

San Antonio at SXSW 2017

INTRODUCTION & EVENT STRATEGY
FEBRUARY 2017



Choose San Antonio

A non-profit organization devoted to promoting San Antonio to the world.

Our Objectives

- To develop wider national and global recognition of San Antonio's strengths and quality of life.
- To secure San Antonio's reputation on the global map of leading cities.
- To evolve popular attitudes, opinions, and assumptions about life in San Antonio to a universally popular narrative that aids in recruitment and retention efforts in technology, design, biosciences, cyber-security and other blossoming verticals.

Strategy Overview



Get San Antonio on the Radar

Despite its many lifestyle and economic advantages San Antonio ranks low in awareness and esteem among millennials and creative class professionals nationally.



Go Beyond Economic Argument

Younger professionals don't necessarily think like economists. We want to tell a narrative about *life* in San Antonio.



Champion Lifestyle

We can better reach creative young urbanites - and inspire them to consider San Antonio by championing the unique lifestyle advantages that San Antonio offers.



Overview of SXSW Engagements

WORK



The Trade Show & Job Market

We're working with Bethany East PR to create a booth design that stands out and mini-programming segments that engage attendees with compelling messaging about **working and doing business in San Antonio.**

PLAY



San Antonio Cultural Embassy

We've rented an official venue for 3 days of San Antonio-themed programming in a high-traffic area, close to the convention center. Embassy events will focus on showcasing **the cultural amenities and lifestyle advantages of San Antonio.**

LIVE



The Campaign

A highly visible advertising campaign for SA that we hope to run in Austin during SXSW. Promotion may include placements, blog sponsorships and a free bus that drives attendees from SA to Austin. **The campaign will focus on the advantages of moving to San Antonio.**

What We Are Doing Better!

DATA



Collection, Synthesizing, and Utilizing

- **Improving the SA Next App to collect meaningful data points.**
- Changing the data points to better connect post event and use data for meaningful connections.
- Organizing local partnerships to achieve conversions of leads to visitors/residents.

VENUE



San Antonio Cultural Embassy

- Refined our target market to fit the desired demographic for SA.
- **Relocate Casa San Antonio to center ourselves with our target market.**
- Relocate Casa San Antonio to location that provides a closer resemblance to what someone would experience in SA.

EVENTS



Official Events Promoted by SXSW

- 2 Days of focused Official Panel Programming.
- Better curated San Antonio Flavors represented.
- **4 Major Official Events promoting San Antonio's: Music Scene, Culinary Offerings, Film Industry and Smart City Initiative.**
- Offering 3 Days of Start-Up and Entrepreneurship Mentoring.



Tradeshow and Job Market



MARCH 13-14, 2015 | NEW LOCATION: JW MARRIOTT HOTEL

SXSW JOB MARKET

EARLY BIRD MARKETING DEADLINES:
 Save 20% by September 12, 2014
 Save 10% by November 21, 2014
sxsw.com/marketing

SAMPLE OF EMPLOYERS:

AT&T	CA Technologies
Target	Gannett
uShip	3M
Multiview	Publicis Groupe
RetailMeNot	State Farm
T3	Pure Michigan
Isis Mobile Commerce	Hulu
Deloitte Consulting	Team One
Yodle	CLEAResult
Globant	National Geospatial-Intelligence Agency
SmugMug	IBM
Havas Worldwide	USAA
HootSuite	Comcast

BREAKDOWN OF CANDIDATES' AREAS OF EXPERTISE:

Sales	7%	Software Development	12%
Customer/Tech Support	6%	Legal	1%
Marketing/Advertising	12%	Management	8%
Social Media	11%	Graphics	7%
Design	8%	Animation	2%
UX/UI	9%	Photography/Video-graphy/Editing	4%
Web Development	12%		
System Admin	3%		

2014 STATS:
 90% of employers would exhibit again
 90% of candidates had a bachelor's degree or greater
 75% of candidates had 3 years or more experience in their field
 28% of candidates had 13+ years experience in their field

SXSW attracts some of the world's most talented tech and creative professionals, and the Job Market allows exploration of new employment opportunities. A meeting spot for innovative thinkers and equally innovative companies, the Job Market enables these professionals to match their skills with 21st century, cutting-edge employers.

Stand Size	List
Single 10x10	\$2800
Double 20x10	\$4480
Triple 30x10	\$5880

We'll design an interactive experience that bridges digital and print worlds and gives a sense of business and work opportunities in San Antonio while also cross-promoting our programming and event venue. We are also working to encourage Job Market attendees to consider the start-up life in San Antonio.



The Embassy



Half Step Bar

As a figurehead location on the popular Rainey Street, this bar is owned by one of the many apprentices of the late Sasha Petraske, Chris Bostick. Although not a native San Antonian, Bostick is no stranger to San Antonio and has brought the charm of King William and the flavor of the south to his exquisite venue.

