**IEEE Tech for Humanity Series @ SXSW**

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* Ann Townley – IEEE Marketing Lead & Exhibit Booth
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Date Time \*Session Location

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| **Your Schedule** |
| **Day** | **Date** | **Time** | **Session** | **Venue** | **Room** |
| SAT | 3/10 | 8:30 – 10:00am | Speaker Breakfast and Media Briefing  | Forthright Café - 35 Brazos Street | Patio |
| SUN | 3/11 | 7:00 – 8:00pm | VIP Hour - IEEE Tech For Humanity Official Party  | Driskill Hotel | Mezzanine |
| SUN | 3/11 | 8:00 – 10:00pm | IEEE Tech For Humanity Official Party  | Driskill Hotel | Mezzanine |
| MON | 3/12 | 3:30 - 4:30pm | IEEE Women In Tech Meetup  | Austin Convention Center | Meetup Pavilion - Exhibit Hall 3 |
| TUE | 3/13 | 1:00 – 2:00pm | Green Room: Algorithms, Unconscious Bias, & AI  | Hilton | Room 416AB |
| TUE | 3/13 | 2:00 – 3:00pm | Algorithms, Unconscious Bias, & AI  | Hilton | Salon DE |

**Your Session**

* Amy will do a brief introduction of the concept, and introduce each speaker, and then jump right into the discussion.

**Things to Know**

* Most of the IEEE sessions will be held at the Fairmont. Some are at the Hilton or the Austin Convention Center.
* Session attendance can vary, but it is usually between 100-300 people. IEEE sessions usually “sell out” quickly. Try to get there early in order to get a seat.
* IEEE has an exhibit booth this year, Booth #523
	+ Featuring IEEE UniVRse – a virtual reality activation
	+ Open from 11-14 March
	+ Across from the Meetup Pavilion

**Press/Media**

* There is a media suite onsite, in the Fairmont hotel.
* If you are contacted by press, please let your Cathy Palmen or Beth Surmont know as soon as possible.
* IEEE’s PR agency, Interprose, will also be securing press opportunities.
* Note that the suite in the Fairmont is available for pop-up meeting needs (Room number TBD).
	+ Contact David Stankiewicz if you need to be let into the suite [(732).675.8780](file:///%5C%5Clocker9%5Cconfern%5CStrategic%20Event%20Production%5CSXSW%5C2017%5CMC%20Briefings%5C%28732%29.675.8780)

**To Prepare**

* Remember to print out and bring your Registration quick code
	+ The main registration area is located in **Exhibit Hall 5** on the 4th Street side of the **Austin Convention Center** (500 E Cesar Chavez St, Austin, TX 78701).
	+ 9am – 11pm on Thurs and Fri
* Visit [sxsw.com/mobile](http://www.sxsw.com/mobile/) to download the official app: SXSW GO
	+ Can start looking at sessions and starring them now
	+ The app now uses a red/yellow/green system so you can monitor capacity
		- Green = Go, Yellow = Hurry, Red = Full
	+ Sessions can fill up quickly, no standing room and no re-entry allowed
* To Bring:
	+ Casual Friday clothes – jeans, button downs
		- Most people are not wearing suits and ties, very informal
	+ Comfy shoes – Lots of walking
	+ Backpack or bag
	+ Rain Jacket/Umbrella – 40 - 70 degrees, some rain showers
	+ Reusable water bottle
	+ Water stations all over ACC and JW Marriott, can be hard to find bottled water
	+ Portable battery charger (even if your device is new, your battery will drain from all the usage)
	+ Bring cash – pedicabs, food trucks, etc.
* You need your badge everywhere – even at night
* Lyft is back in Austen and is the official rideshare app of SXSW 2018.
* Wi-Fi is available at most festival venues. The 2018 SSID has not been released yet, but is usually SXSW + current year: SXSW2018.  Try using "SXSW" or “SXSW2018” as the password.

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| **IEEE Tech for Humanity Series** |
| **Day** | **Date** | **Time** | **Session** | **Venue** | **Room** |
| FRI | 3/9 | 5:00 – 6:00pm | A Roboticist, Ethicist And Novelist Walk Into A Bar  | Fairmont | Manchester EFG |
| SAT | 3/10 | 12:30 – 1:30pm | Body Computing, Security & Human Safety  | Austin Convention Center | Room 8ABC |
| SAT | 3/10 | 5:00 – 6:00pm | Binding Emotion & Memory: Science, Story & Scent  | Fairmont | Manchester EFG |
| SUN | 3/11 | 11:00am – 12:00pm | Regenerative Medicine & Human Tissue Manufacturing  | Hilton | Salon H |
| SUN | 3/11 | 12:30 – 1:30pm | Can We Create Consciousness In A Machine?  | Fairmont | Manchester EFG |
| SUN | 3/11 | 3:30 – 4:30pm | IEEE Future Of The Human Body Meetup  | Austin Convention Center | Meetup Pavilion - Exhibit Hall 3 |
| SUN | 3/11 | 8:00 – 10:00pm | IEEE Tech For Humanity Official Party  | Driskill Hotel | Mezzanine |
| MON | 3/12 | 9:30 – 10:30am | Extreme Bionics: The Future Of Human Ability  | Austin Convention Center | Room 18ABCD |
| MON | 3/12 | 12:30 – 1:30pm | Full Body Immersive: The Future Of Fun  | Austin Convention Center | Room 6AB |
| MON | 3/12 | 12:30 – 1:30pm | IEEE Young Professionals Meetup  | Austin Convention Center | Meetup Pavilion - Exhibit Hall 3 |
| MON | 3/12 | 3:30 – 4:30pm | A Game Changing Shift In Control Of Personal Data  | Fairmont | Manchester EFG |
| MON | 3/12 | 3:30 - 4:30pm | IEEE Women In Tech Meetup  | Austin Convention Center | Meetup Pavilion - Exhibit Hall 3 |
| TUE | 3/13 | 11:00am – 12:00pm | A Hearable Future: Sound & Sensory Interface  | Fairmont | Manchester CD |
| TUE | 3/13 | 2:00 – 3:00pm | The Endless Impossibilities Of Quantum Computing  | Austin Convention Center | Ballroom D |
| TUE | 3/13 | 2:00 – 3:00pm | Algorithms, Unconscious Bias, & AI  | Hilton | Salon DE |
| TUE | 3/13 | 3:30 – 4:30pm | Clinical VR: Therapy with Potential & Power  | Fairmont | Manchester CD |
| SUN – WED11-14th | 10m – 6pm | IEEE Exhibit Booth | Austin Convention Center | Exhibit Hall 3 Booth #523 |

