

## MEDIA ALERT

### South by Southwest (SXSW) Announces 2027 Dates

**AUSTIN, Texas** — South by Southwest® (SXSW®) today announced the dates for its 2027 event in downtown Austin: **March 13–21, 2027**.

**SXSW EDU** will take place **March 13–16**, followed by **SXSW Conferences & Festivals** from **March 15–21**, spanning Innovation, Music, Film & TV and Comedy.

SXSW 2027 dates are designed to bring together leading voices across education, technology, film and television, music, and culture, while continuing the core SXSW experience and creating new opportunities for connection, discovery and cross-industry collaboration.

“SXSW continues to be the place where creative industries converge and new ideas take shape,” said Greg Rosenbaum, SVP of Programming. “In 2027, we’re bringing our global community together across education, film, music, technology, comedy, and culture for another week of discovery and collaboration.”

#### Key Highlights:

- **SXSW EDU** kicks things off Saturday, March 13 and runs through Tuesday, March 16, adding a second Crossover Day
- **SXSW Innovation** begins Monday, March 15 with six days of conference programming through Saturday, March 20
- **SXSW Music** kicks off Monday, March 15 with seven days of showcases, artist workshops and networking through Sunday, March 21
- **SXSW Film & TV** will premiere its Opening Night Film on Monday, March 15 followed by a full week of red carpets, premieres and screenings through Sunday, March 21
- **SXSW Comedy** closes the week with four days of programming starting Wednesday, March 17

#### Get Involved:

- PanelPicker® opens June 23, 2026
- SXSW Pitch and Official Artist applications open June 23, 2026
- Film & TV submissions open July 2026

SXSW EDU & SXSW 2027 will take place March 13–21 in Austin, Texas.

For more information, visit [sxsw.com](https://sxsw.com).