



SXSW Conference and Event Recommendations

Below is a schedule of the sessions, workshops, events taking place at SXSW 2014 that will be of interest to CableLabs' members. For a look at all the events happening, visit the [schedule](#) page on the SXSW website.

Events Overview

Welcome Events: March 7

Film, Interactive, Platinum and Gold registrants can sign on for the [BBQ Crash Course](#) or the [Taco Meet Up](#) which take place on Friday, March 7. Platinum and Music registrants have the opportunity to attend the Tuesday [Mixer & Fajitas](#) or the Wednesday [Welcome Dinner](#).

The SXSW Trade Show: March 9-12

The heart of the converging industries experienced at SXSW. The four-day show celebrates the organizations that define the ever-evolving relationship between media, technology, creators and consumers. 2014 Exhibitors can be found [here](#).

Location:

Austin Convention Center
Exhibit Halls 3 & 4

Dates and Hours:

Sunday, March 9 | 11:00am-6:00pm
Monday, March 10 | 11:00am-6:00pm
Tuesday, March 11 | 11:00am-6:00pm
Wednesday, March 12 | 11:00am-4:00pm

The Block Party: March 11

One of the liveliest elements of the four-day SXSW Trade Show. Based on a classic "pub crawl" model, the Block Party gives registrants the opportunity to move between participating exhibitors who will be serving complimentary refreshments and beverages. An amazing opportunity for new connections, the Block Party is open to all SXSW Interactive, Film, Music, Gold and Platinum badge holders.

Date: Tuesday, March 11th, 2014

Time: 4pm-6pm

Location: SXSW Trade Show, Exhibit Halls 3&4

Next Stage: March 9-12

Draws inspiration from emerging technologies and new perspectives in the Film, Music and Interactive Media industries. This space offers insights and education through panels, solo presentations and performances, featuring both established brands and rising talent. Full schedule can be found [here](#).

Meet Up Pavilion: March 9-12

Connects you with other industry professionals - be it for business, brain-storming or inspiration. This centrally-located space offers a variety of meet ups and workshops that explore important themes in the Interactive, Film & Music industries. Open to all badge types Sunday, March 9th through Wednesday, March 12th. Full schedule can be found [here](#).

Sessions and Events - day by day breakdown, March 7 – March 11**Friday, March 7****Sessions:****What Do We Build Next?**

Radisson Town Lake
Riverside Ballroom
11:00AM - 12:00PM

Digital Disruption - The Next Wave of Innovation

Austin Convention Center
Ballroom G
12:00PM - 12:20PM

5 Things Developers Need to Know About Design

Radisson Town Lake
Riverside Ballroom
12:30PM - 1:30PM

Doctor's Offices on Their Death Bed

Hilton Austin Downtown
Salon F
12:30PM - 1:30PM

Life Automation for Entrepreneurs

Hilton Austin Downtown
Salon JK
12:30PM - 1:30PM

2014 SXSW Newbies Meet Up

Meet Up Tent
3:30PM - 4:30PM

[Always Be Innovating: Thinking Like a Start-Up](#)

Hilton Austin Downtown

Salon JK

3:30PM - 4:30PM

[Why It Pays Not to Rush the Process of Innovation](#)

Hilton Austin Downtown

Salon JK

5:00PM - 6:00PM

Parties:

[The Interactive Opening Party](#)

Palmer Events Center

8:00PM - 11:00PM

Saturday, March 8

Sessions:

9:00am [Body Computing – Future of Networked Humans.](#)

http://schedule.sxsw.com/2014/events/event_IAP20497

[Finding Your Fit at SXSW Meet Up](#)

Meet Up Tent

9:30AM - 10:30AM

[How to Monetize the 2nd Screen Evolution](#)

Hilton Austin Downtown

Salon E

9:30AM - 10:30AM

[A Conversation with Julian Assange](#)

Austin Convention Center

Exhibit Hall 5

11:00AM - 12:00PM

[Aging in Place With the Internet of Things](#)

Hyatt Regency Austin

Hill Country ABCD

11:00AM - 12:00PM

[The Form Factor Is the Message](#)

Austin Convention Center
Room 18ABCD
11:00AM - 12:00AM

[Next Evolution in Communication: What Will Happen](#)

Hyatt Regency Austin
Texas Ballroom 5-7
11:00AM - 12:00PM

[China Tech 101 - Innovation & Internationalization](#)

Austin Convention Center
Ballroom E
11:30AM - 11:45AM

[Remember When the Internet Was Free?](#)

Austin Convention Center
Room 12AB
12:30PM - 1:30PM

[Building the Future with Gigabit Apps](#)

Four Seasons
San Jacinto Ballroom
3:30PM - 4:30PM

[Google Fiber Meet Up - "Appy" Hour!](#)

Meet Up Tent
5:00PM - 6:00PM

[A Playbook for the New Chief Innovation Officer](#)

