

## CALENDAR

Friday, March 9

### Midnight Cowboy

Location: 313 E 6th Street  
 Contact name: Michaela Douglas  
 Contact email: midouglas@hugeinc.com  
 Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
 Time: 10:00AM - 11:59PM  
 Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

### Waking Up to the \$200B Femtech Opportunity

Location: Hilton Austin Downtown Salon K, 500 E4th Street  
 Contact name: Luisa Chil  
 Contact email: [Luisa.chil@speckdesign.com](mailto:Luisa.chil@speckdesign.com)  
 Website: <https://schedule.sxsw.com/2018/events/PP75274>  
 Time: 11:00AM - 12:00PM  
 Participating Agency: FutureBrand

Elisa Jagerson will be on a panel discussing design in the Femtech Industry.

### Rethinking Leadership Through The Female Lens

Location: The Girls' Lounge @ SXSW  
 Time: 11:00AM - 11:30AM  
 Participating Agency: Jack Morton

Meaghan Morelli, Director, Digital Content, Subway Restaurants and Niki Herr, Senior Vice President and Group Account Director, Jack Morton

### Being Fearless: How Women Are Driving the Social Movement Landscape

Location: The Girls' Lounge @ SXSW, Palm Door on Sabine, 401 Sabine Street, Austin  
 Website: <https://thefemalequotient.typeform.com/to/SfnGs3>  
 Time: 11:30AM - 12:00PM  
 Participating Agency: McCann

Featuring Gemma Craven, SVP, Director of Social and Mobile, McCann New York.

### Choice Architects: Design for Humanity's Best Self

Location: JW Marriott Salon E  
 Contact name: Allison Mertzman  
 Website: <https://schedule.sxsw.com/2018/events/PP73303>  
 Time: 12:30PM - 1:30PM  
 Participating Agency: R/GA

Today's digital landscape feeds our lizard brains and reduces complex moral dilemmas to the swipe of a thumb. As product creators, we have a responsibility to present people with a set of choices to enable them to be the best version of themselves. This panel will discuss examples of dark user interface patterns wreaking havoc on our lives. We will empower you to positively impact humanity through products designed for a world that doesn't suck.

### **Evolution of the Game of Basketball**

Location: JW Marriott Salon AB, 110 E 2nd St.

Contact name: Kelly Duffy

Website:

<https://schedule.sxsw.com/2018/events/PP80697>

Time: 3:30PM - 4:30PM

Participating Agency: Octagon

Cisco will present a panel discussion during the Sports track - The Evolution of the Game - which will examine the role technology has played in growing the game of basketball globally. As talent from across the globe clamor to play the game, panelists will share how athletes, media, sponsors have leveraged technology to engage fans beyond borders and grow basketball into a premier global sport.

#### Speakers

ESPN // Sage Steele, Broadcast Anchor (Moderator)

NBA // Mark Tatum, Deputy Commissioner

NBA // Clyde Drexler, Hall of Fame player

Cisco // Chintan Patel, Chief Technologist

### **Designing with Bias**

Location: JW Marriott Salon E (110 E 2nd St)

Contact name: Karina Brennan and Mika Liboro

Contact email: [karina.brennan@deutsch.com](mailto:karina.brennan@deutsch.com),

[mika.liboro@deutsch.com](mailto:mika.liboro@deutsch.com)

Website:

<https://schedule.sxsw.com/2018/events/PP77533>

Time: 5:00PM - 6:00PM

Participating Agency: Deutsch

As we're creating products and services for users, should we put gender consideration into the design process? We're all working from user interfaces that learn from us, but could that experience assume something helpful based on our gender? What are the cues that lead people to believe products are for them? Hear from product designers at Google and Amazon, a cognitive research scientist, and creative agency Deutsch on the opportunities for more contextual awareness in product design.

