

The B2B MARKETER'S GUIDE to SXSW MARCH 7-11, 2014 AUSTIN, TEXAS

With 25,000+ attendees, over 1,000 conference sessions, and 500 booths – not to mention countless parties and meet-ups for the Interactive Festival alone – it can be hard to define what is relevant to B2B marketers at SXSW. That's why Demandbase and Doremus have teamed up to put together The B2B Marketer's Guide to SXSW. Here, we've highlighted the can't-miss sessions, workshops and parties for B2B marketers attending the festival. See you in Austin!



AUSTIN CONVENTION CENTER
Visit friends of B2B at their booths:

Adobe: Stand 100	Tableau Software: Stand 707, 709, 806, 808
Badgeville: Stand 1142	Visual.ly: Stand 222, 224, 226
Sitecore: Stand 734, 736	

SESSIONS

- 1 Mosh Pit of Experts 2014 – The Future of Social**
Friday, March 7
12:30 – 1:30 p.m.
Location: Sheraton Austin
Room: Capitol View South
- 2 OMMA: What Do Marketers Want from Mobile?**
Friday, March 7
12:30 – 1:30 p.m.
Location: AT&T Conference Center
Room: Salon ABCDE
- 3 Actively Participating in the Big Data Revolution**
Saturday, March 8
5:00 – 6:00 p.m.
Location: Sheraton Austin
Room: Capitol ABCD
- 4 The Science of Predicting Earned Media**
Sunday, March 9
12:30 – 1:30 p.m.
Location: Sheraton Austin
Room: Capitol EFGH
- 5 This Isn't Your Mom's Way of Raising a Round w/Chris Golec, CEO, Demandbase**
Sunday, March 9
5:00 – 6:00 p.m.
Location: Hilton Austin Downtown
Room: Salon E
- 6 You Can Sell, But You Can't Hide**
Monday, March 10
11:00 a.m. – 12:00 p.m.
Location: Hilton Austin Downtown
Room: 616AB
- 7 Ads, Passion & Party Crashing with Bob Thacker**
Tuesday, March 11
9:30 – 10:30 a.m.
Location: Omni Downtown
Room: Longhorn
- 8 The C in CMO Stands for Cojones**
Tuesday, March 11
9:30 – 10:30 a.m.
Location: Hilton Austin Downtown
Room: Austin Chamber Offices
- 9 How to Pitch the Media**
Tuesday, March 11
3:30 – 4:30 p.m.
Location: Hilton Austin Downtown
Room: Salon B

WORKSHOPS

- 1 Hacking LinkedIn: The B2B Bible**
Friday, March 7
3:30 – 6:00 p.m.
Location: AT&T Conference Center
Room: Classroom 102
Note: Pre-registration is required.
- 2 The Digital Marketing Workshop**
Saturday, March 8
9:30 a.m. – 1:30 p.m.
Location: AT&T Conference Center
Room: Classroom 204
Note: Pre-registration is required.
- 3 Pimp Your Pitch: Learn Visual Storytelling**
Sunday, March 9
11:30 a.m. – 1:30 p.m.
Location: AT&T Conference Center
Room: Classroom 204
- 4 How to Build Mental Models for Content + Marketing**
Monday, March 10
3:30 – 6:00 p.m.
Location: AT&T Conference Center
Room: Classroom 203

5 Blends, Biscuits & B2B Presented by Demandbase

Monday, March 10
5:00 – 7:00 p.m.
Location: Max's Wine Dive

6 Music Meets Tech by Dyn and Acquia

Tuesday, March 11
8:00 p.m. – 1:30 a.m.
Location: Cedar Street Courtyard

BOOK SIGNINGS

1 Data Smart: Using Data Science to Transform Information into Insight (John Foreman)

Friday, March 7
3:50 – 4:10 p.m.
Location: Austin Convention Center
Room: Ballroom D Foyer

2 Search and Social: The Definitive Guide to Real-Time Content Marketing (Rob Garner)

Friday, March 7
5:00 – 5:20 p.m.
Location: Austin Convention Center
Room: Ballroom D Foyer

3 AUDIENCE: Marketing in the Age of Subscribers, Fans and Followers (Jeffrey Rohrs)

Monday, March 10
11:20 a.m. – 11:40 a.m.
Location: Austin Convention Center
Room: Ballroom D Foyer

4 Age of Context: Mobile, Sensors, Data and the Future of Privacy (Robert Scoble)

Monday, March 10
1:40 – 2:00 p.m.
Location: Austin Convention Center
Room: Ballroom D Foyer

NETWORKING & PARTIES

- 1 Gigya Grill**
Friday, March 7 – Sunday, March 9
10:00 a.m. – 6:00 p.m.
Location: El Sol y La Luna Restaurant
- 2 The Drupal Drop In: Eat in. Drink up. Nerd out.**
Saturday, March 8
12:00 – 3:00 p.m.
Location: Maggie Mae's
- 3 Deloitte @ SXSW**
Saturday, March 8
8:00 p.m. – 12:00 a.m.
Location: Hangar Lounge
- 4 The 2nd Annual IAB SXSW Sunday Brunch**
Sunday, March 9
9:00 a.m. – 12:00 p.m.
Location: Brazos Hall Rooftop
Note: Open to IAB members only.

presented by:
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+
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