Hilton Austin Downtown
Austin Chamber Offices
5:00PM - 6:00PM

[One on One with Mark Cuban](#)

Austin Convention Center
Exhibit Hall 5
5:00PM - 6:00PM

[SXSW Accelerator: Entertainment & Content Tech](#)

Hilton Austin Downtown
Salon A
5:00PM - 6:00PM

[SXSW Accelerator: Innovative World Technologies](#)

Startup Village
Hilton Austin Downtown
Salon B
5:00PM - 6:00PM

[Go Home Marketing, You Are Drunk](#)

Hilton Austin
Salon H
5:00PM - 6:00PM

Sunday, March 9

Sessions:

[How Smart Apps Will Revolutionize Computing](#)

Hilton Austin Downtown
Salon H
11:00AM - 12:00AM

[A Cloud of One's Own](#)

Sheraton Austin
Capitol View North
11:00AM - 12:00PM

[Wearable Technologies Meet Up](#)

Austin Convention Center
Meet Up Pavilion EH 3/4
11:15AM - 12:30PM

[NSA, Spying and The Future of Online Business](#)

Lucille's
12:30PM - 1:30PM

[Search Is Dead: The Secret Sauce Behind Discovery](#)

Driskill Hotel, Ballroom
12:30PM - 1:30PM

[SXSW Accelerator: Wearable Technologies](#)

Hilton Austin Downtown
Salon AB
2:00PM - 3:00PM

[Fortune 100 Meets Entrepreneur: Relationshiping](#)

Hilton Austin Downtown
Salon C
3:30PM - 4:30PM

[Next Generation Retail Stores](#)

Hyatt Regency Austin
Texas Ballroom 5-7
3:30PM - 4:30PM

[App Data, Everywhere: Cross-Device Content Sharing](#)

Four Seasons
Four Seasons Ballroom
5:00PM - 6:00PM

[Connected TVs & the Future of Sports Entertainment](#)

Driskill Hotel
Maximilian
5:00PM - 6:00PM

[Wearables & Beyond With Shaq](#)

Austin Convention Center
Exhibit Hall 5
5:00PM - 6:00PM

[Beyond the Gimmick: Telling Stories Through 4D](#)

Radisson Town Lake
Riverside Ballroom
5:00PM - 6:00PM

Special Events:

[SXSW Accelerator Awards](#)

Startup Village
Hilton Austin Downtown
Salon A/B
7:00PM - 9:00PM

Parties:

[SapientNitro Official SXSW 2014 Party](#)

Summit Lounge
9:00PM - 11:00PM

Monday, March 10

Sessions:

[Computing the Future: MIT Scientists Tell All](#)

Hilton Austin

Salon H

11:00AM-12:00PM

[TV or Not TV? Defining Networks in the Digital Age](#)

Driskill Hotel

Driskill Ballroom

11:00AM - 12:00PM

[Create Awesome: Empower Teams to Change the World](#)

Hilton Austin Downtown

Salon C

12:30PM - 1:30PM

[Search Is Dead: The Secret Sauce Behind Discovery](#)

Driskill Hotel

Driskill Ballroom

12:30PM - 1:30PM

[Top Tech Innovation Trends for 2014](#)

Austin Convention Center

Ballroom A

12:30PM - 1:30PM

[High Speed Weapons of Mass Collaboration](#)

Radisson Town Lake

Riverside Ballroom

3:30-4:30PM

[HTML5 Is Everywhere](#)

Driskill Hotel

Citadel

3:30PM - 4:30PM

[Is Online Video Killing TV?](#)

Austin Convention Center

Room 18ABCD

5:00PM - 6:00PM

Tuesday, March 11

Sessions:

[Entrepreneurship vs. Intrapreneurship](#)

Hilton Austin Downtown
Salon D
9:30AM - 10:30AM

[DIY Everything with In-Car Augmented Reality](#)

Hyatt Regency Austin
Texas Ballroom 5-7
9:30AM - 10:30AM

[Geordi La Forge Today? Video/Audio In Your Face](#)

Hyatt Regency Austin
Texas Ballroom 5-7
12:30PM - 1:30PM

[Breaking Big with Sync, 2nd Screen & Smart Devices](#)

Austin Convention Center
Room 12AB
2:00PM - 3:00PM

[Eye of the Beholder: The Story of SXSWi 2014](#)

Austin Convention Center
Ballroom BC
3:30PM - 4:30PM

[Google Fiber Comes to Austin](#)

Austin Convention Center
Room 6AB
5:00PM - 6:00PM

[Innovating Policy for the Internet of Things](#)

Lamberts
5:00PM - 6:00PM

Parties:

[The Interactive Awards Pre-Party and Ceremony Presented by INNOCEAN](#)

Hilton Austin Downtown
6:00PM - 8:30PM

[The Interactive Closing Party Presented by \(mt\) Media Temple](#)

Stubb's
9:00PM - 2:00AM

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