

GO. MSXS

INTERACTIVE FESTIVAL

2009 POCKET GUIDE

SOUTH BY SOUTHWEST INTERACTIVE FESTIVAL



Gowalla Arrivals

Code	Destination	Status
206	SEATTLE	ON TIME
415	SAN FRANCISCO	ON TIME
857	BOSTON	ON TIME
214	DALLAS / FT. WORTH	ON TIME
312	CHICAGO	ON TIME
917	NEW YORK CITY	ON TIME
512	AUSTIN	LANDED



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Friday, March 13

How to Rawk SXSW Daytime Programming

Welcome to the programming listings for the 2009 SXSW Interactive Festival. Wow, the selection of offerings is fairly massive, isn't it? Here are a few tips for making the most of this extensive menu of daytime content.

GET THERE EARLY. We have tried to slot programming that we think will draw the biggest crowds into the biggest rooms. That said, if you really want to see a given session, we strongly encourage you to arrive at least 15 minutes before the start time to ensure that you get a seat.

BE FLEXIBLE. Maybe the panel that you want to see is filled to capacity. Or, maybe that panel room is too far to walk to. Then relax and go with the flow. Drop in on the nearest presentation and see if that discussion interests you. Open yourself to the moment.

POST-EVENT PODCASTS. All SXSW Interactive daytime programming content will be recorded. Audio from these sessions will be posted on the SXSW website beginning around March 20. So, if you can't hear it live, you can hear it for free on the web when you get back home.

Also, remember that the main purpose of this programming is to spark ideas—ideas that will probably be more fully developed in a conversation in the hallway or at an evening event or online. So, as with all things SXSW, the event is what you make of it.

Finally if you have an idea for daytime programming for SXSW 2010, we would love to hear it. Panel submissions for next year will be accepted beginning in June. See panelpicker.sxsw.com for complete details.

ACC LEVEL 1 Lounge 9:30-6 in Rm. 2				ACC LEVEL 4 Lounge in 19A			
A*Panels	B*Panels	C*Panels	Ex. Hall 2	12*Panels	18*Panels	19A*Salon	19B*Core
Web Design is Wrong	Social Media & the Man	User-Generated Content	ScreenBurn Arcade	Minority Report is Real	Getting Most From SXSW Film		Cont. Networking Catalyst
Unnatural Web Design	ARGs Everyone Can Play	Games By the People		Ecosystem of News	How to Rawk SXSW		F Stats, Make Art
Make Yourself More Interesting	Funologists Live & In Person	Inspiring with Spore		Bringing Bike Sharing	Scam Your Way Into Anything		Reduce MySpace
						Brave New Dating	Spring 2.0

also on Friday **Buzz Out Loud Podcast Taping** 4 P.M. Mezzanine 5, ACC Level 2

Saturday, March 14

ACC LEVEL 1 Lounge in Rm. 2			ACC LEVEL 3 Lounge 9:30-6 in the Austin Suite					ACC LEVEL 4 Lounge in 19A			HILTON							
A*Panels	B*Panels	C*Panels	5A*Core	5B*Core	5C*Core	6*Panels	7*Core	8*Panels	9*Panels	10*Panels	12*Panels	18*Panels	19B*Core	4A*Panels	4B*Panels	4C*Panels	4D*Core	4E*Core
Is Privacy Dead?	Even Faster Web Sites	Europe's New Media Market				Gaming Communities		Interactive Beyond the Screen	Future of the Internet	Emerging with Emerging Media	IM Video Journalism	Tips For Making Ideas Happen		How Not to FAIL	Making Web Widgets Accessible	Great Web App Design		
Change v2	Mobile Tech Trends	Curating Crowdsourced World	Blog on Company Time	Nerd Network	First Year as a Freelancer	iPhone: The New Gaming Platform	Talk to Programmers	Search for More Social Web	Startups Can Learn From	Microformats	Webisode Awesomeness	Creative: Show the Path	Coworking Revolution	Lessons From Open Source	Secrets of JavaScript Libraries	The Same Old Story	Bootstrap Your Startup	Starting Up in Silicon Alley
Opening Remarks: Tony Hsieh	Opening Remarks Simulcast	Opening Remarks Simulcast				Be a Game Programmer			Opening Remarks Simulcast	Mobilizing Your Online Community								
Future Of Social Networks	Bit Size Internet Information	Freelance to Agency	Travel Blogging	Gen Y Won't Friend Your Brand	Pursue Your Passion	Being Indie in the Game Industry	Educating Kids Via Gaming	Controlled Metadata	Web and Feminism	Design and Development Workflows	Making FX on Indie Budgets	Turbocharge Your Blog	Social Media & Your Boss	Scaling Rails Applications	Gestural UI	Designing for Irrational Behavior	NonProfit & Your Startup	Building Entrepreneurial Communities
Comedy on TV and the Web	Collaborative Filters	Building Your Brand	Bloggers: How Not to Get	Growing a Fanbase	Planned Life Worth Living?	What Teens Want in A Web Site	Sex, Violence and Video Games	Growing Up Online	Politics, Tech, and Pop Culture	We Like Big Apps	Suzor '09	Nonprofit Poetry Slam	Queersphere	QR Code Invasion	Web Typography	Designing the future of the Times	Build my Startup on Ruby	LA Tech Community
also on Saturday	The Hyper Island Way 3 P.M. Room 3, ACC Level 1		Buzz Out Loud Podcast Taping 4 P.M. Mezzanine 5, ACC Level 2			Interactive & Film Tradeshow 12-6 P.M. ACC Level 4 Full event listings inside			ScreenBurn Arcade 12-6 P.M. ACC Level 1			Evening Salons 6:30-7:30						