### **Women in Tech Happy Hour with R/GA Ventures**

Location: Zilker Brewing Company

Contact name: Liz David

Website: <https://womenintechsxsw.splashthat.com/>

Time: 6:00PM - 9:00PM

Participating Agency: R/GA

Join R/GA Ventures for beers and networking at Zilker Brewing Company. We're kicking off SXSW with an evening of mixing, mingling, and of course, drinks. Founders, investors, and executives are invited to make new connections, reconnect with old ones, and support a more diverse and inclusive tech ecosystem. Men are welcome and encouraged to attend!

### **Interactive Festival Opening Partt**

Location: Micheladas

Time: 8:00PM - 11:00PM

Participating Agency: McCann

### **Film Festival Opening Party**

Location: Fairmont Austin, 101 Red River St

Time: 10:00PM - 11:59PM

Participating Agencies: none

## Saturday, March 10

### **Midnight Cowboy**

Location: 313 E 6th Street

Contact name: Michaela Douglas

Contact email: [midouglas@hugeinc.com](mailto:midouglas@hugeinc.com)

Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>

Time: 12:00AM - 2:00AM

Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

### **Midnight Cowboy**

Location: 313 E 6th Street  
Contact name: Michaela Douglas  
Contact email: midouglas@hugeinc.com  
Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
Time: 10:00AM - 11:59PM  
Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

### **Tech Safari Tour**

Location: Austin Convention Center, 500 E Cesar Chavez St  
Contact email: [events@mccannwg.com](mailto:events@mccannwg.com)  
Time: 10:30AM - 12:00PM  
Participating Agency: McCann Worldgroup

A curated experience through the interactive portion of the festival, led by McCann's digital experts. These tours will include exposure to brand activations and trade shows, session recommendations and short meetings with startups.

Email to RSVP: [events@mccannwg.com](mailto:events@mccannwg.com)

Guided by Gemma Craven, Director of Social & Mobile, McCann New York.

### **Accounting for Human Tastes: Marketing and**

#### **A.I.**

Location: Container Bar, 90 Rainey St  
Time: 12:30PM - 1:30PM  
Participating Agency: McCann

### **Tech Safari Tour**

Location: Austin Convention Center, 500 E Cesar Chavez St  
Contact email: [events@mccannwg.com](mailto:events@mccannwg.com)  
Time: 1:00PM - 3:30PM  
Participating Agency: McCann Worldgroup

A curated experience through the interactive portion of the festival, led by McCann's digital experts. These tours will include exposure to brand activations and trade shows, session recommendations and short meetings with startups.

Email to RSVP: [events@mccannwg.com](mailto:events@mccannwg.com)

Guided by Gemma Craven, Director of Social & Mobile, McCann New York.

### **The Deep End by Vox Media**

Location: The Belmont, 305 W 6th St.  
Time: 1:30PM - 2:30PM  
Participating Agency: McCann

Featuring Gemma Craven, Director of Social and Mobile, McCann New York.

### **Featured Session: Westworld Showrunners**

#### **Jonathan Nolan & Lisa Joy with Cast**

Location: Austin Convention Center, Ballroom D, 500 E Cesar Chavez  
Contact name: Trixie Richter and Ashley Moore  
Contact email: [TRichter@rogersandcowan.com](mailto:TRichter@rogersandcowan.com), [AMoore@rogersandcowan.com](mailto:AMoore@rogersandcowan.com)  
Website: <https://schedule.sxsw.com/2018/events/PP99072>  
Time: 3:30PM - 4:30PM  
Participating Agency: Rogers & Cowan

Cast members Evan Rachel Wood, Thandie Newton, James Marsden, and Jeffrey Wright of the HBO drama series Westworld will join showrunners and creators Jonathan Nolan and Lisa Joy for an inside look at the award-winning show, which will return for its second season on April 22.

