



SURVIVAL GUIDE 2016

our must-have list of must-dos @ SXSW



FRIDAY

MARCH 11

11:00 - 7:00 (Friday - Sunday)

Thinx Popup Event with CEO Radha Agrawal
[Friends & Neighbors, 2614 E. Cesar Chavez](#)

11:00 - 12:00

Big Data and AI: Sci-Fi vs. Everyday
Applications
[ACL Live at the Moody Theater](#)

11:00 - 12:00

Hidden in Plain View: Discovering Lo-Fi Magic
[JW Marriott, Salon FGH](#)

11:30 - 12:00

Embracing Failures to Drive, Not Derail,
Business
[Austin Convention Center, Room 10AB](#)

12:30 - 1:00

The Intimacy Gap: Three Essentials for
Friendships
[Austin Convention Center, Room 10AB](#)

12:30 - 1:30

Internet of You: Wearables and Under-Skin
Marketing
[Sheraton Austin, Capitol Ballroom](#)

3:30 - 4:30

No More Mr. Tough Guy: Brands Putting
People First
[Hilton Austin Downtown, Salon H](#)

3:30 - 4:30

No More Mr. Tough Guy: Brands Putting
People First
[Hilton Austin Downtown, Salon H](#)

3:30 - 4:30

Go Native or Go Home: Ads and Addictive
Content
[Westin Austin Downtown, Continental 3](#)

3:30 - 4:30

Innovative Brands Using Data-Driven Marketing
[ACL Live at the Moody Theater](#)

5:00 - 6:00

Breaking Beauty: Disruptive Technology and
Cosmetics
[Westin Austin Downtown, Continental 3](#)

5:00 - 6:00

Culture: the New Currency of Retail
[Hilton Austin Downtown, Salon K](#)

5:00 - 6:00

Marketing to Moments that Matter
[Hilton Austin Downtown, Salon H](#)

SATURDAY

MARCH 12

9:30 - 10:30

\$5 Trillion Question: What's the Future of Retail?

Westin Austin Downtown, Continental 3

9:30 - 10:30

Five Counterintuitive Truths about Habits

Austin Convention Center, Room 18ABCD

9:30 - 10:30

Modern Brand Love: How to Co-Create and Have a POV

Hilton Austin Downtown, Salon K

9:30 - 10:30

More Than Mobile: Augmenting Today's Retail Reality

Austin Convention Center, Room 12AB

11:00 - 12:00

The Future Will Be Personalized

Westin Austin Downtown, Continental 1-2

11:00 - 12:00

More, Now, Again: How On Demand Changed Our Lives

Hilton Austin Downtown, Salon C

12:30 - 1:30

How Virtual Reality Will Change Fashion

Westin Austin Downtown, Continental 1-2

12:30 - 1:30

A Personal Shopping Experience (Minus the Person)

Westin Austin Downtown, Continental 3

12:30 - 1:30

Revenge of the Bricks, Driven by Clicks

Courtyard Marriott, Rio Grande Ballroom

3:30 - 4:30

The Next 3 Billion People on Social

JW Marriott, Room 303-304

3:30 - 4:30

When Success Means an Always Vanishing Customer

Courtyard Marriott, Rio Grande Ballroom

5:00 - 6:00

Designing Happiness

JW Marriott, Salon D

SUNDAY

MARCH 13

9:30 - 10:30

Standout: Proven Go-to-Market Strategies at Work

Hilton Austin Downtown, Salon D

11:00 - 12:00

Connected Retail: Clicks and Mortar Meet Up

JW Marriott, Room 209

11:00 - 12:00

Heads and Hearts: Consumer Engagement Where It Counts

Westin Austin Downtown, Continental 3

11:00 - 12:00

Story Metric: the Most Important Analytical Tool

Hilton Austin Downtown, Room 400-402

11:00 - 12:00

Using Virtual Reality in Storytelling

3Ten

11:00 - 12:00

Weird Startups from Japanese Universities

Hilton Austin Downtown, Salon E

11:00 - 12:00

Your Future Life with Robots: Explained

Austin Convention Center, Next Stage

12:30 - 1:30

Cognition Clash in the Internet of Things

JW Marriott, Salon FGH

12:30 - 1:30

For the People, by the People: The Human Algorithm

JW Marriott, Salon 5

2:00 - 3:00

Creating a Meaningful Dialogue Through Video

Austin Convention Center, Room 12AB

2:00 - 3:00

Niche Movement to Mainstream: How Cultures Grow

Hilton Austin Downtown, Salon K

3:30 - 4:30

Anthony Bourdain as Interviewed by Nathan Thornburgh

Austin Convention Center, Ballroom D

3:30 - 4:30

Gen Z: the Most Influential Consumer

Westin Austin Downtown, Continental 1-2

3:30 - 5:30

Go Reboot Yourself: Get a Grip on Your Tech

JW Marriott, Salon 8

3:30 - 4:30

Let's Drop the Term Millennials

Hilton Austin Downtown, Salon H

3:30 - 5:30

Nudges: Tiny Pushes That Influence User Behavior

Hilton Austin Downtown, Room 412

MONDAY

MARCH 14

9:30 - 1:30

The Ballsy Brit's Guide to Better Brand Trolling
Hilton Austin Downtown, Room 616AB