Sunday, March 15

ACC LEVEL 1 Lounge in Rm. 2			ACC LEVEL 3 Lounge 9:30-6 in the Austin Suite					ACC LEVEL 4 Lounge in 19A			HILTON							
A*Panels	B*Panels	C*Panels	5A*Core	5B*Core	5C*Core	6*Panels	7*Core	8*Panels	9*Panels	10*Panels	12*Panels	18*Panels	19B*Core	4A*Panels	4B*Panels	4C*Panels	4D*Core	4E*Core
Is Spec Work Evil?	Open Source Education	Ditch the Valley				Interface Lessons from Games		Beating Down Online Misogyny	VC Secrets	UX Team of One	No Budget to Low Budget	Tangible Interactions		Accessible Flash and Flex	Version Control	Neo-cartography		
Design for Wisdom of Crowds	Blackboards or Backchannels	Making Whuffie	Blogging Skills for Women	Social Networking in Health	Taking Responsibility	EA Dead Space	Social Patterns for the Win	Social Media and Racism	Mobile Access in Emerging	Young Computing Devices	Branded Entertainment	Journey to the Center of Design	Moms Who Tech	AJAX Accessibility	Kick-Ass Mash-Ups	OpenAuth, Data Portability	Security for Social Set	Great Company Culture
Keynote: Nate Silver	Keynote Simulcast	Keynote Simulcast				CSS3			Keynote Simulcast	Making the Most of Creative								
Lessons in Community Mgmt	APIs & Changing Face of News	Regional Whuffie Building	Personal Blog is Dead	Old Media Uses Twitter	Mashup Spirituality	Game Design Competition / Casual	Design Meets Agile Development	Appfrica	What Do I Do With Mysel	Social Media: Put a Dig on It...	Marketing Meets New Media	We Have Been Objectified	Web in Higher Ed	Designing Web Forms	iPhone Development	Post Standards: Open Source Specs	Write a Tech Book	Long Tail Entrepreneurs
Video Blogging with Vaynerchuk	New Think / Old Publishers		Blogging Skills for Bigger Things	Twitter for Marketers	How Not to Be Evil	Game Design Competition / AAA	MacGyver and Design Research	Social Networks Are Killing	Are PR Agencies a Dying Breed?		Lustful Design in Science Fiction	Sex Ed Online					Digital Narc'ing	How to Fund a Startup
also on Sunday	Society of Digital Agencies (SoDA) unConference 2 P.M. Mezzanine 7, ACC Level 2			Interactive & Film Tradeshow 12-6 P.M. ACC Level 4 Full event listings inside			ScreenBurn Arcade 12-6 P.M. ACC Level 1			12th Annual SXSW Web Awards Pre-Party at 6 P.M. • Ceremony begins at 7 P.M. Hilton 6th Floor Detailed Listings Inside								

