



SXSW 2019

Texas A&M Story Grid

HIGHLIGHTING NEWSWORTHY STORIES AT SXSW MARCH 10-13

Texas A&M University is recharging, refueling and reimagining the future during SXSW 2019 in Downtown Austin, Texas.

All Texas A&M SXSW events and activations at Texas A&M [Power] House March 10-12 and the Austin Convention Center March 10-13 will be staffed by the Division of Marketing & Communications. Staff will be available to help coordinate interviews, as well as videography and photography.

For all media inquiries, including availability, email tamunews@tamu.edu with TAMU SXSW in the subject line.

Funding for Texas A&M at SXSW is made possible through brand licensing revenues, without the use of tuition dollars.

Why SXSW?

While a handful of other U.S. higher education institutions participate in SXSW Interactive Festival, Texas A&M is the only university that has developed comprehensive programming incorporates high-level thought leadership panels, interactive exhibits, authentic brand experiences that securely position the institution among unique start-ups, technology trailblazers and Fortune 500 companies.

This is the third consecutive year for the university's Division of Marketing & Communications to participate in the conference.

Events At Texas A&M [Power] House

FLEMINGS, MARCH 10-12

The Texas A&M [Power] House located at Fleming's in Downtown Austin will be open to SXSW attendees Sunday, March 10 through Tuesday, March 12.

Sunday, March 10 from 5 p.m. to 12 a.m.

Texas A&M [Power] House Launch Powered by Game Fuel

Texas A&M, in partnership with Game Fuel, is pairing FaZe Clan Worldwide, an international esports organization, with Texas A&M esports to highlight the rapidly growing program at Texas A&M. Esports is a competitive, organized video gaming in which different teams or leagues play with and/or against each other. Popular games include Fortnite, Apex Legends and League of Legends.

Highlights:

- Live performance by CRAY
- Fortnite and Apex Legends play with FaZe Clan and Texas A&M Esports
- Exclusive FaZe Clan X Champion apparel giveaway
- Texas A&M X Game Fuel open gaming stations

Monday, March 11 from 5 p.m. to 10 p.m.

Texas A&M x Champion Showcase

Headlining Texas singer/songwriter Shakey Graves and featuring exclusive Texas A&M x Champion apparel giveaways. Graves genre-defying music aligns with Texas A&M and Champion's bold vision for the future.

Panel Discussions At SXSW [Power] House

FLEMINGS, MARCH 11-12

Texas A&M [Power] House will feature four panel discussions that bring together Texas A&M innovators and industry leaders from Army Futures, Command, Pixar Animation Studios, EA BioWare, Verily and more.

Reimagining Public & Private Partnerships

Monday, March 11 at 11 a.m.

Panelists:

- Gen. John M. Murray, Army Futures Command
- Chancellor John Sharp, Texas A&M University System
- Moderator: Editor-in-chief Emily Ramshaw, Texas Tribune

Topics:

- How can public institutions – specifically universities and the military — take advantage of the innovation that is unfolding in the private sector
- What benefits can society derive through public-private partnerships

World-Building Creativity & Technology

Monday, March 11 at 3:30 p.m.

Panelists:

- Laura Murphy, technical director at Pixar Animation Studios
- Gracie Arenas Strittmatter, technical art director at EA's BioWare
- Kyle Clark, CEO of Flight School
- Moderator: Tim McLaughlin, department head, Texas A&M Department of Visualization

Topics:

- What goes in to creating a unique virtual world from scratch
- The challenges of social, cultural and climate factors for developers

Brand Masters On Building The Brand

Tuesday, March 12 at 11 a.m.

Panelist:

- Nicole Portwood, PepsiCo vice president of marketing, Mountain Dew, Energy & Flavors

Topics:

- Explore how real-life experiences can improve brand loyalty
- How to sustain a brand's authenticity as its empire grows

Plugging Into Rural Healthcare Solutions

Tuesday, March 12 at 3:30 p.m.

Panelists:

- Dr. Dan McCoy, president of Blue Cross Blue Shield of Texas
- Vivian Lee, president of Health Platforms at Verily (formerly Google X)
- Greg Winfree, director of the Texas A&M Transportation Institute
- Moderator: Dean Carrie L. Byington, Texas A&M vice chancellor and dean of the Texas A&M College of Medicine

Topics:

- How to close healthcare disparities between big cities and rural communities
- Examine collaborative opportunities that will lead to a human health revolution

Texas A&M [Power] House Exhibits

FLEMINGS, MARCH 10-12

Power to Heal: Global Healthcare Initiative

Get familiar with the life-saving research taking place at the Center for Phage Technology, which develops therapies to fight drug-resistant "superbugs."

Power to Play: Learning/Educating

Play award-winning calculus and modern art educational video games developed with the help of Texas A&M research with the outcome being higher test scores.

Power to Connect: TeleHealth

Experience what it's like to be a TeleHealth patient and de-stress with a breathing exercise while receiving biofeedback from an on-screen provider in real-time.

Power to Change: International Impact

Interact with Texas A&M researchers around the globe through Texas A&M's Beyond Texas 360-degree research videos.

