



Introduction

The SXSW PanelPicker® process reflects our continued belief in the power of an engaged community to identify, discuss, and solve some of the world's toughest challenges.

Many SXSW attendees are attracted to non-obvious approaches and ideas to storytelling, uniquely designed next-gen products, imaginative ways to mitigate climate challenges, and finding new ways to use technology for good.

We also welcome original speaking proposals that focus on innovative concepts and must-know takeaways in the many other areas that we will cover at SXSW 2025, ranging from advertising and filmmaking to activism and startups — and everything in between.

Note: This process does not include proposing to be a Mentor. If that is your sole interest, please email sessions@sxsw.com.

This form consists of 7 steps. Complete each step, then click 'Save and Continue'. Leaving a step prematurely may result in the loss of the information you have entered on that screen. Please refer to the [FAQ](#) for more information.

- * Required field
- 🙻 Fields including private information are not viewable during community voting, and will not be shared with any third-parties.
- Click the **MORE INFO** button next to the field for guidance.

PROCEED TO FORM

STEP 1 OF 7

PROPOSAL TYPE:

SXSW

PROPOSAL TITLE:

Untitled

PROPOSAL SECTIONS:

1. **Intro**
2. Organizer
3. Title & Attributes
4. Description & Takeaways
5. Resources
6. Speakers
7. Agreement

WHAT INFORMATION WILL YOU NEED?

PREVIEW ENTIRE FORM



Session Organizer

SXSW collects this information to better understand who you are, research your work, review your application, and communicate with you.

As the session organizer, you will be the primary point of contact and owner of this proposal. You are responsible for all session information related to this proposal.

If this proposal is accepted as part of the SXSW Conference and you are later unable to act as the primary point of contact, you will have the option to assign your role to someone else at a later date.

- * Required field
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- Click the **MORE INFO** button next to the field for guidance.

Contact

First name *			Last name *		
<input type="text"/>			<input type="text"/>		
Email address *	ⓘ	Email address confirmation *		ⓘ	
<input type="text"/>		<input type="text"/>			
Alternate email address *	ⓘ	Area code *	ⓘ	Phone number *	ⓘ
<input type="text"/>		<input type="text"/>		<input type="text"/>	
Website *	<input type="text"/>				
Must begin with https://					

Location

City *	ⓘ	State / Province *	ⓘ
<input type="text"/>		<input type="text" value=""/>	▼
Postal code *	ⓘ	Country *	ⓘ
<input type="text"/>		<input type="text" value="United States"/>	▼

Job Details

Job title *	<input type="text"/>			Company *	<input type="text"/>		
Industry *	ⓘ	Role *	ⓘ				
<input type="text" value=""/>	▼	<input type="text" value=""/>	▼				

- I have attended SXSW before.
- Opt-in to the SXSW Event Update email to stay informed.

SAVE AND CONTINUE **BACK**

STEP 2 OF 7

PROPOSAL TYPE:
SXSW

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WHAT INFORMATION WILL YOU NEED?

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Title & Attributes

Give your idea a title and add some basic information.

Title * MORE INFO

Pick something that lets your audience know exactly what your proposal will cover.
60 characters remaining (including spaces)

Format * MORE INFO

Please note that all formats listed on the site may not be present in the PanelPicker application

Level of Expertise * MORE INFO

The level you select should be appropriate to your idea.

Topic * MORE INFO

The area your proposal falls under.

Intended audience * MORE INFO

Outlining your intended audience will help focus your idea, and provide necessary context when SXSW Staff and PanelPicker Evaluators review your proposal.

[SAVE AND CONTINUE](#) [BACK](#)

STEP 3 OF 7

PROPOSAL TYPE:
SXSW

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Untitled

PROPOSAL SECTIONS:

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WHAT INFORMATION WILL YOU NEED?

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Description & Takeaways

Narrow, focused ideas work best.

- * Required field
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- Click the **MORE INFO** button next to the field for guidance.

Describe your session idea *

MORE INFO

600 characters remaining (including spaces)

List the three takeaways that your session will answer regarding the topic proposed.

MORE INFO

Please do not put a number in front of your questions, PanelPicker will automatically add a number to the voting interface.

