

2019 SXSW

Track key:

- Design
- Brands & Marketing

Format key:

- Workshop
- Solo
- Dual
- Panel
- Mentor Session
- Meet Up
- Focus15
- Podcast
- Book Reading

Featured Session

- Bjarke Ingels
 - Keep Going with Austin Kleon and Debbie Millman
 - Tinker Hatfield with Scott Dadich
 - Using Design “differently” to make a Difference
- Date/time: TBA
JW Marriott, Salon 8
Venue: TBA

03/08

- AI Creates Cashless Cities and a Borderless World**
presented by China Gathering
Fairmont, Congressional A
101 Red River. **11:00am – 12:00pm**
- Building Better Businesses: Altruism by Design**
Westin Austin Downtown, Paramount 3
310 E 5th ST. **11:00am – 2:00pm**
- Delivery 2.0: The CaiNiao Smart Logistics Network**
presented by China Gathering
JW Marriott, Salon 5
110 E 2nd St. **12:30pm – 1:30pm**
- Digital Fabrication: Shifting Architectural Frames**
JW Marriott, Salon 6
110 E 2nd St. **12:30pm – 1:30pm**
- Design for Inclusivity: How and Why to Get Started**
JW Marriott, Salon 6
110 E 2nd St. **3:30pm – 4:30pm**
- Redefine Natural User Interaction**
presented by China Gathering
JW Marriott, Salon 5
110 E 2nd St. **3:30pm – 4:30pm**
- Addy Ruth (Strive Logistics): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **3:30pm – 4:45pm**
- Marquise Stillwell (Openbox): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **3:30pm – 4:45pm**
- Data Science for Designers**
Westin Austin Downtown, Continental 1
310 E 5th ST. **3:30pm – 5:30pm**
- Designing Digital Transformation Via Alibaba Cloud**
presented by China Gathering
JW Marriott, Salon 5
110 E 2nd St. **5:00pm – 6:00pm**
- Detox Your Product: Design for Digital Wellbeing**
JW Marriott, Salon 6
110 E 2nd St. **5:00pm – 6:00pm**

03/09

- Digital Trends and the Impact of Privilege**
JW Marriott, Salon 5
110 E 2nd St. **9:30am – 10:30am**
- A Psychologist and an Ad Guy Walk Into a Campaign**
Fairmont, Congressional A
101 Red River. **9:30am – 10:30am**
- How Brands Can Engage the Social Impact Generation**
Fairmont, Congressional C
101 Red River. **9:30am – 10:30am**
- The New Consumer-Centric Approach to Insights**
presented by Zappi
Fairmont, Congressional B
101 Red River. **9:30am – 10:30am**
- Yusuf Chowdhury (Online Business Owners): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **9:30am – 10:45am**
- Prototyping for IoT with Arduino**
Westin Austin Downtown, Continental 1
310 E 5th ST. **9:30am – 11:00am**
- How to Start a Trend Forecasting Practice**
Westin Austin Downtown, Paramount 3
310 E 5th ST. **9:30am – 11:00am**
- Inside Big Tech’s New ‘Human’ Aesthetic**
JW Marriott, Salon 6
110 E 2nd St. **11:00am – 12:00pm**
- The Business Value of Design: A New Global Study**
JW Marriott, Salon 5
110 E 2nd St. **11:00am – 12:00pm**
- Brand: The New Political Reality**
Fairmont, Congressional B
101 Red River. **11:00am – 12:00pm**
- How AI is Changing Advertising in China**
Fairmont, Congressional A
101 Red River. **11:00am – 12:00pm**
- The Authenticity Algorithm**
Fairmont, Congressional C
101 Red River. **11:00am – 12:00pm**