Monday, March 16

ACC LEVEL 1 Lounge in Rm. 2			ACC LEVEL 3 Lounge 9:30-6 in the Austin Suite					ACC LEVEL 4 Lounge in 19A			HILTON							
A*Panels	B*Panels	C*Panels	5A*Core	5B*Core	5C*Core	6*Panels	7*Core	8*Panels	9*Panels	10*Panels	12*Panels	18*Panels	19B*Core	4A*Panels	4B*Panels	4C*Panels	4D*Core	4E*Core
Presenting Straight to the Brain	Remixing Museums	Grokking Bloggers				Getting Girls Interested in Tech		Selling Your Company	Invisible Web & Ubiquitous	Power of Small	You Got Your pZ in My Redcode	Finance 2.0		Beyond Aggregation	Scaling Synchronous Web Apps	From Words to Pictures		
Learn From Games	Real Tech of Indiana Jones	Women and the Web	Online-Only Marriages	Selling Art & Crafts Online	Puzzle Hunts	Virtual Goods and Your Community	Privacy and Personalization	Outsourcing 2.0	My Car Is Talking	How to Protect Your Brand	Future of the DVD	Entrepreneurship in the Beast	Becoming Open	Managing "Expert" Clients	Ulti Showdown of CMS Destiny	Browser Wars III	How Safe is Domain Name?	Start-up Management
Keynote: James Powderty	Keynote Simulcast	Keynote Simulcast						Int'l Business in China	Keynote Simulcast				Quitter					
Making Breakthroughs Happen	Wired Antarctica	Atosphere and Obama	Sex Lives of Microfamous	Tinkerers Unite	Curiosity Marketing	Private Branded Entertainment	Advertising is Entertaining	Social Media and Sustainability	Crafting Compelling Mobile	Nielsen vs. New Market Research	Conversation with Col Needham	Building a Business After Hours	Open Source Disability Tech	What Does Awesome Sound Like?	Educating the Next Gen of Web	Wireframes for the Wicked	Whitehouse.gov 2.0	SEO for Startups
Bruce Sterling Rants	Back Off, I'm A Scientist	Digital Urbanites	Sexual Exploitation and Self-	Lessons From Online Crafting	Brickley Engine	BBC, Six to Start and ARGs	Escaping Internet Mediocrity	Profitable Green Building	You May Also Be Interested In	Engagement 1.0	Girl Gaming Goes Mainstream	Dad is the New Mom	Deadsness and the User Experience	Color Angels, Episode 1	WASP Annual Meeting	Tools to Know Your Users	Political Leadership	Start-Ups and the Recession
also on Monday	Hack-a-Thon 4:30 P.M. Moonshine, 303 Red River			Interactive & Film Tradeshow 12-6 P.M. ACC Level 4 Full event listings inside			Microsoft BizSpark Accelerator 9:30 a.m.-5:30 P.M. Hilton 6th Floor			Bizspark Accelerator on Hilton 6th Floor								

Tuesday, March 17

ACC LEVEL 1 Lounge in Rm. 2			ACC LEVEL 3 Lounge 9:30-6 in the Austin Suite					ACC LEVEL 4 Lounge in 19A			HILTON							
A*Panels	B*Panels	C*Panels	5A*Core	5B*Core	5C*Core	6*Panels	7*Core	8*Panels	9*Panels	10*Panels	12*Panels	18*Panels	19B*Core	4A*Panels	4B*Panels	4C*Panels	4D*Core	4E*Core
Working With Competitors	Aristotle on Twitter	Quality and Online Video				Rethinking the Digital Prototype		Cloud Computing	Brand Noir	The Big Picture	Art of Visual FX	State of the Memescape		Digital Drive	New Threats to New Media	Music Games the New iTunes?		
Strong Online Communities	Digital Tsunami	Beyond Apple TV	Getting Things Done Simply	Failure of Tech in Health Care	Happiness in Startups	Social Gamers: Away From	Models For Agency Integration	Designers and Developers	Posthuman Future	Sustainable Food 2.0	Future of Visual Storytelling	UR Blog Sux	Non-Profits: Be the Web	New Interfaces for Performance	Transforming Piracy into Profit	My iPod Thinks I'm Emo	Conflation of Successful	Rewriting the DMCA
Keynote: Anderson & Kawasaki	Keynote Simulcast	Keynote Simulcast						Touching Me Touching You	Keynote Simulcast			Mad Men on Twitter						
Rebuilding With Free	Web 2.0 and Sports	Future of Mobile Advertising	Too Much Text	Therapy 2.0	Bedroom to Boardroom	Online Comic Books	Achieving Studio Bliss	Designing in America	Brave NUI World	Mobile Web for Good	Inside Transmedia Storytelling	Successful Foodblogging	Self-Organized Company	P2P 2.0	Policy Trainwreck	Guitar Hero: Console to Mobile	Surviving Scandal	Tale of Two Bruces
	Using GPS With Social Networking		Email After I Die	Adult Internet Industry	Virtual Worlds and the Recession	Comics on Handhelds	Posse Blogging	Design, Fashion and Technology	Rawking SXSW Year Round	Future of Money	Framing Shots to Pushing Pixels	From Blog to Book Deal	Democracy and Your Workplace				DRM: The Fight Isn't Over	Music Discovery Chaos
also on Monday	Creative Employment Confab 1-5 P.M. Moonshine, 303 Red River			Day Stage Events and Booksignings All Day ACC Level 4 Full event listings inside			SXSW Platinum Track 11 A.M.-6 P.M. Hilton 6th Floor Open to Platinum Badgeholders Only											



