Why SXSW?

Programming at SXSW showcases our thought leaders to over 280,000 global attendees gathered to celebrate the convergence of education, interactive, film and music industries.

Participating at SXSW generates brand impressions for Texas A&M that signify the institution's modern, progressive future while celebrating our prestigious land-, sea-, space-grant status, academic prominence and storied traditions. Imparting the Texas A&M reputation of creating leaders of character and substance to the future employers of our students.

Texas A&M Discovery “Lounge”

COURTYARD MARRIOTT, BRAZOS BALLROOM
TUESDAY, MARCH 13
9 A.M. – 7:30 P.M.

Join Texas A&M at this innovative “lounge” featuring engaging and interactive experiences displaying the university’s social impact on a global scale.

HIGHLIGHTS

- 9 a.m. – 4 p.m. “Live Mural” competition where teams of Texas A&M students will create murals in real time. The winning team will have its artwork featured on campus apparel and receive a scholarship in partnership with LiveWTR. Attendees will judge the works via an app.
- 9 a.m. – 6 p.m. “Buyer BeWhere” touchscreen portal, allows users to search Galveston and Harris counties by address to receive a hazard risk assessment including hurricanes, flood zones, and contaminated lands
- 9 a.m. – 6 p.m. “Saving Brunch” Smoothie Counter with complimentary refreshments and “smoothie bikes”
- 12 – 2 p.m. “BBQ Genius Q&A Counter” with brisketeers on hand to answer questions and provide complimentary BBQ samples
- 2 – 4 p.m. “Aggies in Space” will provide an opportunity to interview an Aggie astronaut. Sample “space ice cream,” experience Mars in virtual reality, and view the Aggie flag that resided on the International Space Station.
- 5:30 – 7:30 p.m. “Innovation Hour” hosted by Mays Business School and the School of Innovation. In advance of this event, conference attendees can vote digitally on what global challenges they want Texas A&M to solve. Then at the event, the winning challenge will be announced and discussed.

Texas A&M & ‘47 Brand Discovery House

CLIVE AT RAINEY STREET
SUNDAY, MARCH 11, 3 P.M. – 12 A.M.
MONDAY, MARCH 12, 11 A.M. – 12 A.M.

Discover how Texas A&M is tackling the world’s greatest challenges as a global leader in education, research and innovation. This unique brand experience will blend academia and modern culture using technology that will entertain and educate. And in homage to the state we love, we’ll have live music and the very best in Texas BBQ.

FEATURES

- An immersive, sensory exploration of Texas A&M’s research and innovation impacts created through animated/3D light and photo projections
- Musical performances from influential artists, in partnership with ‘47 Brand apparel and new-media lifestyle brand Highsnobiety
- Complimentary food cooked on-site by Texas A&M’s BBQ Genius Team together with Austin favorite Stiles Switch BBQ

Texas A&M Tradeshow Booth

AUSTIN CONVENTION CENTER
MARCH 11 – 14

The Tradeshow Booth will focus on Texas A&M’s global impacts as a land-, sea- and space-grant institution.

FEATURES

- Virtual reality tour of global impact using 360 video content
- Interactive touchscreen to view 360 video content
- Interactive gaming
- Giveaways including university-branded gear and Texas A&M/‘47 Brand/SXSW apparel
Texas A&M Interactive Programming

**TUESDAY, MARCH 13**  
**COURTYARD MARRIOTT, RIO GRANDE BALLROOM**  
**9:30 A.M. – 6 P.M.**

We’ll explore some of the world’s greatest challenges through panel discussions featuring high-profile thought leaders from across campus and around the world.

### 1. Human Rights Policy in a Connected World

**9:30 – 10:30 A.M.**

**Moderator:** BBC Veteran Journalist Kasia Madera  
**Panelists:** Texas A&M President Michael K. Young; U.N. Ambassador John Bolton; U.S. Ambassador-at-Large Rabbi David Saperstein

**TOPICS**  
- Implications an interconnected society has on the effectiveness of human rights initiatives  
- Enhancing socioeconomic and diplomatic strategies with digital technology

### 2. The Community, Culture and Science of Texas BBQ

**11 A.M. – 12 P.M.**

**Moderator:** Author and cook Jess Pryles  
**Panelists:** Texas A&M Distinguished Professor Jeff Savell; Texas A&M AgriLife Extension Service Meat Specialist Davey Griffin; Texas A&M Rosenthal Meat Center Manager Ray Riley

**TOPICS**  
- Techniques for creating delectable experiences  
- Celebrating Texas’ rich BBQ culture  
- The scientific art of the beef brisket

### 3. Future Society: AI & Generative Systems

**12:30 – 1:30 P.M.**

**Moderator:** Emmy-winning TV Host, Digital Lifestyle Expert and Entrepreneur Mario Armstrong  
**Panelists:** Texas A&M College of Architecture Professors Philip Galanter and Ann McNamara; Texas A&M Soft Interaction Lab Director Jinsil Hwaryoung Seo

**TOPICS**  
- Intimate technologies  
- True machine creativity  
- Networked knowledge advancements

### 4. Disrupting Traditional Healthcare with Innovation & Technology

**3:30 – 4:30 P.M.**

**Moderator:** Philips Americas Head of Research and Royal Philips North America Chief Medical Officer Dr. Joseph Frassica  
**Panelists:** Texas A&M Vice Chancellor and Health Science Center Dean Carrie Byington; EnMed Director Rod Pettigrew; Center for Remote Health Technologies and Systems Gerard Coté

**TOPICS**  
- How technology is challenging the traditional healthcare model  
- Using IoT to provide timely care, reduce costs and improve patient–doctor coordination  
- New technologies in preventive care

### 5. “Future Proofing” Disaster Recovery

**5 – 6 P.M.**

**Moderator:** Veteran Journalist and Texas A&M Graduate Roland Martin  
**Panelists:** Commission to Rebuild Texas Chair and Texas A&M University System Chancellor John Sharp; State Senator John Whitmire; State Representative Geanie Morrison.

**TOPICS**  
- Socioeconomic impacts of the costliest hurricane in history  
- Strategies for optimizing recovery resources  
- “Future-proofing” disaster response and recovery

*These and much more to explore as Texas A&M takes on SXSW 2018.*  
*We hope to see you in Austin!*