



**FOR IMMEDIATE RELEASE:**

**SXSW EDU Announces New Keynote and Featured Session for 2025 Conference & Festival**

*Leaders in children's publishing Simran Jeet Singh and Jasmin Rubero to deliver a Keynote on the impact of picture books.*

*The Country Music Association team dives into STEM and STEAM career options in the creative arts.*

**February 19, 2025 // Austin, Texas** – SXSW EDU® continues to build toward its 2025 conference and festival by adding new programming to its March lineup. Announced today, SXSW EDU will welcome a slate of leaders from across the arts and entertainment industries to deliver a Keynote and Featured Session on the connections between these fields and advancing student development.

Leading the Wednesday schedule with a **Keynote Session** on the impact of imagery in children's books is Kokila Books senior art director **Jasmin Rubero** joined by **Simran Jeet Singh**, a professor of history at the Union Theological Seminary, senior advisor for the Aspen Institute's Religion and Society Program, and national best-selling author of *The Light We Give: How Sikh Wisdom Can Transform Your Life*, and award-winning children's book *Fauja Singh Keeps Going: The True Story of the Oldest Person to Ever Run a Marathon*. During the session, [What We Make Visible to Children: Art, Storytelling, & Picturebooks](#), Rubero and Singh will offer insights from their own experiences in creating children's books to explain the decision-making process and consequences of illustration choices, including the role such visualizations play in representing storytellers points of view, broadening the character aesthetics that children have access to, and helping to shape their understanding of the world around them.

The 2025 event will also include a new **Featured Session** that brings together members of the Country Music Association (CMA) team with a renowned Nashville arts education leader to discuss the STEAM skills needed to produce one of the music industry's prominent events. During [Backstage Pass: STEAM Behind Country Music's Biggest Night](#), attendees will receive an insider's look at what goes into the production of a night like the CMA Awards and how it's only made possible through the tactical and critical thinking lessons that come along with the availability of STEAM education. The panel includes CMA Awards post-production supervisor **Jessica Basile**, musical director **Danny Rader**, executive producer **Robert Deaton**, and the director of visual and performing arts for Metro Nashville Public Schools, Emmy nominee, and recipient of the CMA Foundation Music Teachers of Excellence Award, **Franklin Willis**.

“From publishing to music, the addition of these Keynote and Featured Sessions offer a unique opportunity to explore the interconnectedness between education and other industries,” said **Greg Rosenbaum**, vice president of SXSW EDU. “While Jasmin and Simran’s Keynote illustrates the power storytelling has over the development of concepts around self and identity, the deep-dive on bringing the CMA Awards to life carries the cycle in the other direction and demonstrates how enhanced STEAM education allows for career advancement down the line.”

With the expansion of this year’s lineup, SXSW EDU also continues to increase access to **continuing professional education (CPE) credits**. The event has partnered with the Association of Texas Professional Educators (ATPE) to make CPE credits available through **230 sessions** on the program. Qualified programming will be identified in the schedule and the SXSW EDU GO app. At the end of each CPE-eligible session, attendees may collect a code from the session room, which they can use to receive their credit.

For the full list of accredited sessions, and Keynote and Featured Sessions, visit [schedule.sxswedu.com](https://schedule.sxswedu.com).

#### **About SXSW EDU:**

Now, in its 15th year, the SXSW EDU® Conference & Festival reflects the world’s most critical social issues as seen through the lens of education. This year’s event will bring together the learner, the practitioner, the entrepreneur, and the visionary to share their groundbreaking stories, tackle complex issues, and build reimagined paths forward. As a community of diverse people who are united around a like-minded Vision for the future, SXSW EDU serves as a place for attendees to renew their purpose in practice from a personal and professional perspective. It is a place to reinforce the core principles of teaching and learning as well as an opportunity to express your creativity and passion for education. Join the passionate and innovative community at SXSW EDU, March 3-6, 2025.

For more information, please visit [sxswedu.com](https://sxswedu.com).

#### **Contact:**

Liz Stein  
SXSW EDU Press & Publicity  
[press@sxswedu.com](mailto:press@sxswedu.com)