

# PANEL PICKER<sup>®</sup> GUIDE

**SXSW  
EDU** 

March 9-12, 2020

Austin, Texas

10 YRS

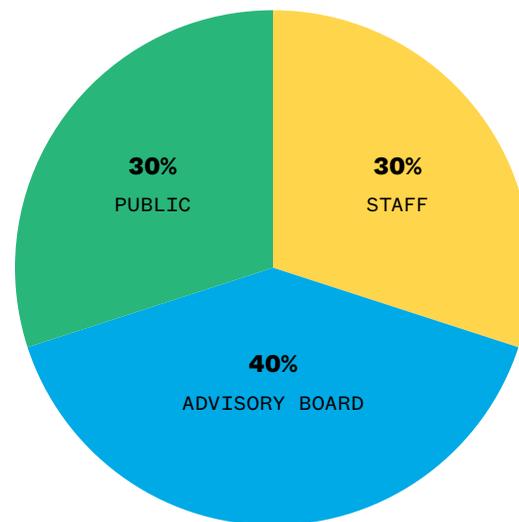
# HOW PANELPICKER WORKS

PanelPicker is a digital crowd-sourced platform that enables the community to propose ideas for a variety of session formats.

Simply enter your session proposal for SXSW EDU 2020 during the submission window. Then PanelPicker will re-open for public voting, allowing the public to review, vote on, and provide feedback for all ideas entered.

The final decision is derived from SXSW EDU Advisory Board evaluations (40%), public voting (30%), and staff review (30%).

## Final Proposal Grade



## Important Dates

<b>July 1</b>	PanelPicker opens for entries
<b>July 19</b>	PanelPicker entry window closes
<b>August 1</b>	Registration opens
<b>August 5</b>	PanelPicker public voting begins
<b>August 23</b>	PanelPicker public voting ends
<b>Mid-October</b>	Notification of session decisions

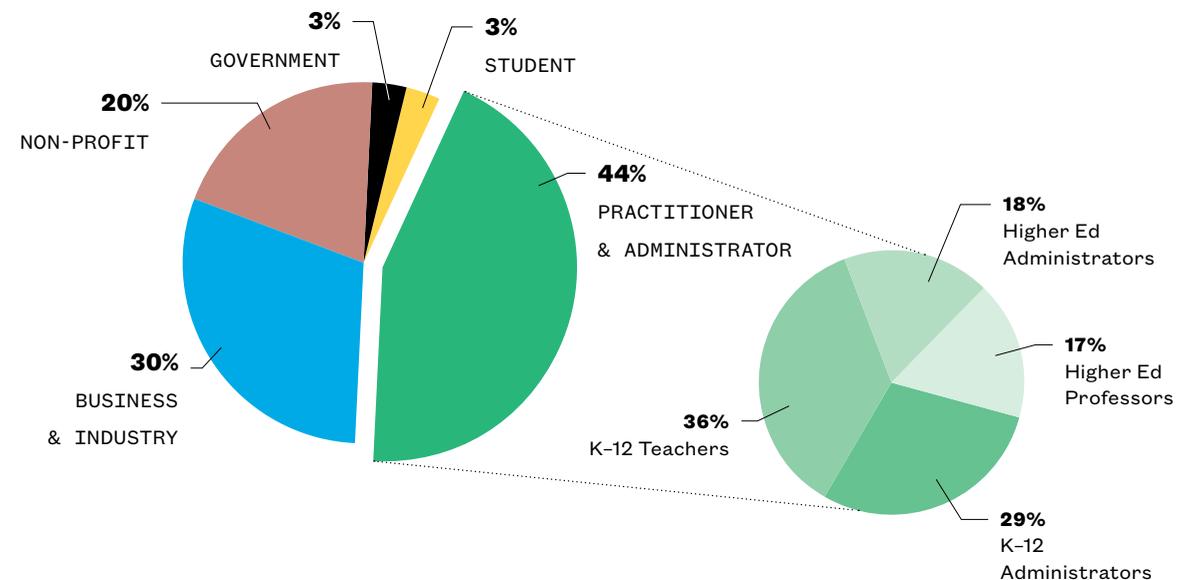
# DEMOGRAPHIC INFORMATION\*

\*Data from SXSW EDU 2019

## Community Numbers



## Community Composition



## Overall Community Focus Areas



# PANELPICKER STEP-BY-STEP

Visit [panelpicker.sxsw.com](https://panelpicker.sxsw.com) and sign in with your universal SXSW account or create one for free with your email address and a password.

Begin your proposal by selecting “+ **EDU Proposal**” to be considered for SXSW EDU 2020.

The application form is divided into six steps and PanelPicker allows you to save and continue as you go.

Click on the **question mark icons** next to important fields for helpful tips and guidelines. For additional questions, please reference the FAQ.

