

SXSW Conference

Bringing NPS Research to the Tech World

Fri, July 13 | Cebrowski Living Room, Glasgow E. 3rd floor | 1200 - 1300

Why do tech industry leaders Apple, Facebook, Twitter release new products & APIs at SXSW?

Why are members of NASA, USA.gov, Smithsonian, Harvard/MIT/Stanford, Microsoft Research Center eager to speak at this popular tech conference?

Why were over 4,500 proposals submitted in a 3-week period to speak at SXSW 2012?

...Where does the Naval Postgraduate School come in?

SXSW Interactive (pronounced “South By Southwest”) is an annual technology gathering in Austin TX, that had nearly 20,000 attendants in 2012. It’s **THE** place to be for anyone involved in emerging technologies.



Andrea Davis, Librarian at the Dudley Knox Library, has 3+ years experience working with SXSW Presenters, and was recognized as a 2012 Mover & Shaker by Library Journal for her library advocacy work at SXSW. She will:

- Discuss the impact of SXSW on the tech world, and that relationship to NPS research
- Explain the Panel Picker process before proposals are due July 20th
- Start building network of interested participants across NPS departments

The goal is to have a successful kickoff of NPS at SXSW in 2013!

“South by Southwest is a wonderful opportunity for both libraries and NPS to stretch beyond academia and beyond government outlets to really insert ourselves where the public eye is focused. If we want to have an impact, and show the public what our worth is, we have to meet them where they are.”