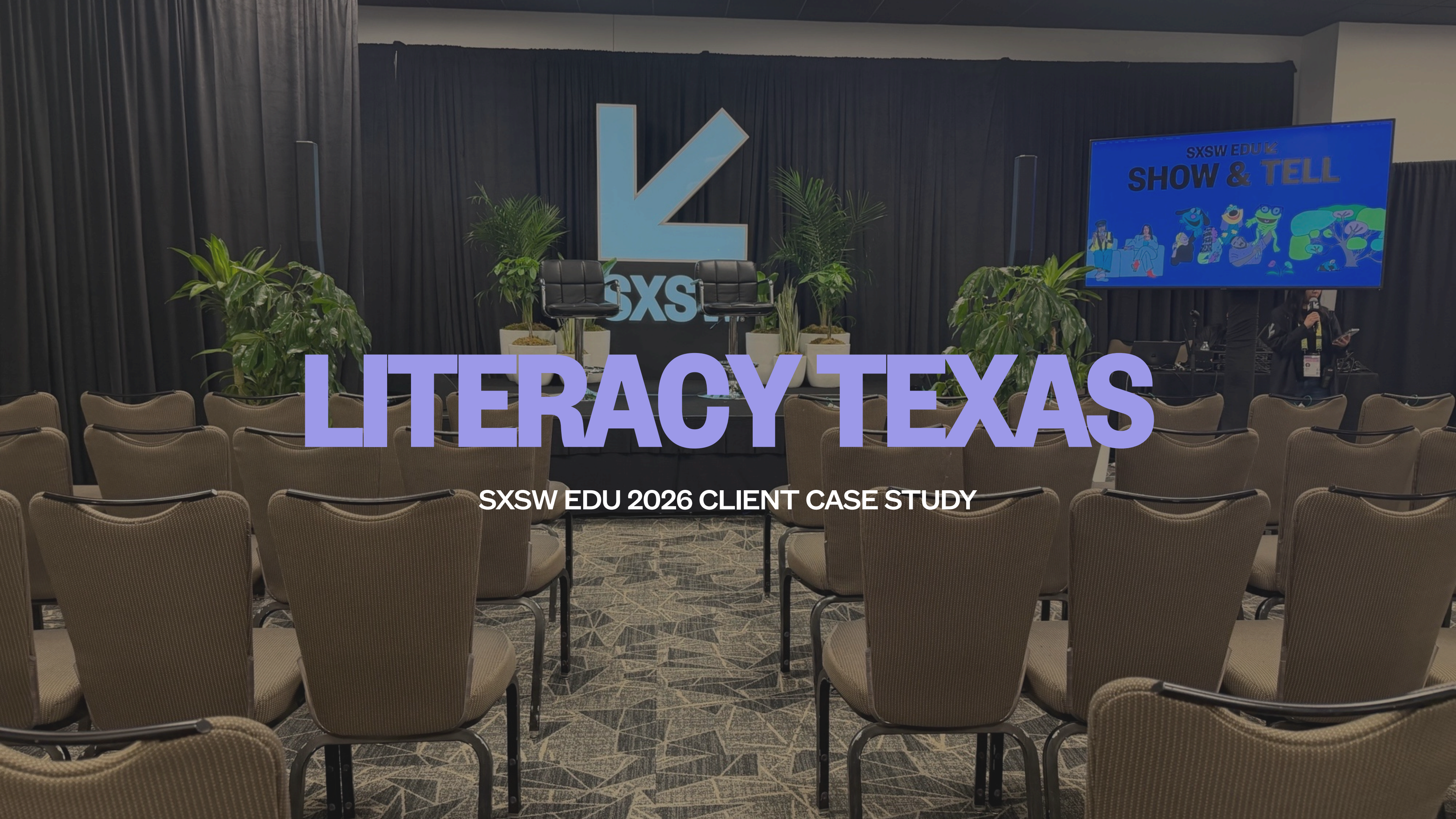




LITERACY TEXAS

SXSW EDU 2026 CLIENT CASE STUDY

Strategic Approach

Literacy Texas supports community-based organizations with an adult or family literacy focus by providing training and networking opportunities, resources, and advocacy.

INDUSTRY:

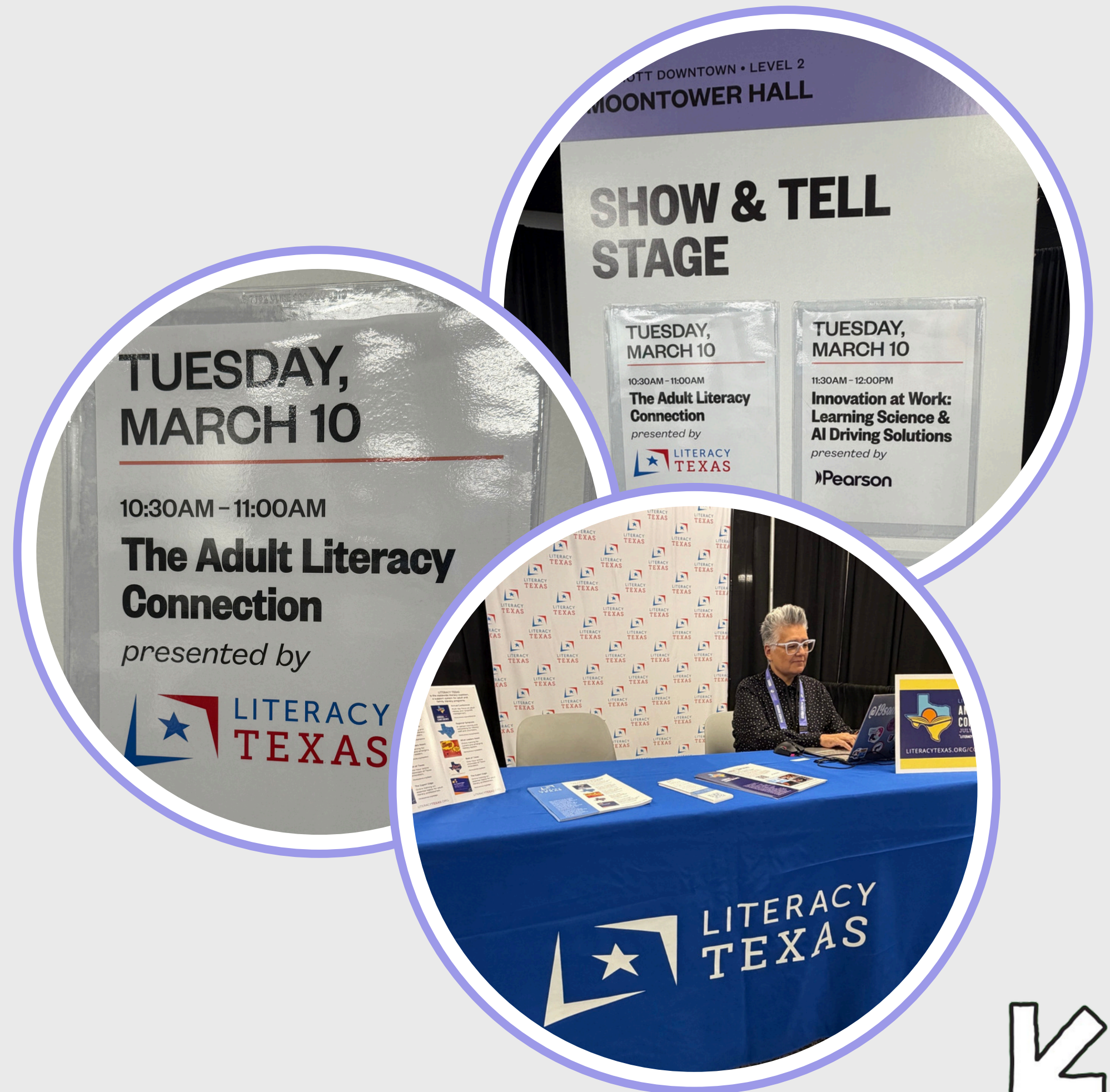
- Education

PRODUCTS FEATURED:

- Exhibition Booth
- Partner Programming

“Literacy Texas was grateful for the opportunity to be part of the SXSW EDU tradition. It is always a phenomenal professional development opportunity, and we felt as though we were able to make meaningful connections with other attendees as an exhibitor.”

Dr. Jenny McCormack Walker, Executive Director of Literacy Texas



Performance *Breakdown*

THE TARGET

The goal was to grow the visibility of the Literacy Texas brand within the educational professional community.

THE APPROACH

The exhibition booth and Show and Tell session offered a wonderful opportunity for the client and attendees to engage directly. The session highlighted the impact of adult literacy on many other critical systems in Texas, including social services, K12 schools, and economic and workforce development. Attendees gained a clear understanding of how to partner with organizations like Literacy Texas to drive positive change through their own educational work.

THE IMPACT

Literacy Texas successfully expanded its reach by establishing numerous significant contacts and educating others about its mission. Since the event, the team has already engaged in a minimum of 10 substantive follow-up discussions, which served as their primary metric for evaluating ROI.

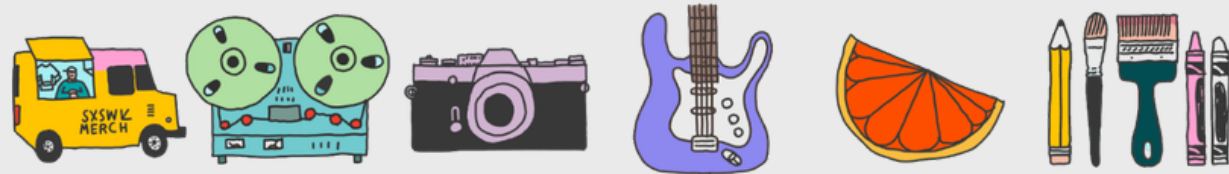




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