### **Vida Happy Hour**

Location: 88 Rainey Street  
Contact name: Trixie Richter and Ashley Moore  
Contact email: TRichter@rogersandcowan.com, AMoore@rogersandcowan.com  
Website: <http://variety.com/2018/tv/news/sxsw-2018-schedule-1202706877/>  
Time: 5:00PM - 7:00PM  
Participating Agency: Rogers & Cowan

"Vida" is a half-hour drama series focusing on two Mexican-American sisters from the Eastside of Los Angeles who couldn't be more different or distanced from each other. The Starz Sensory House will host an exclusive happy hour with the executive producer Tanya Saracho and cast of the new Starz series "Vida."

Open to public as long as you have a pass. Hosted by STARZ.

### **The Red & White [Wine] Dinner**

Location: The Girls' Lounge @ SXSW  
Website:  
<https://thefemalequotient.typeform.com/to/pChMy6>  
Time: 8:00PM - 10:30PM  
Participating Agency: IPG

It's time to focus on what matters most: creating a work environment that fosters a culture of belonging and equality. Please join us for dinner and discussion around activating solutions for change and advancing gender equality in the workplace.

Hosted by Shelley Zalis and Gary Vaynerchuk.

RSVP: <https://thefemalequotient.typeform.com/to/pChMy6>

## **Sunday, March 11**

### **Midnight Cowboy**

Location: 313 E 6th Street  
Contact name: Michaela Douglas  
Contact email: midouglas@hugeinc.com  
Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
Time: 12:00AM - 3:00AM  
Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

### **Midnight Cowboy**

Location: 313 E 6th Street  
Contact name: Michaela Douglas  
Contact email: midouglas@hugeinc.com  
Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
Time: 10:00AM - 11:59AM  
Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

### **Tech Safari Tour**

Location: Austin Convention Center, 500 E Cesar Chavez St  
Contact email: [events@mccannwg.com](mailto:events@mccannwg.com)  
Time: 10:30AM - 12:00PM  
Participating Agency: McCann Worldgroup

A curated experience through the interactive portion of the festival, led by McCann's digital experts. These tours will include exposure to brand activations and trade shows, session recommendations and short meetings with startups.

Email to RSVP: [events@mccannwg.com](mailto:events@mccannwg.com)

Guided by Gemma Craven, Director of Social & Mobile, McCann New York.

**Fast Company Grill: World-Changing Ideas Live!**

Location: FastCo Grill, 201 Brazos Street

Contact name: Allison Mertzman

Website: <https://events.fastcompany.com/fcgrill/>

Time: 12:00PM - 12:45PM

Participating Agency: R/GA

Join Fast Company Grill for WORLD CHANGING IDEAS Live! Featuring Tim Allen, Global Design Partner, Microsoft and Saneel Radia, EVP & Global Head of Consulting, R/GA and moderated by Vladimir Duthiers, Correspondent, CBS News.

**Women On The Stage**

Location: The Girls' Lounge @ SXSW, Palm Door on Sabine, 401 Sabine Street, Austin

Website:

<https://thefemalequotient.typeform.com/to/SfnGs3>

Time: 12:00PM - 1:00PM

Participating Agency: R/GA

Featuring AJ Hassan, Executive Creative Director, R/GA Chicago.

**Tech Safari Tour**

Location: Austin Convention Center, 500 E Cesar Chavez St

Contact email: [events@mccannwg.com](mailto:events@mccannwg.com)

Time: 1:00PM - 3:30PM

Participating Agency: McCann Worldgroup

A curated experience through the interactive portion of the festival, led by McCann's digital experts. These tours will include exposure to brand activations and trade shows, session recommendations and short meetings with startups.

Email to RSVP: [events@mccannwg.com](mailto:events@mccannwg.com)

Guided by Gemma Craven, Director of Social & Mobile, McCann New York.

## Monday, March 12

**Midnight Cowboy**

Location: 313 E 6th Street

Contact name: Michaela Douglas

Contact email: [midouglas@hugeinc.com](mailto:midouglas@hugeinc.com)

Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>

Time: 12:00AM - 2:00AM

Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

**The SXSW Outdoor Stage presented by MGM Resorts**

Location: Riverside Dr. & S 1st St.