03/10

- Shawna Murland (thirteen23): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **9:30am – 10:45am**
- Lauren Teague (Teague FC LLC): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **9:30am – 10:45am**
- Conversational Design Sprint**
Westin Austin Downtown, The Gallery Room
310 E 5th ST. **11:00am – 1:00pm**
- Close the Digital Divide: Design for Social Impact**
presented by Accenture Interactive
Courtyard Marriott, Rio Grande Ballroom
300 E 4th St. **11:00am – 12:00pm**
- How You Can Fight Bias with Content Strategy**
JW Marriott, Salon 5
110 E 2nd St. **11:00am – 12:00pm**
- The Language of Aroma: Designing for Inclusivity**
JW Marriott, Salon 6
110 E 2nd St. **11:00am – 12:00pm**
- Branding is Sex, Get Your Customer Laid and Sell Anything**
Austin Convention Center, Trade Show - Discovery Stage - Exhibit Hall 2
500 E Cesar Chavez **11:00am – 12:00pm**
- Science, Spice, and Everything Nice: Girls in STEM**
Fairmont, Congressional C
101 Red River. **11:00am – 12:00pm**
- Speaking “Your Truth” vs. “The Truth”**
Fairmont, Congressional B
101 Red River. **11:00am – 12:00pm**
- The State of Story: A Conversation with NIKE**
Fairmont, Congressional A
101 Red River. **11:00am – 12:00pm**
- Women in Digital Marketing Meet Up**
Fairmont, Wisteria Room
101 Red River. **11:00am – 12:00pm**
- Fani Sazaklidou (YouView): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **11:00am – 12:15pm**
- Lisa Nirell (EnergizeGrowth LLC): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **11:00am – 12:15pm**
- Designing Your Everyday**
presented by Michigan House
The Refinery, Salon 5
612 Brazos St. **12:30pm – 1:30pm**
- Sound to the Rescue: Reversing Deadly Design**
JW Marriott, Salon 6
110 E 2nd St. **12:30pm – 1:30pm**
- Follow the Feeling: Creating Brand Value**
Fairmont, Congressional A
101 Red River. **12:30pm – 1:30pm**
- Is Social Media the New Fast Food?**
Fairmont, Congressional B
101 Red River. **12:30pm – 1:30pm**
- Women are Building the Brands We’ve Always Wanted**
Fairmont, Congressional C
101 Red River. **12:30pm – 1:30pm**
- Lisette Paras (Gravitate PR): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **12:30pm – 1:45pm**
- How Heartbeats are Redesigning Human Experiences**
presented by Accenture Interactive
Courtyard Marriott, Rio Grande Ballroom
300 E 4th St. **2:00pm – 3:00pm**
- Sung Kim (Amazon): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **2:00pm – 3:15pm**
- AI Is Your New Design Material**
JW Marriott, Salon 5
110 E 2nd St. **3:30pm – 4:30pm**
- Designing Homes for a Sustainable Urban Future**
JW Marriott, Salon 6
110 E 2nd St. **3:30pm – 4:30pm**
- Virtual Humanity: Designing Ethical Immersive Worlds**
presented by Accenture Interactive
Courtyard Marriott, Rio Grande Ballroom
300 E 4th St. **3:30pm – 4:30pm**
- A Latino Panel for Non-Latinos**
Fairmont, Congressional C
101 Red River. **3:30pm – 4:30pm**
- Aesthetics Revolution: The Democratization of Beauty**
Fairmont, Congressional B
101 Red River. **3:30pm – 4:30pm**
- Humanizing Your Brand in the Robot Era**
presented by SAP
Cafe Blue, Paramount 3
340 E 2nd St **3:30pm – 4:30pm**
- Reimagine Storytelling through Tech and Experiences**
Fairmont, Congressional A
101 Red River. **3:30pm – 4:30pm**
- Popup Branding: Zero to Launch in 5 Days**
Westin Austin Downtown, Paramount 1
310 E 5th ST. **3:30pm – 5:00pm**
- “Making Great Work” is Never Enough**
Fairmont, Congressional A
101 Red River. **5:00pm – 5:15pm**
- Advancements in Public Safety UX**
JW Marriott, Salon 6
110 E 2nd St. **5:00pm – 6:00pm**
- Code Is Not Neutral: Ethics of Creating Software**
JW Marriott, Salon 5
110 E 2nd St. **5:00pm – 6:00pm**
- The Power of Friction in Human Design**
presented by Accenture Interactive
Courtyard Marriott, Rio Grande Ballroom
300 E 4th St. **5:00pm – 6:00pm**
- Wacko World and the Rise of Memelord Brands**
Fairmont, Congressional B
101 Red River. **5:00pm – 6:00pm**
- Content is a Dirty Word: Rebranding Creatives**
Fairmont, Congressional A
101 Red River. **5:15pm – 5:30pm**

- Realigning ROI and Community**
Fairmont, Congressional A
101 Red River. **5:30pm – 5:45pm**
- Is Your Brand Adequately Protected?**
Fairmont, Congressional A
101 Red River. **5:45pm – 6:00pm**