## STEP 1

### Session Organizer

Appoint a primary contact for your session, known as the **organizer**, to facilitate correspondence throughout the PanelPicker process and beyond, if accepted. The session organizer can also be a proposed speaker, but they are not assumed to be participating as a speaker unless indicated. Remember that the session organizer serves as the main point of contact for the session, and is responsible for communicating information to the speakers and ensuring the success of the session.

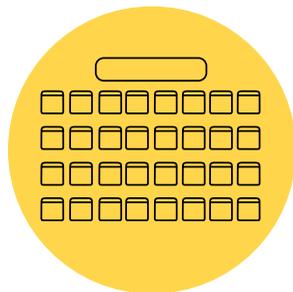
## STEP 2

### Title & Characteristics

The information required in this step serves as the foundation for your session idea. Your selections will help the community understand and differentiate your proposal among many others.

- Try to keep your **title** as concise and explanatory as possible. Make sure your proposal is easily accessible to the community with a great title that clearly speaks to the audience you are trying to reach. (max. 50 characters including spaces)
- Choose the **format** that best fits your session structure and presentation style. Reflect on the goals of your session idea — are you looking to engage in a thought-provoking discussion, lead a learning activity, or convene a specific community? Reference the corresponding options to determine which format best suits your idea.
- Select a thematic **track** that generally aligns with your idea so that attendees looking for similar content can find your session. Your idea may fit under multiple track options, so focus on the track that best represents your session content and goals.
- Further clarify the focus of your idea by selecting two **tags** from the dropdown menus that will help the community search for your session.
- Clearly identify the **intended audience** for your session, as well as the **level of expertise required** to help attendees understand who will benefit most from your session and further refine your session goals.

# Formats



## Case Study

1-3 SPEAKERS, 60 MIN

A focused presentation highlighting research findings from relevant initiatives and projects, followed by audience Q&A.

## Future20

1 SPEAKER, 20 MIN

A short solo presentation highlighting new and emerging ideas, followed by an optional audience Q&A.

## Panel

2-4 SPEAKERS, 60 MIN

A diverse and dynamic exploration of a particular topic, followed by audience Q&A.

## Performance

1-3 SPEAKERS, 1.5 HOURS

A dynamic performance combined with a workshop-style experience offering a deeper understanding of the concepts fueling the performance, and activities that can be adopted for the classroom.

## Podcast

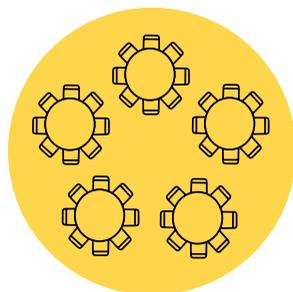
2-4 SPEAKERS, 60 MIN

A podcast conversation on topics across the education landscape, hosted by media organizations and recorded in an intimate setting amongst a live audience at the event.

## Talk

2-3 SPEAKERS, 30 MIN

A focused, high-energy presentation centered on breakthroughs and insights, followed by audience Q&A.



## Hands On

1-2 SPEAKERS, 30 MIN

A short, informal, activity-based session that facilitates interactive and creative learning techniques.

## Meet Up

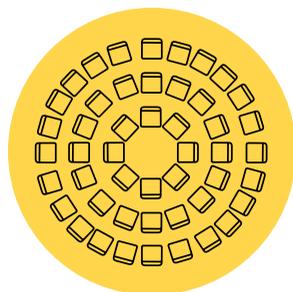
1-2 SPEAKERS, 60 MIN

A speaker-facilitated networking event that encourages communities to connect around similar topics, passions, roles, or interests.

## Workshop

1-3 SPEAKERS, 1.5 HOURS

An in-depth, instructional program with hands-on learning activities and specific takeaways.



## Campfire

1-2 SPEAKERS, 60 MIN

A speaker-led, open conversation that focuses on driving a dialogue with attendees around a particular topic rather than offering a structured presentation.

# Tracks

## Accessibility & Inclusion

Exploring initiatives and programs that focus on special education, learning differences, and disabilities across the learning lifecycle including instructional strategies, assistive technology, universal design, and more.

## Adult Learning

Programs and practices for continuing education, workforce training, and professional development as well as initiatives for mature learners and non-traditional students.

## Arts

Exploring arts-based pedagogies and practices including the performing and visual arts, arts integration and funding, and the intersection of STEM and STEAM.

## Business & Investment

Content focused on the business of education including entrepreneurship and startups, investment and funding, marketing strategies, corporate initiatives and partnerships, market trends and analysis, and more.

## Early Learning

Content centered on early learning instruction and pedagogy, administration, program and tool implementation and topics surrounding access, child development, funding, school design, and more.

## Emerging Tech & Development

Exploring what's next in educational technology and implementation including artificial intelligence, XR, blockchain, cybersecurity, and more, as well as a look at technology development, coding, and data interoperability.