Contact name: Kyla Miles

Website:

<https://schedule.sxsw.com/2018/venues/V1595>

Time: All day

Participating Agency: Octagon

MGM Resorts will be activating at the SXSW Outdoor Stage at Lady Bird Park which features a three-day series (March 15-17) of charity concert events, which are free and open to the public with a SXSW Guest Pass. It is SXSW's largest stage with more than 50,000 attendees over three days.

MGM is re-launching their brand campaign, Welcome To The Show, demonstrating entertainment is a fundamental human need. MGM Resorts will have a 50' x 50' activation space inclusive of:

Two (2) Photo experiences

A complimentary MGM Beauty Bar featuring hair and makeup stylist

Lounge seating

VIP bar service (invite only)

### **Creating a Purpose-Driven Brand by Design**

Location: Austin Convention Center, Ballroom D, 500 E Cesar Chavez

Contact name: Allison Mertzman

Website:

<https://schedule.sxsw.com/2018/events/PP80167>

Time: 12:30AM - 1:30AM

Participating Agency: R/GA

With 60% of millennials identifying as “belief-driven” buyers, brands are supporting worthy causes to grow loyalty and sales. But if done incorrectly, brands risk doing themselves more harm than good. In this session, R/GA Chicago ECD AJ Hassan and Todd Kaplan, PepsiCo VP of Marketing will look at LIFEWTR’s #ArtByAWoman campaign as a case study of how a global brand can execute a purpose-driven strategy in an authentic, organic way.

### **Limitless Creativity: How to Design in an AI World**

Location: JW Marriott, Salon D

Website:

<https://schedule.sxsw.com/2018/events/PP79085>

Time: 9:30AM - 10:30AM

Participating Agency: R/GA

As humans we have always looked for ways to accelerate our physical abilities. We used the steam engine to enhance our muscle power. We launched satellites into space to enhance our ability to see. So it’s no surprise we have now figured out how to use AI to enhance our creativity. Join R/GA Creative Director, Jenna Niven, as she discusses the impact of AI on creativity. She will share how R/GA is using an ‘AI augmented’ approach to create innovative solutions for their clients.

### **Midnight Cowboy**

Location: 313 E 6th Street

Contact name: Michaela Douglas

Contact email: [midouglas@hugeinc.com](mailto:midouglas@hugeinc.com)

Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>

Time: 10:00AM - 11:59PM

Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

### **Tech Safari Tour**

Location: Austin Convention Center, 500 E Cesar Chavez St

Contact email: [events@mccannwg.com](mailto:events@mccannwg.com)

Time: 10:30AM - 12:00PM

Participating Agency: McCann Worldgroup

A curated experience through the interactive portion of the festival, led by McCann's digital experts. These tours will include exposure to brand activations and trade shows, session recommendations and short meetings with startups.

Email to RSVP: [events@mccannwg.com](mailto:events@mccannwg.com)

Guided by Gemma Craven, Director of Social & Mobile, McCann New York.

### **The Real Thing: Machine Learning and Coca-Cola**

Location: Courtyard Marriott, Rio Grande Ballroom, 300 E 4th St

Time: 10:30AM - 12:00PM

Participating Agency: McCann

### **Tech Safari Tour**

Location: Austin Convention Center, 500 E Cesar Chavez St

Contact email: [events@mccannwg.com](mailto:events@mccannwg.com)

Time: 1:00PM - 3:30PM

Participating Agency: McCann Worldgroup

A curated experience through the interactive portion of the festival, led by McCann's digital experts. These tours will include exposure to brand activations and trade shows, session recommendations and short meetings with startups.

Email to RSVP: [events@mccannwg.com](mailto:events@mccannwg.com)

Guided by Gemma Craven, Director of Social & Mobile, McCann New York.

