

Brand  
Trust

BRAND STRATEGY  
CONSULTANTS

# South by Southwest

Learning Journey to the largest digital festival  
incl. advance program



6 - 10 March 2024



Austin/Texas

# 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\*



\*) 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, AI, 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

## Contact and consulting



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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
- Dinner
- 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

