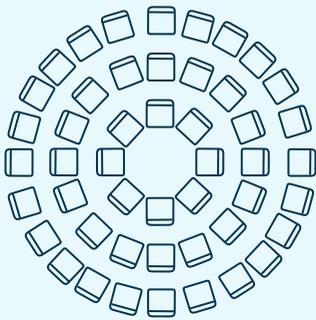
- The more direct and explanatory your [title](#), the better (max. 50 characters).
- Choose the [category](#) that best represents your session structure and presentation style. Reference the corresponding audience seating icons that best suits your intended engagement.
- Select a [theme](#) that generally 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.



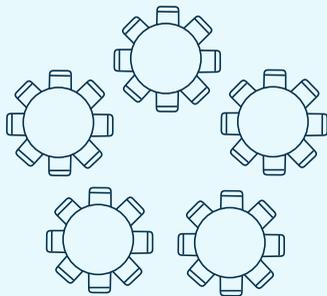
## Select a Category



Audience participation is encouraged via Q&A following most category presentations.



A "campfire" setting permits all attendees to participate fully in Core Conversations.



Enjoy a fully engaged interaction in these unique program categories.

### **Future15** (1 Speaker • 15 min)

A short presentation highlighting new and emerging ideas. No audience Q&A.

### **Playground Talk** (1-2 Speakers • 30 min)

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

### **Solo Presentation** (1 Speaker • 60 min)

An in-depth presentation including audience Q&A.

### **Debate** (2-3 Speakers • 60 min)

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

### **Panel Discussion** (2-4 Speakers • 60 min)

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

### **Core Conversation** (1-2 Speakers • 60 min)

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

### **Mentor** (1 Mentor • 60 min)

A series of 10-minute, one-on-one mentor meetings with attendees looking for direction from experts over the course of an hour.

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

A casual, hands-on experience showcasing a particular idea in the SXSWedu Playground.

### **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.

### **Summits** (1-4 Speakers • 3hrs +)

An open-ended form of programming that creates an intimate and collaborative environment to drive actionable outcomes.

## Select a Theme

Arts

Assessment

Cognitive Process

Continuing Education

Data Analytics

Early Learning

Educational Equality

Entrepreneurialism

Gaming

Implementation

Instructional Strategies

Leadership

Learning Spaces

SEL

Special Needs



REBECCA HEDGES LYON

## Step 2: Description & Learning Objectives

Describe your session (max. 500 characters) and learning objectives (max. 250 characters). 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 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](mailto:sales@sxswedu.com).



OVEN ROGERS

## Step 3: Resources

Use a 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.

## Step 4: 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 included in the speaker section. All organizer information submitted is kept confidential.

# Step 5: Speaker(s)

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 category. 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.

## THE FIVE ELEMENTS OF DIVERSITY

### G

#### GENDER

If more than 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.

### L

#### LOCATION

Lots of amazingly talented professionals call New York, Texas and California home. However, there are scores of very qualified education experts across the U.S. and around the world. Their voices also help contribute to the ongoing goal of diversity.

### O

#### OPINION

If all the speakers on your panel proposal have the same opinion on the given topic, then the 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 the other speakers.

### V

#### 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.

### E

#### 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

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

[Submit My Proposal](#)



# More Applications Open June 29!



Screen Your Film



Propose Your Display



Pitch Your Startup



Apply to Exhibit



Visit [sxswedu.com/participate](http://sxswedu.com/participate) to learn about opportunities to get involved at SXSWedu 2016.

Register to attend SXSWedu 2016 starting August 3, 2015.

[SXSWedu.com](http://SXSWedu.com)