9:30 - 10:30

The Hyperloop and Flying Cars: Truth or Fiction
Westin Austin Downtown, Continental 1-2

9:30 - 10:30

Less is More: Curated Consumption
Hilton Austin Downtown, Salon G

11:00 - 12:00

Comments are Terrible, but They Don't Have to Be
Hilton Austin Downtown, Salon F

11:00 - 12:00

We the People: Using Tech to Solve Big Challenges
Austin Convention Center, Ballroom D

11:00 - 12:00

Lead, Not Follow: the Consumer's Mobile Journey
Hilton Austin Downtown, Salon H

11:00 - 12:00

Selling with Sex: Brand Partnerships and Dating Apps
Hilton Austin Downtown, Salon J

12:30 - 1:30

Ed Saxon: The Power of Story in a Digital Age
Austin Convention Center, Next Stage

12:30 - 1:30

Scent as a Post-Digital Medium for Storytelling
Austin Convention Center, Ballroom C

2:00 - 3:00

Future of Entertainment and "The Channel of You"
Four Seasons, San Jacinto

4:00 - 6:00

The Brain Bar
W Hotel Austin
RSVP: FashionBrainBar.com



5:00 - 6:00

The 12 Inevitable Technological Forces That Will Shape Our Future
Austin Convention Center, Ballroom D

5:00 - 6:00

Brain Prosthetics: A Chip to Restore Your Memory
JW Marriott, Room 203-204

5:00 - 6:00

The Confidence Game: The Power (and Price) of Stories
Austin Convention Center, Room 18ABCD

5:00 - 6:00

Leveraging Human Data from Wearables
JW Marriott, Salon 1-2

TUESDAY

MARCH 15

9:30 - 10:30

Empowerment Theory: Defining the Future of Digital

JW Marriott, Salon FGH

9:30 - 10:30

The Real Wild West is East: China's 3 Big Markets

Hilton Austin Downtown, Salon B

11:00 - 12:00

Getting Personal: the Customer Genome LIVE at SXSW

Courtyard Marriott

11:00 - 12:00

Interactive Dynamic Design: Fashion and Architecture

Westin Austin Downtown, Paramount 2-3

11:00 - 12:00

Thriving on Disruption: Recognize and Capitalize

Austin Convention Center, Room 18ABCD

12:30 - 1:30

Linking Art and Science Through Technology

Westin Austin Downtown, Paramount 2-3

3:30 - 4:30

2016 Top Trends: Service Design and Experience

Courtyard Marriott

3:30 - 4:30

Beyond the Bubble: Tech That Will Change Our Lives

Austin Convention Center, Ballroom D

3:30 - 4:30

The Current State of Relevance

Austin Convention Center, Ballroom EFG

INS & OUTS OF AUSTIN

EAT, DRINK, SHOP

NEW ON THE SCENE

Corner Elevated food court
www.cornerrestaurantaustin.com

Lonesome Dove Bistro-style soul food
www.lonesomedoveaustin.com

Via 313 Pizzeria Popular food trailer turned restaurant
www.via313.com

Zilker Brewing Co. Newest craft brewery in town
www.zilkerbeer.com

Alcomar Happy hour and margarita spot
www.alcomaratx.com

Cove Eclectic mix of clothing and home items
www.coveclothing.com

TRIED & TRUE

Lambert's Downtown area BBQ
www.lambertsaustin.com

Feathers Vintage shopping
www.feathersboutiquevintage.com

Stag Menswear
www.stagaustin.com

Friends & Neighbors Cafe/bar vintage shop
www.friendsaustin.com

Liberty Best dive bar
www.yelp.com/biz/the-liberty-austin

Austin Food Trucks Local flavor
www.roaminghunger.com/aus

GETTING AROUND

Uber and Lyft

www.uber.com

www.lyft.com

SXSW vets know that Uber and Lyft are the ways to go when it comes to getting around, and the good news is that it's gotten much easier! Beware of surge pricing and in a pinch, see below.

Austin Bike Tours and Rental

www.austinbiketoursandrentals.com

102 1/2 W 3rd Street

Austin

(512) 277-0609

Lone Star Cab Co.

www.lonestarcabaustin.com

(512) 836-4900

Yellow Cab

www.yellowcabaustin.com

(512) 452-9999

EVERYTHING SHOULD
BE MADE

AS SIMPLE AS

POSSIBLE,

BUT NOT SIMPLER.

ALBERT EINSTEIN