03/11

- The Future of Cultural Experience**
JW Marriott, Salon 5
110 E 2nd St. **9:30am – 10:30am**
- Think Twice Before You Type**
Fairmont, Congressional B
101 Red River. **9:30am – 10:30am**
- User Privacy in a Post Cambridge Analytica World**
Fairmont, Congressional A
101 Red River. **9:30am – 10:30am**
- We are the Original Lifhackers**
Fairmont, Congressional C
101 Red River. **9:30am – 10:30am**
- What Now? Brand Success in a New Privacy Landscape**
JW Marriott, Salon 8
110 E 2nd St. **9:30am – 10:45am**
- Women Who Create Meet Up**
Westin Austin Downtown, Paramount 2
310 E 5th ST. **9:30am – 11:30am**
- 400 Years of Inequality**
JW Marriott, Salon 6
110 E 2nd St. **11:00am – 12:00pm**
- Black Mirror and the Power of Speculative Design**
JW Marriott, Salon 5
110 E 2nd St. **11:00am – 12:00pm**
- Brandon Schmittling (Huge): Mentor**
Fairmont, Congressional A
101 Red River. **11:00am – 12:00pm**
- Debate Camp for Designers**
Fairmont, Congressional B
101 Red River. **11:00am – 12:00pm**
- Equitable Design for Persons with Disabilities**
Fairmont, Congressional C
101 Red River. **11:00am – 12:00pm**
- NatureTech: Rewilding Human Habitat**
Fairmont, Wisteria Room
101 Red River. **11:00am – 12:00pm**
- Take a Moment to Make: Macramé Keychains**
JW Marriott, Salon 8
110 E 2nd St. **11:00am – 12:15pm**
- UX Hell to UX Sell: Lessons from 100,000 UX Tests**
JW Marriott, Salon 8
110 E 2nd St. **11:00am – 12:15pm**
- Variable Fonts: The New Frontier**
JW Marriott, Salon 5
110 E 2nd St. **12:30pm – 1:30pm**
- Adam McNichol (Bannerboy): Mentor**
Fairmont, Congressional C
101 Red River. **12:30pm – 1:30pm**
- An Anthropological Approach to Reaching Customers**
Fairmont, Congressional B
101 Red River. **12:30pm – 1:30pm**
- Ana Nicolau (Wizzard): Mentor**
Fairmont, Congressional A
101 Red River. **12:30pm – 1:30pm**
- Becky Chambers (Outdoor Voices): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **12:30pm – 1:45pm**
- Byron Kerr (Tuft & Needle): Mentor**
Westin Austin Downtown, Paramount 3
310 E 5th ST. **12:30pm – 2:00pm**
- Dear Spanish: You’re Sexist, Let’s Fix That**
JW Marriott, Salon 8
110 E 2nd St. **2:00pm – 3:15pm**
- Didn’t Black Twitter Already Tell You That?!**
JW Marriott, Salon 8
110 E 2nd St. **2:00pm – 3:15pm**
- Drowning in Data, Starving for Insights**
Fairmont, Congressional B
101 Red River. **3:30pm – 4:30pm**
- Girl Culture**
Fairmont, Congressional C
101 Red River. **3:30pm – 4:30pm**
- How Diversity Became our Implicit Bias**
Austin Convention Center, Trade Show - Discovery Stage - Exhibit Hall 2
500 E Cesar Chavez **3:30pm – 4:30pm**
- How to Build a Standout Brand in a Crowded World**
Fairmont, Congressional A
101 Red River. **3:30pm – 4:30pm**
- If Content is King, We Need a Revolution**
Westin Austin Downtown, The Gallery Room
310 E 5th ST. **3:30pm – 5:30pm**
- Kamila Ziober (CPC Brand Consultants): Mentor**
Fairmont, Congressional A
101 Red River. **5:00pm – 5:15pm**
- Latinx Digital Lives: Culture, Content, and Community**
JW Marriott, Salon 6
110 E 2nd St. **5:00pm – 6:00pm**
- Linguistic Kung Fu: How to Disarm Weaponized Words**
Fairmont, Congressional B
101 Red River. **5:00pm – 6:00pm**
- Losing our Empathy and How to get it Back**
Fairmont, Congressional A
101 Red River. **5:15pm – 5:30pm**
- Optimizing Marketing Workflow with AI and Automation**
Fairmont, Congressional A
101 Red River. **5:30pm – 5:45pm**
- South American Storytelling Beyond Stereotypes**
Fairmont, Congressional A
101 Red River. **5:45pm – 6:00pm**

