



SxSW Schedule of Events

FRIDAY, MARCH 13, 2020

12:30-1:30 P.M.

- *Marketing in the Age of Digital Community*
 - Fairmont, Rm Manchester
 - 101 Red River Street, Austin, TX 78701
- *Understanding the HBCU Effect & Deconstructing Myths*
 - JW Marriott, Rm 201-202
 - 110 E 2nd Street, Austin, TX 78701

2:00-3:00 P.M.

- *After Amazon & Netflix: Navigating Distribution*
 - Convention Center, Rm 15
 - 500 E Cesar Chavez Street, Austin, TX 78701
- *Brand Experience: Impact to Equity & Loyalty*
 - Fairmont, Park View Rm
 - 101 Red River Street, Austin, TX 78701

3:30-4:30 P.M.

- *Diversity & Inclusion: Buzzword, Movement, or BS?*
 - Hilton Downtown, Rm 406
 - 500 E 4th Street, Austin TX, 78701
- *What the Actual F*ck Is Happening in Media?*
 - Fairmont, Rm Manchester B
 - 101 Red River Street, Austin, TX 78701

After 5:00p

- *Movement Makers: How Movements Drive Social Change?*
 - Fairmont, Rm Manchester CD (5-6pm)
 - 101 Red River Street, Austin, TX 78701
- *Tech is a Brown Girls' Thing*
 - Fairmont, Rm Congressional A
 - 101 Red River Street, Austin, TX 78701

Optional Friday Events (some RSVP req.)

- *Southwest Festival Party List Austin 2020*
 - [Sign up here for updates](#)
 - Some Friday Events: [Fast Company Grill, Inc. Founders House](#), [#OPENSHABBAT](#), [Accenture Experience Cantina](#), Nightcrawlers: The Startup Crawl After Party, [The Deep End by Vox Media](#), [Signal 003](#)

SATURDAY, MARCH 14, 2020



9:30-10:30a

- *The 2020 Election & The Climate Apocalypse*
 - Hilton Austin Downtown, Rm 406
 - 500 E 4th Street, Austin, TX 78701
- *Allies Across the Organization: Strengthening Workplace Culture w/ Employee-Driven Strategies*
 - Hilton Austin Downtown, Salon G
 - 110 E 4th Street, Austin, TX 78701

11:00-12:00p

- *The Fix: The Invisible Barriers Women Face at Work*
 - Austin Convention Center, Room 10AB
 - 500 E Cesar Chavez, Austin, TX 78701
- *The Minority Report Podcast*
 - Hilton Austin Downtown, Rm 406
 - 500 E 4th Street, Austin, TX 78701

12:30-1:30p

- *Influencing Content in a Digital Age*
 - British Music Embassy @ Cedar Street Courtyard
 - 208 W 4th Street, Suite C
- *The New Digital Divide in Rural and Urban America*
 - The Line, Onyx Ballroom
 - 111 E Cesar Chavez, Austin, TX 78701

2:00-3:00p

- *Round Tables: Sales, Acquisitions, and Distribution*
 - Intercontinental Stephen F Austin, Ballroom B
 - 701 Congress Avenue, Austin, TX 78701
- *The Role of Employers in Healthy Communities*
 - The Line, Onyx Ballroom
 - 111 E Cesar Chavez, Austin, TX 78701

3:30-4:30p

- *Crazy in Love: Building a Beloved Brand*
 - Fairmont, Manchester EFG
 - 101 Red River Street, Austin TX, 78701
- *Fashion Tech & E-Commerce Meet Up*
 - Fairmont, Wisteria Room
 - 101 Red River Street, Austin TX, 78701

Break

6:00-7:30p

- *The LoveBirds Movie (ft. Issa Rae)*
 - [Link to Movie Trailer](#)



- Paramount Theatre
 - 713 Congress Avenue, Austin, TX 78701

Optional Saturday Events (some RSVP req.)

- [Africa House @ SxSW Day Party](#) (no sxsw badge required)
 - Starts @ 12:30p, Ends @ 4:00p
 - Place: Dedrick-Hamilton House (aka "Yellow House")
 - 912 E. 11th Street, Austin, TX 78702
- Southwest Festival Party List Austin 2020
 - [Sign up here for updates](#)
 - Some Saturday Events: Venture Forum, [Inc. Founders House](#), Funded House: Getting To The Next Round, [The Deep End by Vox Media](#)

Culture House Dinner - TBD

Commented [1]: +kyia.young@mailchimp.com There's a dinner for Culture House. Not sure how many people can go and when.
Assigned to Kyia Young

SUNDAY, MARCH 15, 2020

Commented [2]: ok, just keep me posted!

Culture House

Commented [3]: +chris.mcgee@mailchimp.com- Let me know when Small Mall Pop-Up is.
Assigned to Chris McGee

12:00-3:00 P.M.

- Brunch
 - LOCATION TBA

3:00-7:00 P.M.

- Day Party
 - LOCATION TBA

7:00-10:00 P.M.

- Culture Night Cap
 - LOCATION TBA

Optional Sunday Events (some RSVP req.)

- Southwest Festival Party List Austin 2020
 - [Sign up here for updates](#)
 - Some Sunday Events: [Funded House: Getting to the Next Round](#), [The Drum Arms](#)
- [SxSW Africa House Signature Event: Passport to African Culture & Business](#)
 - Starts @ 12:00p, Ends @ 4:00p
 - Place: Rowling Hall Auditorium, University of Texas At Austin
 - 300 W Martin Luther King Blvd, Austin, TX 78712
- [4THECLTR SxSW Kickoff Party](#)
 - Starts @ 12:00p, Ends @ 7:00p
 - Place: African-American Cultural & Heritage Facility
 - 912 East 11th Street, Austin, TX 78702

MONDAY, MARCH 16, 2020



9:30-10:30 A.M.

- *Defending Our Humanity: The War on Big Tech*
 - Fairmont, Manchester B
 - 101 Red River Street, Austin, TX 78701
- *Brands Should Empower Rather Than Drown Creators*
 - Fairmont, Manchester CD
 - 101 Red River Street, Austin, TX 78701

Optional Monday Events (some RSVP req.)

- *Southwest Festival Party List Austin 2020*
 - [Sign up here for updates](#)
 - Some Monday Events: n/a

FULL WEEKEND EVENTS

March 13-15

- [The Deep End by Vox Media](#) (Have to RSVP)
 - 11:30-5:00p on each day
 - The Belmont, Austin TX

March 13-16

- [Inc. Founders House](#)
 - Starts @ 10:30p, Ends @ 5:30p
 - Place: TBA
- [Funded House: Getting to the Next Round](#)
 - Starts @ 9a, Ends @ 11:59p
 - Place: 1221 East 6th Street, Austin, TX 78702
- Fast Company Grill
 - [Request Invite Here](#)