ACC LEVEL 4				Saturday				Sunday				Monday				Tuesday			
Day Stage	Studio SX	SX Bookstore	Ballroom	Day Stage	Studio SX	SX Bookstore	Ballroom	Day Stage	Studio SX	SX Bookstore	Ballroom	Day Stage	Studio SX	SX Bookstore	Ballroom	Day Stage	SX Bookstore		
Service-Orient				Soc Media Mtg				End of Apple								Live Graphics			
Digital Future								Taming S&S Cust								Neuro Web Design			
Online Forums			Trade Show Open	SXSW Clicks: Education	Mark Rolston	KD Faine										Universal Design	Chris Anderson		
Info Arch.					Jonathan Coulton		Trade Show Open									Sheik's Baltimore	Aaron Walter		
CSS Myth	Stephanie Klein				Dan Willis											Art of Living	Wendy Chisholm		
Opening Remarks Simulcast	Denise Jacobs			Keynote Simulcast	Elisa Camahort	Scott Thomas										I Was Told / Cake	Ben Huh		
Discovery Driven	Ricky Van Veen			Kaimira			Trade Show Open									Keynote Simulcast	Christian Lander		
World Wide Rave	Doc Searts			Learning Rails	Tara Hunt												Kerry Miller		
SXSW Clicks: Interactive				Crowdsourcing	Charles Sayers		Block Party											Shaun Crosley	
				SXSW Clicks: Nonprofits	Scott Kirsner													R. Kramer Russell	
																			Karen Kreps
																			Molly Crabapple
																			Dan Goldman
																			Guy Kawasaki
																			Dan Appelquist

SXSW Interactive is fortunate enough to have enjoyed some very healthy growth over the last few years. This increase in attendance has presented numerous challenges, not the least of which is finding enough for all the daytime programming (as well as all the registrants who want to see it). For 2009, Interactive has expanded yet again as several Panels and Core Conversations will now take place at the Downtown Austin Hilton across the street from the Austin Convention Center.

Spreading out over so much space allows us to create four distinct campuses for the event: **Level 4**, **Level 3**, **Level 1** and the **Hilton**.

Level 4 programming includes Rooms 18BCD, 19B and 12AB (site of all joint panels). Level 4 is also home to the Trade Show, the Adobe Day Stage Cafe and the the Beacon Lounge in 19A.