Takeaway 1 *

150 characters remaining (including spaces)

Takeaway 2 *

150 characters remaining (including spaces)

Takeaway 3 *

150 characters remaining (including spaces)

SAVE AND CONTINUE **BACK**

STEP 4 OF 7

PROPOSAL TYPE:

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Resources

Add video and other resource links to support your idea.

Please provide at least one resource below to showcase your idea. Use it to highlight speaking abilities or help further explain your proposed idea. Make sure you have clear rights to use the link as it will be used for public viewing, and please enable closed captioning for any videos you include. If you are making a video specifically to discuss your PanelPicker proposal, please keep it to 3 minutes or less, and use it as a way to give more context to your idea.

To make your YouTube video accessible to a larger audience, see easy-to-use instructions [here](#).

⚠ At least one resource is required for your proposal to be submitted for consideration.

Link to YouTube video

Must begin with https://

Link to Vimeo video

Must begin with https://

Slideshare or other Slidedeck link

Must begin with https://

Other resource links

Other related URLs to support your idea. 300 characters max.

SAVE AND CONTINUE

BACK

STEP 5 OF 7

PROPOSAL TYPE:

SXSW

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PROPOSAL SECTIONS:

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WHAT INFORMATION WILL YOU NEED?

PREVIEW ENTIRE FORM



Proposed Speakers

When choosing speakers, keep in mind that SXSW strives to strike a diverse balance of ideas and backgrounds among speakers at the event, and that SXSW speakers are allowed to participate in only two conference sessions. If your proposal is accepted, you may be asked to replace some of your speakers.

[MORE INFO](#)

- * Required field
- 🔒 Fields including private information are not viewable during community voting, and will not be shared with any third-parties.
- Click the [MORE INFO](#) button next to the field for guidance.

Please be mindful of speaker limitations associated with your session format.

SPEAKER 1

Speaker Information

[REMOVE SPEAKER](#)

SXSW collects the following information to better understand who our applicants are, conduct independent research about each applicant's work, review your application, and communicate with you about your application. By providing the information below, you acknowledge that you obtained consent from the speaker to provide SXSW with that speaker's personal information.

Copy organizer's information if they intend to speak in this session (optional).

Contact

First name *			Last name *		
Email address *	🔒	Email address confirmation *	🔒		
Alt email *	🔒	Area code *	🔒	Phone number *	🔒
Website *	🔒	Gender *	🔒		
Must begin with https://					
X (formerly Twitter)	https://twitter.com/sxsw		LinkedIn URL	https://www.linkedin.com/in/sxsw	
TikTok URL	https://www.tiktok.com/@sxsw		Instagram URL	https://www.instagram.com/sxsw	
Pronouns	🔒	Write in your personal pronouns			

Location

City *	🔒	Postal code *	🔒
Country *	🔒	State / Province	🔒

Job Details

Company *				Job title *		
Non-Profit Organization						
<input type="radio"/> Yes <input type="radio"/> No						
Industry *	🔒	Role	🔒			

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PROPOSAL TYPE:
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WHAT INFORMATION WILL YOU NEED?

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Would you like this organization to be considered for the Community Service Awards?

[MORE INFO](#)

Yes

No

Speaker Details

Speaker biography *

[MORE INFO](#)

800 characters remaining (including spaces)

Qualifications *

[MORE INFO](#)

500 characters remaining (including spaces)

How does this speaker contribute a diverse perspective? *

[MORE INFO](#)

500 characters remaining (including spaces)

Prior speaking experience

[MORE INFO](#)

500 characters remaining (including spaces)

Was this at a previous SXSW conference?

If so, when?

Description of past SXSW or SXSW EDU session

[✕](#)

500 characters remaining (including spaces)

Book Details

Book title

[MORE INFO](#)

Book URL

[✕](#)

Must begin with https://

Interested in having this book in the SXSW Bookstore?

Additional Questions

Blog URL

[MORE INFO](#)

Must begin with https://

The speaker wants to be considered as a SXSW Mentor. *

[MORE INFO](#)

Yes

No

Send this speaker updates via email for SXSW events and news, please.

Please select at least one Primary Contact option

I (Primary Contact) have a personal relationship with this speaker *

Yes
 No

What is the nature of this relationship? 