Tuesday, March 13

**Midnight Cowboy**

Location: 313 E 6th Street  
Contact name: Michaela Douglas  
Contact email: midouglas@hugeinc.com  
Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
Time: 12:00AM - 2:00AM  
Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

**The SXSW Outdoor Stage presented by MGM Resorts**

Location: Riverside Dr. & S 1st St.  
Contact name: Kyla Miles  
Website:  
<https://schedule.sxsw.com/2018/venues/V1595>  
Time: All day  
Participating Agency: Octagon

MGM Resorts will be activating at the SXSW Outdoor Stage at Lady Bird Park which features a three-day series (March 15-17) of charity concert events, which are free and open to the public with a SXSW Guest Pass. It is SXSW's largest stage with more than 50,000 attendees over three days.

MGM is re-launching their brand campaign, Welcome To The Show, demonstrating entertainment is a fundamental human need. MGM Resorts will have a 50' x 50' activation space inclusive of:

Two (2) Photo experiences  
A complimentary MGM Beauty Bar featuring hair and makeup stylist

Lounge seating  
VIP bar service (invite only)

**Midnight Cowboy**

Location: 313 E 6th Street  
Contact name: Michaela Douglas  
Contact email: midouglas@hugeinc.com  
Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
Time: 10:00AM - 11:59PM  
Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

**Creativity in Crunch Time**

Location: The Driskill Maximilian  
Contact name: Elizabeth Bragg  
Contact email: elizabeth.bragg@mullenlowe.com  
Website:  
<https://schedule.sxsw.com/2018/events/PP79441>  
Time: 12:30PM - 2:30PM  
Participating Agencies: none

As Filmmakers, Content Creators, and Creatives, we're constantly asked to create more with less. But restriction breeds creativity. This workshop, led by ad agency professionals & filmmaking troupe, The Magic Shop, will use short films and real-world examples to discuss why you should embrace "crunch time." Participants should also expect the unexpected during a creative exercise sure to challenge left- and right-brains equally. Good, Fast, Cheap: next time, don't just pick two. Pick all three.

Wednesday, March 14



**Midnight Cowboy**

Location: 313 E 6th Street  
Contact name: Michaela Douglas  
Contact email: midouglas@hugeinc.com  
Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
Time: 12:00AM - 2:00AM  
Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

**The SXSW Outdoor Stage presented by MGM Resorts**

Location: Riverside Dr. & S 1st St.  
Contact name: Kyla Miles  
Website:  
<https://schedule.sxsw.com/2018/venues/V1595>  
Time: All day  
Participating Agency: Octagon

MGM Resorts will be activating at the SXSW Outdoor Stage at Lady Bird Park which features a three-day series (March 15-17) of charity concert events, which are free and open to the public with a SXSW Guest Pass. It is SXSW's largest stage with more than 50,000 attendees over three days.

MGM is re-launching their brand campaign, Welcome To The Show, demonstrating entertainment is a fundamental human need. MGM Resorts will have a 50' x 50' activation space inclusive of:

Two (2) Photo experiences  
A complimentary MGM Beauty Bar featuring hair and makeup stylist

Lounge seating  
VIP bar service (invite only)

**Midnight Cowboy**

Location: 313 E 6th Street  
Contact name: Michaela Douglas  
Contact email: midouglas@hugeinc.com  
Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
Time: 10:00AM - 11:59PM  
Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

**HBO Documentary Elvis Presley: The Searcher**

Location: Austin Convention Center, Room 12AB  
Contact name: Sam Mast  
Website:  
<https://schedule.sxsw.com/2018/events/PP97393>  
Time: 12:30PM - 1:30PM  
Participating Agency: Rogers & Cowan

Film Screening and Live Q&A Panel

**Sync Unsigned: A New Model for Unsigned Artists**

Location: Austin Convention Center, Room 13AB, 500 E Cesar Chavez St.  
Time: 2:30PM - 3:30PM  
Participating Agency: McCann

Featuring Eric Johnson, AKA DJ Bunny Ears, Executive Music Producer, McCann New York.

