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.
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 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 calculous 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.