500 characters remaining (including spaces)

I (Primary Contact) have a means of contacting this person *

Yes
 No

I (Primary Contact) have confirmed this person is available to speak on this session if accepted. *

Yes
 No

SAVE AND ADD ANOTHER SPEAKER

SAVE AND CONTINUE

BACK



Agreement

Your proposal is almost complete. Once you click the "Enter Proposal" button below, you will no longer be able to edit your proposal. Please take the time to review all aspects of your proposal and make any last edits. After you have reviewed your proposal, carefully read the agreement Terms and Conditions below. You are referred to as "I", "me", "my" or "Applicant" throughout the Terms and Conditions, and SXSW and SXSW EDU are referred to as SXSW.

By entering this application to SXSW, LLC "SXSW" for the 2025 SXSW Conference & Festival (the "Event"), I acknowledge and agree to the following Terms and Conditions:

- I have read the tips for a successful proposal section of the [PanelPicker FAQ](#). I have incorporated those tips into my PanelPicker entry. *
- I understand that once I have entered my idea, it is final and can no longer be edited. *
- My proposal contains my idea(s), and all supporting materials, including, without limitation, videos ("Materials") I entered along with the proposal. I understand that my proposal is publicly viewable during the PanelPicker voting process. I understand that sharing proprietary information on the internet carries inherent risks, including piracy, and I assume those risks. I am solely responsible for protecting any intellectual property rights contained in my Materials, and I hereby grant to SXSW the right to make the Materials publicly available via PanelPicker. *
- I agree to enable closed captions for any Materials that I include along with my application. *
- I will be the Primary Contact for this proposal going forward and will immediately notify you should the Primary Contact change. *
- Any speakers I list in the PanelPicker form will be considered as part of my proposal, I am providing accurate contact information for each one, and each speaker is aware that I am providing SXSW with that speaker's information. *
- If my proposal is accepted, I will need to confirm acceptance in a timely manner and adhere to all posted deadlines or my proposal will be dropped from consideration. *
- The format and track of my proposal may need to be changed by SXSW organizers in order to be accepted as part of the event. *
- I may not publicize my proposal through use of contests, sweepstakes, or other similar platforms. *
- SXSW will make all determinations related to late-entries, cancellations, and programming. Entering this application does not guarantee my selection to participate in SXSW. *
- SXSW reserves the right to restrict access to or availability of comments related to PanelPicker proposals that it considers objectionable. *
- I have read and agree to use PanelPicker in accordance with the SXSW Code of Conduct (available here <https://www.sxsw.com/attend/code-of-conduct/>), Terms of Use (available here <https://www.sxsw.com/terms-of-use/>) and Privacy Policy (available here <https://www.sxsw.com/privacy-policy/>) *
- If I am selected to participate in SXSW 2025, then I agree that on my behalf, and on behalf of the other participants on my panel, to be bound by the Participation and Credentials Terms and Conditions (available here [Participation and Credentials Terms and Conditions](#)). Applicant shall be referred to interchangeably as Participant throughout. *
- Entering this application does not guarantee my selection to participate in SXSW. SXSW will only review and consider completed applications for inclusion in SXSW 2025. SXSW's selection decisions are based on the criteria set forth in the application and these Terms and Conditions, and its decisions are made in SXSW's sole discretion. SXSW is under no obligation to provide feedback to applicants. *
- I consent to SXSW collecting, processing and using the personal data I supplied in this application in order to review my materials and communicate with me about the application. *
- I hereby grant SXSW a perpetual, irrevocable, worldwide, royalty-free, license in any copyright, trademark, right of personality or publicity or other proprietary rights in and to the following for use in connection with the Event, it's affiliated services, media, or press to: (i) photograph, film, and record my participation in the Event, if I'm selected to participate in SXSW 2025 ("Recordings"); (ii) use my name, image, likeness, headshot, bio and voice, all as provided by me, in connection with the advertisement and promotion of the Event ("My Likeness"); and (iii) display, distribute, reproduce, publicly perform, edit, translate, advertise, promote and exhibit the Recordings by any method or device now known or hereafter devised.. I understand and agree that there will be no financial or other monetary compensation to me for such use of My Likeness in the Recordings, no promotions or other material incorporating My Likeness need be submitted to me for any further approval, and SXSW shall be without liability to me for any use of My Likeness. *
- SXSW Marks. SXSW is the owner of all right, title and interest in and to the trademarks SXSW, SOUTH BY SOUTHWEST, SOUTH BY, and SXSW EDU, along with other trademarks, and the corresponding logos, social media and promotional images, or other materials embodying the same provided by SXSW to Applicant (collectively, the "SXSW Marks"). SXSW hereby grants Applicant a non-transferable, non-sublicensable, limited, non-exclusive, royalty-free, revocable license ("License") to use, reproduce, and display the SXSW Marks until August 18, 2025 (the "Term") to promote Applicant's PanelPicker proposal, solely as follows: (a) in hashtags as follows: (i) #ApplicantatSXSW; (ii) #APPLICANTatSXSW; (iii) #Applicant_SXSW; and/or (iv) #SXSW; and (b) with SXSW's prior approval, on electronic flyers and digital marketing materials (collectively, the "Licensed Activities"). Any additional use of the SXSW Marks, including in hashtags, requires SXSW's prior written approval. Applicant will promptly comply with any instructions provided by SXSW, including, but not limited to, the SXSW and/or SXSW EDU Guidelines (as applicable), regarding Applicant's use or removal of the SXSW Marks to ensure that the Licensed Activities, and any other approved use of the SXSW Marks, are of a level of quality required by SXSW. SXSW does not grant Applicant the right to create any physical goods other than the flyers described above. All use of the SXSW Marks by Applicant and all goodwill will inure to the exclusive benefit of SXSW. All rights not licensed herein are explicitly reserved by SXSW. Applicant further agrees to strictly comply with the terms of the Participant's Supplemental Trademark License Terms available here: <https://www.sxsw.com/participants-supplemental-trademark-license-terms/>. In the Supplemental Trademark License Terms, Applicant is referred to as Participant, which terms are intended by SXSW and Applicant to be synonymous. *
- I represent and warrant that the information I provided in this application is accurate, I have the rights necessary to enter this application, all aspects of the work underlying this application are my own and do not infringe on the rights of any third party or otherwise violate any laws, my application and work underlying the application does not violate any agreement(s) or understanding by which I'm bound, nor would my participation in SXSW violate any such agreement(s) and I will not hereafter enter into any agreements or understandings with any person or entity that might conflict with my warranties and representations made in