## Equity

Addressing issues related to equity, access, and diversity in education including social and economic factors, culturally responsive teaching, anti-racism practices and pedagogy, LGBTQ+ issues, and more to ensure equitable outcomes and opportunities for all.

## Global Education

Programs and initiatives surrounding global collaboration in education including international instructional approaches and business ventures, language acquisition and ESL/ELL instruction, program implementation across borders, global partnerships, cross cultural initiatives, and more.

## Higher Education

Content addressing higher education instruction and pedagogy, administration, program and tech implementation, and issues surrounding access, assessment, funding and affordability, career readiness, school design, and more.

## Informal Learning

Programs and projects furthering learning outside of traditional classrooms and lecture halls including work based in libraries, museums, makerspaces, community centers, after-school and summer programs, and more.

## K-12 Education

Content focused on primary and secondary school instruction and pedagogy, administration, program and tech implementation and issues surrounding public and private education, assessment, funding, school design, college and career readiness, and more.

## Leadership

Exploring leadership and development in management and administration across all facets of the educational ecosystem from school, district, and institutional leadership, to business and executive management, and groundbreaking insights.

## Policy & Civic Engagement

Addressing education policy issues across local, regional, national, and international governance including student data use, funding, school safety, and standards, as well as economic development, advocacy and activism, and government partnerships.

## Science of Learning

Encompassing cognitive development, brain science, and research into how we think and learn.

## SEL & Wellness

Furthering social emotional learning and whole-child education including initiatives addressing mental and physical wellness, trauma-informed practices, and health education.

## Student Agency

Celebrating student initiative and advocacy by highlighting student voices, viewpoints, and achievements.



## STEP 3

### Description & Objectives

Describe your session content (max. 500 characters including spaces) and learning objectives (max. 150 characters each including spaces). Accurately define the comprehensive focus of your idea in a compelling manner and provide three specific learning objectives for your session that highlight concrete audience takeaways. Please keep in mind the following tips:

- Depth is more important than breadth in making your idea an impactful session.
- The audience at SXSW EDU is well-versed in the current education landscape. Given the limited space, your description does not need to reference broad statements and statistics about the state of education, and should focus on the specific content of your session.
- Please do not include speaker names or organizations in the session description as these are listed separately in the application process and beyond.
- Use paragraph form for your description (no bullets or lists please).
- Be sure to spell out the first mention of any acronyms you choose to include.
- Advertorial or brand-centered descriptions are not allowed. If you are interested in promoting your brand at SXSW EDU, please reach out to [sales@sxswedu.com](mailto:sales@sxswedu.com).
- Please note that learning objectives are optional for Meet Up proposals only.

## STEP 4

### Resources

Add a short creative video and/or visual aids to serve as the digital face of your proposal. You must provide at least one resource to support your programming idea. Videos are highly preferred, and there's no need for high-value production, as we just want to hear you speak — just record yourself on your phone/computer pitching your idea. Please note, you must have clear rights to whatever resources you include, and please enable closed captioning for any videos you include.

## STEP 5

### Speakers

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 each speaker's name, title, organization, and bio will be shared with the community.

- SXSW EDU values diversity in perspective, opinion, and representation and the most interesting sessions are ones that offer many different perspectives. For each proposed speaker, you will be asked to address how they contribute to the diversity of the session.
- Keep in mind the maximum speaker limits associated with your selected session format. For example, the panel format is limited to a maximum of four speakers, including the moderator, if desired.
- Moderators are optional but should be independent, neutral facilitators in the discussion. Please note the moderator counts toward your maximum speaker limit.
- While a particular speaker may be proposed for multiple sessions, in the interest of providing diverse perspectives, speakers will be limited to participating in a single programmed session.

## STEP 6

### Review & Submit

Proofread and double-check that your proposal is complete and error-free.

Make sure you take a few moments to review all of the agreement terms before finalizing your proposal. **Please note, once submitted, you will NOT be able to make any additional edits to your proposal.**

Your proposal is not complete until you click the **"Enter Proposal"** button.

### What's Next?

Start thinking of ways to promote your session idea to the community once public voting goes live on August 5.

## Diversity Guidelines

Speaker diversity plays an extremely important role in the decision making process.

The most interesting sessions are ones that include many different perspectives. When choosing speakers keep in mind these basic diversity guidelines.

All sessions with 3 or more speakers should include:

- Diversity in gender
- Diversity in ethnicity
- Diversity in location and employment of speakers
- Diversity in thought and opinion

We understand that some sessions work best with full representation of a particular group and will review these on a case by case basis.



# REGISTRATION FOR SXSW EDU 2020 OPENS ON AUGUST 1

Please note, all accepted speakers will receive a complimentary registration.