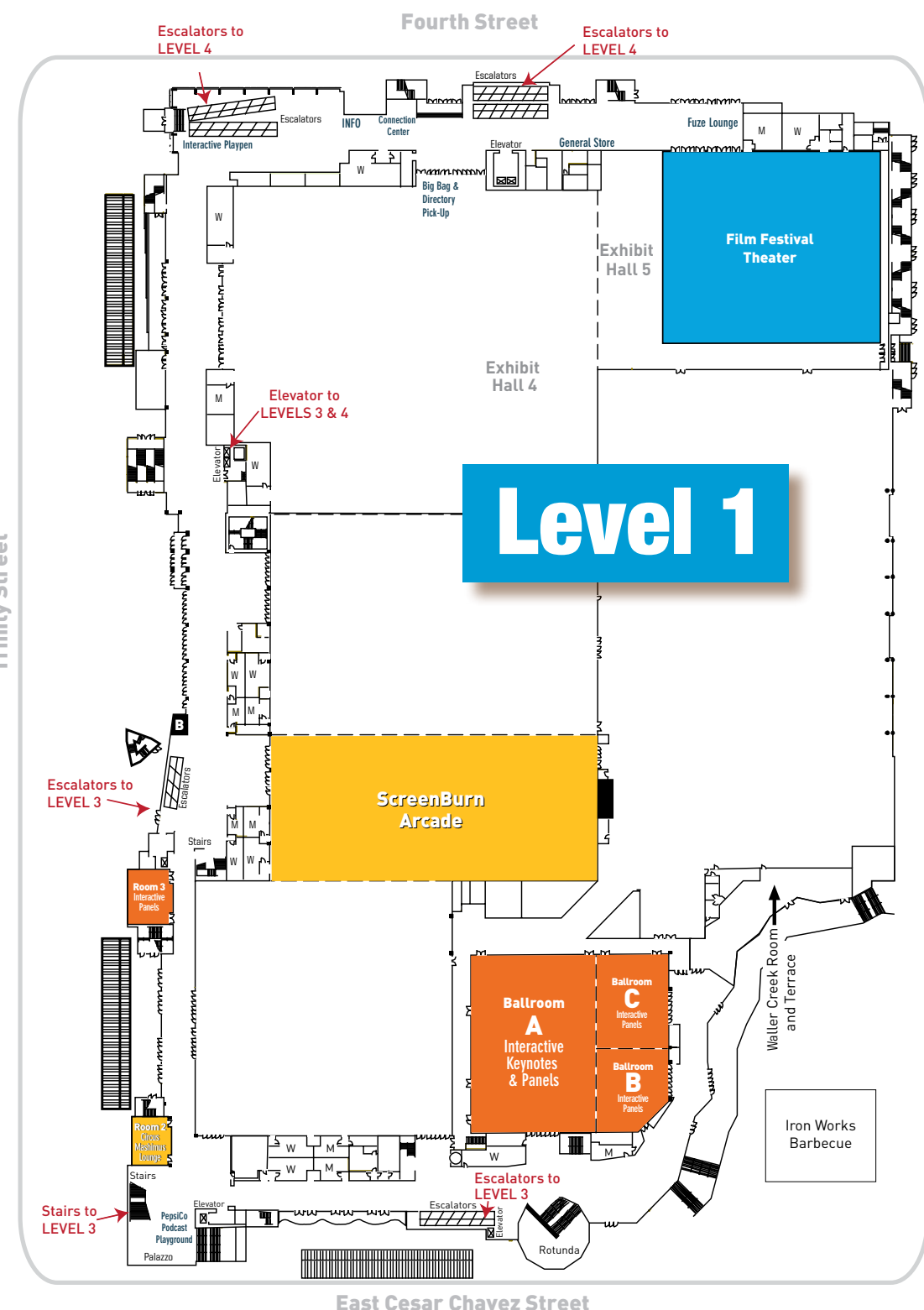
Level 3 programming includes Rooms 5A, 5B, 5C, 6, 7, 8, 9 and 10. Level 3 is also where you will find the TechSet Blogger Lounge, Sponsored by Windows Mobile—this occurs at the Austin Lounge.

Level 1 programming includes Ballrooms A, B and C. The Opening Remarks and the Keynotes take place in Ballroom A—these presentations are also simulcast in Ballrooms B and C, in Room 9 on **Level 3** as well as in the Adobe Day Stage Cafe on **Level 4**. Room 2 of Level 1 is also where you find the Mashery Circus Mashimus.

As for the **Hilton**, programming takes place on the fourth floor on every day except for Friday, March 13. Once on the fourth floor, you will find three rooms with panels and two rooms with Core Conversations. From Saturday through Monday, Hilton programming is particularly focused on technical issues. On Tuesday, most programming in this space addresses how new media is radically reshaping the music industry.

We know that the walk from one of these four campuses to another can be fairly significant. However, the upside of this spread-out distribution of rooms is that we create four smaller sized events within what is becoming a larger and larger SXSW Interactive Festival.

Last but not least . . . we remind you to relax. SXSW Interactive features a ton of programming. For better or for worse, there is no way that you are going to be able to see all of it. If a panel room is too crowded, then just move to the next one. If the walk to a given session is too far, then forget about it and attend something that is closer. Remember, podcasts of all 2009 programming will be posted on the SXSW website after the event. Likewise, bear in mind that the most interesting / intriguing sessions are the ones that you never planned on attending.



Legend

- Interactive Panel, Core Conversation, and Event Rooms
- Film Panel and Event Rooms
- Trade Show, ScreenBurn Arcade & Lounges
- 2009 Web Awards

Having trouble finding the right room? Then stop by one of our three Connection Centers inside the Austin Convention Center. We will try to help you find where you are trying to go—whether it's inside the building, at the Hilton or around the city.