Thursday, March 15



### **Midnight Cowboy**

Location: 313 E 6th Street  
Contact name: Michaela Douglas  
Contact email: midouglas@hugeinc.com  
Website: <https://www.eventbrite.com/e/midnight-cowboy-at-sxsw-tickets-43208474711?aff=eac2>  
Time: 12:00AM - 2:00AM  
Participating Agency: Huge

From March 9-14, Huge will be based out of Austin for SXSW Interactive. If you're attending the festival as well, join us at The Midnight Cowboy, one of the top-ranked speakeasies in the country, and our home away from home for the week. Open from 10 AM until 2 AM daily, we'll have breakfast every morning, an open bar all day, and provocative backyard talks in the evenings.

It's the best place in Austin to take a meeting, get some work done, and chat with Huge employees from across the country. Entrance is permitted based on capacity.

Email to RSVP [sxsw@hugeinc.com](mailto:sxsw@hugeinc.com).

### **The SXSW Outdoor Stage presented by MGM Resorts**

Location: Riverside Dr. & S 1st St.  
Contact name: Kyla Miles  
Website:  
<https://schedule.sxsw.com/2018/venues/V1595>  
Time: All day  
Participating Agency: Octagon

MGM Resorts will be activating at the SXSW Outdoor Stage at Lady Bird Park which features a three-day series (March 15-17) of charity concert events, which are free and open to the public with a SXSW Guest Pass. It is SXSW's largest stage with more than 50,000 attendees over three days.

MGM is re-launching their brand campaign, Welcome To The Show, demonstrating entertainment is a fundamental human need. MGM Resorts will have a 50' x 50' activation space inclusive of:

Two (2) Photo experiences  
A complimentary MGM Beauty Bar featuring hair and makeup stylist

Lounge seating  
VIP bar service (invite only)

### **Digital Playbook: Connecting Brands, Fans & Athletes**

Location: Fairmont Congressional C, 101 Red River  
Contact name: Alyssa Romano  
Website:  
<https://schedule.sxsw.com/2018/events/PP99174>  
Time: 11:00AM - 12:00PM  
Participating Agency: Octagon

Fans crave and expect authenticity and two-way communication with athletes and celebrities. Influencer marketing is now an essential part of any strategy, but the ever-increasing social noise makes it hard for celebrities to have meaningful interactions with fans and for brands to measure success. Hear how platforms like Slyce (backed by NBA superstar Stephen Curry) help celebs grow their online brands with more control and how brands can work more seamlessly with influencers for mutual benefit.

#### Speakers:

Bryant Barr // Co-Founder and CEO, Slyce.io

Deirdre Lester // CRO, Barstool Sports

Paul Rabil // Athlete, US Lacrosse; Founder & Chairman, Rabil Companies

Ahmad Nassar // President, NFL Players Inc.

Jim Weiss // Founder and CEO, W2O (moderator)

### **FRUKT Panel with Heineken/Cisco/MasterCard- "Are We Facing Brand Partnership Saturation"**

Location: Austin Convention Center Room 17B  
Contact name: Danny Stone  
Contact email: [Danny.Stone@wearefrukt.com](mailto:Danny.Stone@wearefrukt.com)  
Website:  
<https://schedule.sxsw.com/2018/events/PP77290>  
Time: 12:30PM - 1:30PM  
Participating Agency: FRUKT

#### Panelists are:

Pattie Falch, Director Sponsorships - Heineken

Maria Dincel, Director, Global Sponsorships - Cisco

Emily Neenan, VP, Marketing, Global Sponsorships - Mastercard

Dom Hodge -Moderator

**Mentor Session: DJ Bunny Ears**

Location: Austin Convention Center, Room 8AB, 500 E Cesar Chavez St.  
Time: 5:00PM - 6:15PM  
Participating Agency: McCann

Featuring Eric Johnson, AKA DJ Bunny Ears, Executive Music Producer, McCann New York.