03/12

- How to Design Work That Humans Love**
JW Marriott, Salon 5
110 E 2nd St. **9:30am – 10:30am**
- How Big Brands are Improving America’s Health**
presented by W2O
Fairmont, Congressional C
101 Red River. **9:30am – 10:30am**
- Jenn Noinaj (United States Digital Service): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **9:30am – 10:45am**
- Claire Winslow (Best Practice Media): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **9:30am – 10:45am**
- Designing Ethically: From Imperative to Action**
Westin Austin Downtown, Paramount 3
310 E 5th ST. **9:30am – 11:30am**
- The Science Of Brand-Building Stories**
Westin Austin Downtown, Paramount 2
310 E 5th ST. **9:30am – 11:30am**
- Brand Transformation Manifested**
Westin Austin Downtown, Continental 1
310 E 5th ST. **9:30am – 12:30pm**
- Building an In-House Design Powerhouse**
JW Marriott, Salon 5
110 E 2nd St. **11:00am – 12:00pm**
- Design Community Meet Up**
Fairmont, Wisteria Room
101 Red River. **11:00am – 12:00pm**
- Built to Suck: The Demise of the Corporation**
Austin Convention Center, Trade Show - Discovery Stage - Exhibit Hall 2
500 E Cesar Chavez **11:00am – 12:00pm**
- Finding Empowerment in Advertising**
Austin Convention Center, Room 10AB
500 E Cesar Chavez **11:00am – 12:00pm**
- Marketing in an Industry Where Change is the Norm**
presented by W2O
Fairmont, Congressional C
101 Red River. **11:00am – 12:00pm**
- Rise of Augmented Intelligence and Query-Able Brand**
Fairmont, Congressional B
101 Red River. **11:00am – 12:00pm**
- Taxonomy: Hero of AI, Bots, Voice Search and Retail**
Fairmont, Congressional A
101 Red River. **11:00am – 12:00pm**
- Haley Paas (Carat): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **11:00am – 12:15pm**
- Product Design Principles in the Age of AI**
JW Marriott, Salon 5
110 E 2nd St. **12:30pm – 1:30pm**
- Brands in the era of Political Tribalism**
Fairmont, Congressional A
101 Red River. **12:30pm – 1:30pm**
- Women’s Health: How do you Market Taboo Topics?**
Fairmont, Congressional B
101 Red River. **12:30pm – 1:30pm**
- Bart Cleveland (Job Propulsion Lab): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **12:30pm – 1:45pm**
- Nadia Masri (Perksy): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **12:30pm – 1:45pm**
- For Women, by Women: Knowing Your Audience**
Fairmont, Congressional A
101 Red River. **3:30pm – 3:45pm**
- Is the Age of Empathy Dead?**
JW Marriott, Salon 5
110 E 2nd St. **3:30pm – 4:30pm**
- How Standup Comedy Can Make You a Better Marketer**
Fairmont, Congressional B
101 Red River. **3:30pm – 4:30pm**
- Insights to Actions: Analytics-Powered Marketing**
presented by W2O
Fairmont, Congressional C
101 Red River. **3:30pm – 4:30pm**
- Irrational Loyalty. Branding to Win in a “Brand” New World**
Austin Convention Center, Room 9ABC
500 E Cesar Chavez **3:30pm – 4:30pm**
- The Public Public: Conversations Beyond the Bush**
Fairmont, Congressional A
101 Red River. **3:45pm – 4:00pm**
- Disrupting Gender Norms: Authenticity in Advertising**
Fairmont, Congressional A
101 Red River. **4:00pm – 4:15pm**
- The Female Gaze: Representation and Empowerment**
Fairmont, Congressional A
101 Red River. **4:15pm – 4:30pm**
- Designing Spaces for Bees and Butterflies**
JW Marriott, Salon 5
110 E 2nd St. **11:00am – 12:00pm**
- Broadcast for Podcasts: Transitioning Audio to Visual Storytelling**
JW Marriott, Brazos Room
110 E 2nd St. **11:00am – 12:00pm**

03/13

- Designing Spaces for Bees and Butterflies**
JW Marriott, Salon 5
110 E 2nd St. **11:00am – 12:00pm**
- Broadcast for Podcasts: Transitioning Audio to Visual Storytelling**
JW Marriott, Brazos Room
110 E 2nd St. **11:00am – 12:00pm**