STEP 7 OF 7

PROPOSAL TYPE:
SXSW

PROPOSAL TITLE:
Untitled

PROPOSAL SECTIONS:

1. [Intro](#)
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WHAT INFORMATION WILL YOU NEED?

[PREVIEW ENTIRE FORM](#)

will not hereafter enter into any agreements or understandings with any person or entity that might conflict with my warranties and representations made in these Terms and Conditions.*

- I indemnify, defend, and hold harmless SXSW, its parents, subsidiaries, owners, and affiliates, and each of their respective shareholders, officers, directors, agents, and employees from any and all responsibility or liability arising out of or in connection with: (a) any breach of my representations or warranties contained herein; and (b) my violation of these Terms and Conditions and/or any guidelines, policies and terms provided by SXSW.*
- I acknowledge and agree that in order to improve the SXSW experience or due to causes outside of the control of SXSW, SXSW reserves the right to: (a) modify the dates, locations or method of participating in SXSW 2025; and/or (b) cancel, modify or suspend applications for SXSW 2025, whether accepted or not. I agree that SXSW may notify me of any of these modifications by posting a notice on its website. I agree that I will have no remedy against SXSW, at law or in equity or otherwise, if (x) the dates, locations or methods of participating in SXSW 2025 change; or (y) my application is denied, cancelled, or suspended, regardless of the reason.*
- These Terms and Conditions will be interpreted by, and enforced in accordance with, the laws of the State of Texas regardless of applicable choice of law rules. I agree that the exclusive venue for any dispute between me and SXSW related to my application will be in a court of competent jurisdiction in Travis County, Texas.*

Applicant acknowledges and agrees that Applicant has read and understands the Terms and Conditions and intends to be legally bound by its terms. Applicant acknowledges that the information contained in my proposal is accurate, that they have the rights necessary to share the materials contained herein and that the proposal will not violate any third-party rights or laws of any kind. By clicking the button below or by using any other electronic mechanism presented to signify acceptance of these Terms and Conditions, Applicant agrees to and accepts these Terms and Conditions.

ENTER PROPOSAL