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South by Southwest (SXSW)

Unique discovery trip to Austin:
2 days advance program in the city of the
booming tech industry and
3 days at the world's largest digital festival.

6 - 10 March 2024







Your host

Klaus-Dieter Koch Managing Partner





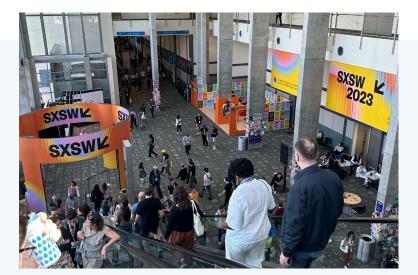
"The Learning Journey fully met my expectations! They were extraordinarily inspiring days in an excellent group!"

> Peter Gerner, Co-CEO, Hoval Aktiengesellschaft

Objectives:

- Pre-program: get to know and exchange ideas with CEOs, founders and influencers of the Austin entrepreneurial scene
- Track down unexpected trends in lectures, on the SXSW trade show floor or during conversations
- Learn inspiration or solutions to current challenges
- Network with group participants and visitors of SXSW





Target group Managing directors, owners and executives

Agenda*

5. März Individual arrival and dinner

6. und 7. März Preliminary program
Company and start up visits

8. bis 10. März SXSW
Visit the world's largest digital festival

11. März Individual departure

*) Changes to the program withheld

Austin:

- An innovative scientific environment and high quality of life characterize Austin
- General openness and tolerance: "Keep Austin Weird" is the unofficial motto of the Texas capital city
- Austin is also the 'Live Music Capital of the World'

Preliminary Program::

 We have planned a two-day pre-event program: Round Tables, B2B Meetings, Company Visits.

South by Southwest:

- SXSW proves that the most unexpected discoveries are made when diverse topics and people come together
- 24 themed areas from 2050, to Brand Experience, Al, Game Industry, Psychedelics to XR
- Over 300,000 visitors from all over the world









"Boredom? Not a chance.
SXSW is a colorful, loud and electrifying mix of conference, music & film festival, networking and curious people
- all with one goal:
Connect, Inspire, Transform, Push
Forward and Connect."

Kim Lea Kettner, Marketing, Sponsoring & Digital, RAUCH Fruchtsäfte GmbH & Co OG Price

7.450 € zzgl. MwSt.

The price includes:

- Two-day pre-show program
- SXSW Interactive badge
- Daily Morning Overview of SXSW
- Overnight stay in downtown Austin in a
 ***** hotel incl. breakfast
- Shuttle during the 5-day stay
- Dinne
- On-site support by BrandTrust during the entire stay

*Terms of participation:

Not included in the participation fee are the flights and the transfer from / to the airport. In case of cancellation until December 15, 2013, 50% of the booking price can be refunded, after that date no refund is possible.

You are welcome to nominate a "substitute" person to attend the Learning Journey on your behalf. For a rebooking of the ticket we charge 125 -175 Euro (Service Fee of SXSW).

Learn more and sign up:

Online registration on our website under For the curious > Events

Contact and consulting



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