- Creativity in the Age of Invention**
Fairmont, Congressional A
101 Red River. **11:00am – 12:00pm**
- Can Brand Advertising Survive In the Era of 1:1**
presented by Advertising Research Foundation
Fairmont, Congressional C
101 Red River. **11:00am – 12:00pm**
- Media’s Role in Addressing the Opioid Epidemic**
Fairmont, Congressional B
101 Red River. **11:00am – 12:00pm**
- Courtney Byrd (Best Practice Media): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **11:00am – 12:15pm**
- Add Accessibility to Your Process the Easy-ish Way**
JW Marriott, Salon FG
110 E 2nd St. **12:30pm – 1:30pm**
- Litigation Mitigation: ADA Website Compliance**
JW Marriott, Salon H
110 E 2nd St. **12:30pm – 1:30pm**
- Chatbots and AI: Business, Legal, and Ethical Concerns**
Fairmont, Congressional B
101 Red River. **12:30pm – 1:30pm**
- Quality Questions: The Opportunity of “Why?”**
Fairmont, Congressional A
101 Red River. **12:30pm – 1:30pm**
- Taming the Flood of Data for Accurate Measurement**
presented by Advertising Research Foundation
Fairmont, Congressional C
101 Red River. **12:30pm – 1:30pm**
- Amber Aultman (Tuft & Needle): Mentor**
JW Marriott, Salon 8
110 E 2nd St. **12:30pm – 1:45pm**
- Being Human: The Future of Innovation and Success**
JW Marriott, Salon FG
110 E 2nd St. **2:00pm – 3:00pm**
- Designing for Self Driving: A New Kind of Ride**
JW Marriott, Salon 5
110 E 2nd St. **2:00pm – 3:00pm**
- Designing for the Forgotten: Impact Behind Empathy**
JW Marriott, Salon H
110 E 2nd St. **2:00pm – 3:00pm**
- Can Content Media Catch-Up with Digital?**
presented by Advertising Research Foundation
Fairmont, Congressional C
101 Red River. **2:00pm – 3:00pm**
- Restoring Transparency in Advertising with Blockchain**
Fairmont, Congressional A
101 Red River. **2:00pm – 3:00pm**
- Whose Story Is It To Tell?**
Fairmont, Congressional B
101 Red River. **2:00pm – 3:00pm**
- Design for Prosperity: #FinSense not #Fintech**
JW Marriott, Salon 5
110 E 2nd St. **3:30pm – 4:30pm**
- The Blind Cook: MasterChef Winner, Christine Ha**
JW Marriott, Salon FG
110 E 2nd St. **3:30pm – 4:30pm**
- Building Trust, Transparency and Standards**
presented by Advertising Research Foundation
Fairmont, Congressional C
101 Red River. **3:30pm – 4:30pm**
- Ethical Shopping: Why Good Intentions Go Bad**
Fairmont, Congressional B
101 Red River. **3:30pm – 4:30pm**
- Making Consumers Care by Doing it the Hard Way**
Fairmont, Congressional A
101 Red River. **3:30pm – 4:30pm**
- Privacy: Has Targeted Marketing Gone Too Far?**
presented by Advertising Research Foundation
Fairmont, Congressional C
101 Red River. **5:00pm – 6:00pm**
- Empowering Accessibility with AI, IoT, & Robotics**
JW Marriott, Salon FG
110 E 2nd St. **11:00am – 12:00pm**
- The Outer Limits: Tackling Inclusivity in the Media**
JW Marriott, Salon H
110 E 2nd St. **11:00am – 12:00pm**
- Disinformation 2019: Brands In The Crosshairs**
Fairmont, Congressional C
101 Red River. **11:00am – 12:00pm**
- Experiential is the New Viral: Find Yours**
Fairmont, Congressional B
101 Red River. **11:00am – 12:00pm**
- Innovation and Connection at the Speed of Sound**
Fairmont, Congressional A
101 Red River. **11:00am – 12:00pm**
- Nuance is the New Audience**
Fairmont, Congressional B
101 Red River. **12:30pm – 1:30pm**
- The Death of the Clickable Ad**
Fairmont, Congressional A
101 Red River. **12:30pm – 1:30pm**
- The New Science of Content: A Data Story**
Fairmont, Congressional C
101 Red River. **12:30pm – 1:30pm**
- Yes, Lack of Experience Can Benefit Your Business**
Fairmont, Congressional B
101 Red River. **2:00pm – 3:00pm**

03/14