**Friday, March 16****The SXSW Outdoor Stage presented by MGM Resorts**

Location: Riverside Dr. & S 1st St.  
Contact name: Kyla Miles  
Website:  
<https://schedule.sxsw.com/2018/venues/V1595>  
Time: All day  
Participating Agency: Octagon

MGM Resorts will be activating at the SXSW Outdoor Stage at Lady Bird Park which features a three-day series (March 15-17) of charity concert events, which are free and open to the public with a SXSW Guest Pass. It is SXSW's largest stage with more than 50,000 attendees over three days.

MGM is re-launching their brand campaign, Welcome To The Show, demonstrating entertainment is a fundamental human need. MGM Resorts will have a 50' x 50' activation space inclusive of:

Two (2) Photo experiences  
A complimentary MGM Beauty Bar featuring hair and makeup stylist

Lounge seating  
VIP bar service (invite only)

**Saturday, March 17****The SXSW Outdoor Stage presented by MGM Resorts**

Location: Riverside Dr. & S 1st St.  
Contact name: Kyla Miles  
Website:  
<https://schedule.sxsw.com/2018/venues/V1595>  
Time: All day  
Participating Agency: Octagon

MGM Resorts will be activating at the SXSW Outdoor Stage at Lady Bird Park which features a three-day series (March 15-17) of charity concert events, which are free and open to the public with a SXSW Guest Pass. It is SXSW's largest stage with more than 50,000 attendees over three days.

MGM is re-launching their brand campaign, Welcome To The Show, demonstrating entertainment is a fundamental human need. MGM Resorts will have a 50' x 50' activation space inclusive of:

Two (2) Photo experiences  
A complimentary MGM Beauty Bar featuring hair and makeup stylist

Lounge seating  
VIP bar service (invite only)

**Miles Davis House**

Location: Antone's (305 E 5th St, Austin, TX 78701)  
Contact name: Karen Sundell  
Contact email: [ksundell@rogersandcowan.com](mailto:ksundell@rogersandcowan.com)  
Time: 12:00PM - 6:00PM  
Participating Agency: Rogers & Cowan

The Miles Davis Estate will host Miles Davis House at SXSW, in honor of the internationally renowned music icon and recent GRAMMY® recipient. In the spirit of Miles, the celebration promotes music, art and cultural progressiveness, featuring a stellar line-up of multi-genre emerging talent.

**The MRS Live Performance/Showcase**

Location: KINDNESSPalooza (RIO, 601 Rio Grande St)  
Contact name: Karen Sundell  
Contact email: [ksundell@rogersandcowan.com](mailto:ksundell@rogersandcowan.com)  
Time: 12:00PM - 10:00PM  
Participating Agency: Rogers & Cowan

### **SXSW Gaming Awards**

Location: Hilton Austin Downtown, Hilton Grand Ballroom, 500 E 4th St.

Contact name: Steven Kunz

Website:

<https://schedule.sxsw.com/2018/events/OE2608>

Time: 8:00PM - 10:00PM

Participating Agency: Rogers & Cowan

Hasbro - Dropmix is nominated for an "Excellence in Convergence" Gaming Award; awarded to the game that excels in crossover to other entertainment mediums.

## RESOURCES

### Friday, March 9

#### **The Girls' Lounge @ SXSW**

Location: Palm Door on Sabine, 401 Sabine Street, Austin, TX

Time: 8:00AM - 6:00PM

Participating Agency: IPG

### Saturday, March 10

#### **The Girls' Lounge @ SXSW**

Location: Palm Door on Sabine, 401 Sabine Street, Austin, TX

Time: 8:00AM - 6:30PM

Participating Agency: IPG

### Sunday, March 11

#### **The Girls' Lounge @ SXSW**

Location: Palm Door on Sabine, 401 Sabine Street, Austin, TX

Time: 8:00AM - 6:00PM

Participating Agency: IPG