Embassy Schedule

	Fri 3/10			Sat 3/11			Sun 3/12		
	Inside	Outside	Front Yard	Inside	Outside	Front Yard	Inside	Outside	Front Yard
8:00			2 nd Annual Taco Showcase			Taste of SA Breakfast	Networking Meetup		
12:00	Lunch: Speed Mentoring	Official Speakers & Panels	Lunch: SA Food Vendors	Lunch: Speed Mentoring	Official Speakers & Panels	Lunch: SA Food Vendors	Lunch: Speed Mentoring	Smart City Policy Forum hosted by: DigiCity and Glasshouse Policy	Lunch: SA Food Vendors
5:00		Official Speakers & Panels			Official Speakers & Panels				
8:00	San Antonio Sound Garden: Best in SA Showcase				SPURS WATCH PARTY		SA Film Screening		
10:00				Life is Better in Texas Party					
								Argo Insurance: VIP Reception	Film Industry Happy Hour

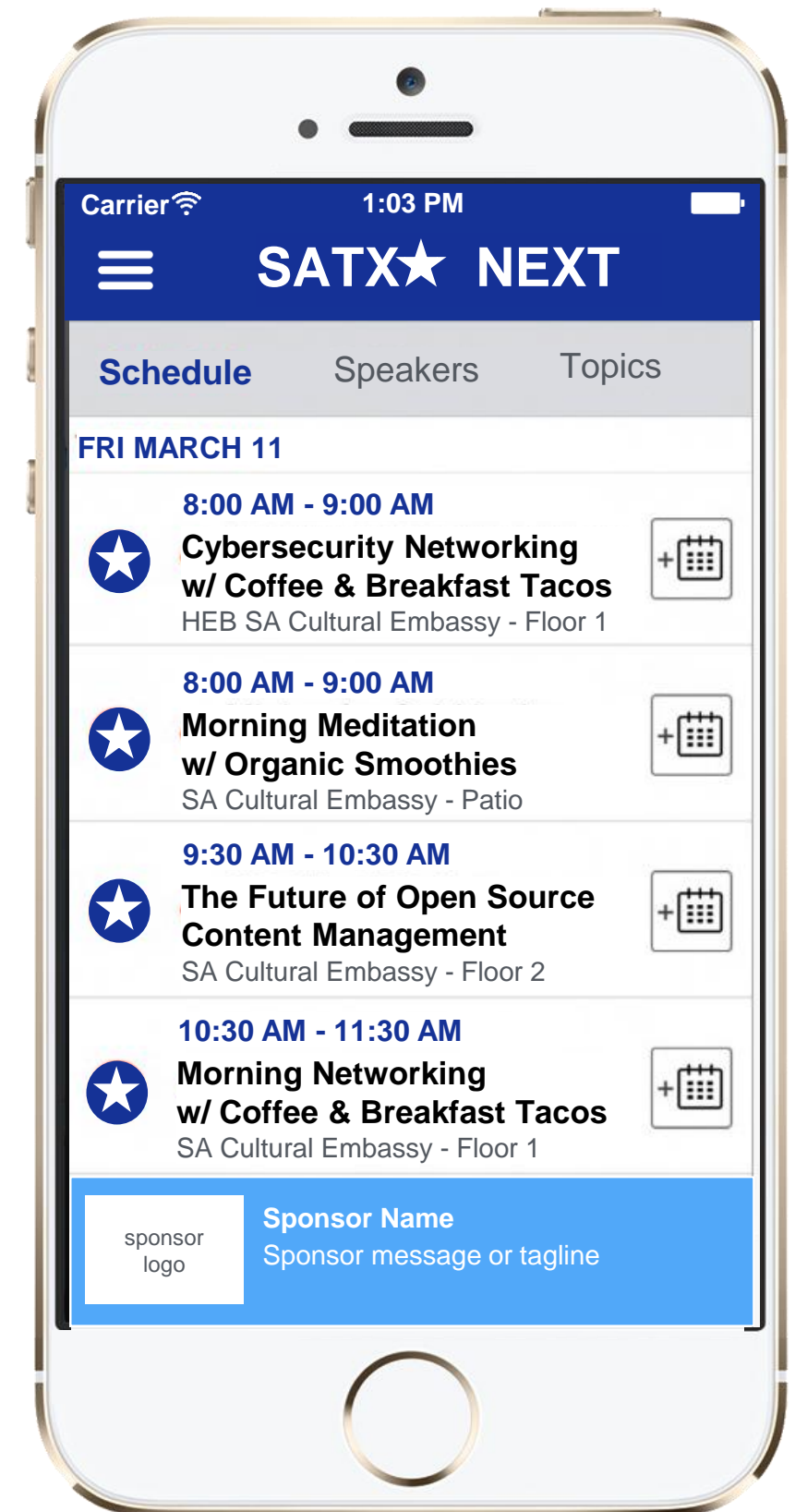
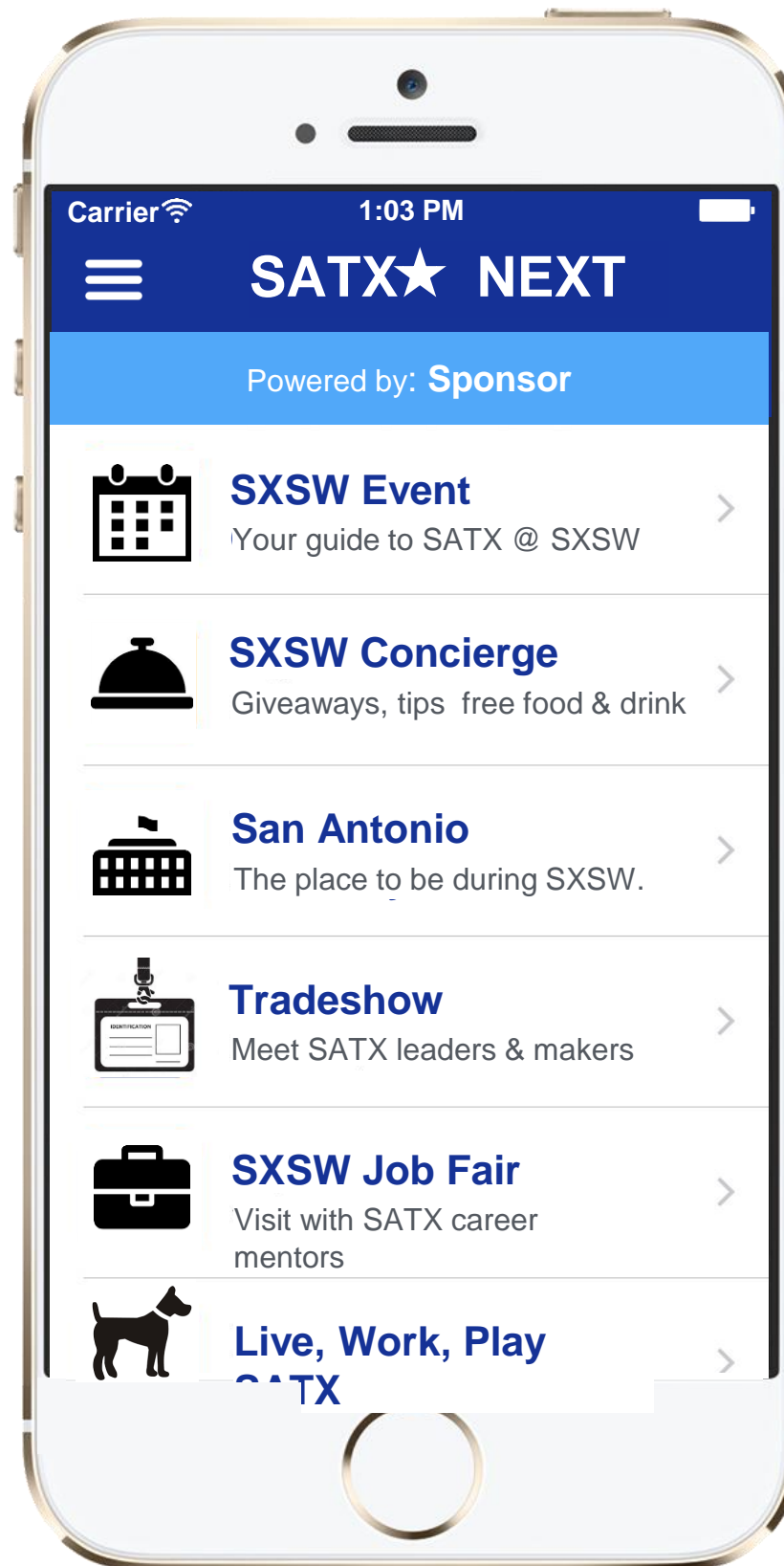
Mobile App

UPDATE IN PROGRESS

Features:

- Programming Schedule
- Tradeshow Schedule
- Job Fair Mentoring Signups
- SXSW Freebies & Giveaways
- Coupons to Visit San Antonio
- & More

Concept by: **Lighting Jar**
Development: **Tesseract Labs**



CoSA Participation

EDD – \$35,000 Sponsorship to assist Choose SA with:

- Hosting 3 days of Programming and Special Events at Casa San Antonio.
- 3 Day Trade Exhibition.
- 2 Day Job Market .

Arts & Culture – \$15,000 Sponsorship to assist with:

- Venue rental for Casa San Antonio.
- Special focus on Film, Arts & Culture.

Data to be collected:

- # of Job Applicants at Job Market.
- # of participants of Mentoring Event.
- Demographic Data on all Trade Show Engagements.
- Demographic Data collected from all Embassy Visitors.

Highlighted Events:

- Tradeshow March 12-15th , Austin Convention Center.
- Job Market 11-12th , Austin Convention Center.
- Cyber Security Roundtable, March 12th 8:30am, Casa San Antonio.
- Smart City Policy Forum, March 12th 11am, Casa San Antonio.