



SOUTH BY SOUTHWEST ANNOUNCES INITIAL KEYNOTES AND FEATURED SPEAKERS FOR 2018

Registration Opens on August 1

Austin, Texas – July 24, 2017 – South by Southwest® (SXSW®) Conference and Festivals (March 9-18, 2018) has kicked off the 2018 season by unveiling select Keynotes and Featured Speakers for the March event. Known for bringing together a diverse group of storytellers, creators, inspirational figures, and changemakers who share forward-thinking ideas and imaginative insights, South by Southwest helps creative people achieve their goals.

"SXSW has become a premier destination for innovation and creative discovery. We're pleased to begin our 2018 season with strong programming that represents a diverse and talented group of pioneers in the technology, social sciences, healthcare, and entertainment industries," said Hugh Forrest, Chief Programming Officer. "The depth and breadth of knowledge these speakers bring to the event is an excellent indicator that this is going to be one of our best years ever."

Keynotes announced today include Academy Award-winning writer and director **Barry Jenkins** (*Moonlight*, *Medicine for Melancholy*), psychotherapist and best-selling author **Esther Perel**, and technology entrepreneur and quantum computing expert **whurley**. Featured Speakers announced today include space entrepreneur and futurist **Bob Richards**, Kaiser Permanente chairman and CEO **Bernard J. Tyson**, Empowering a Billion Women by 2020 chairman and CEO **Ingrid Vanderveldt**, artist and poet **Cleo Wade**, and author and founder of the Future Today Institute **Amy Webb**.

"We are overjoyed to invite Barry Jenkins back to SXSW as a Film Keynote having presented the world premiere of his first feature, *Medicine for Melancholy*, in 2008," said Janet Pierson, Director of Film. "*Moonlight* is a magnificent piece of work, transcendent, and made on his own terms. We couldn't be happier for his success and to have this remarkable artist with such a generous soul return to SXSW."

Registration opens for SXSW 2018 beginning on August 1. SXSW Conference programming is organized into 24 Tracks divided between Interactive, Film, Music, and Convergence, presented in a variety of session formats. Once again, SXSW is offering expanded access to events for all registrants. Attendees will receive primary access to programming associated with their badge type but now also enjoy secondary entry to most other SXSW events.

Keynotes

Barry Jenkins (Film Keynote) - Academy Award winner Barry Jenkins feature film debut, *Medicine for Melancholy* (which had its world premiere at SXSW in 2008) was hailed as one of

the best films of 2009 by The New York Times. Jenkins received an Academy Award for Best Adapted Screenplay for his second feature *Moonlight*, which won Best Picture at both the Oscars and the Golden Globes (Drama). His upcoming projects include adaptations of *If Beale Street Could Talk* and *The Underground Railroad*.

Esther Perel (Interactive Keynote) - Psychotherapist Esther Perel is recognized as one of today's most insightful and original voices on modern love. Fluent in nine languages, she holds a therapy practice in New York City and serves as an organizational consultant for Fortune 500 companies around the world. Her celebrated TED talks have garnered more than 18 million views and her bestseller *Mating in Captivity: Unlocking Erotic Intelligence* became a global phenomenon translated into 24 languages. Her recent book, *The State of Affairs: Rethinking Infidelity*, is another example of her bold synthesis of complex cultural shifts.

whurley (Convergence Keynote) - whurley is a Managing Director at Goldman Sachs and the founder of Honest Dollar, a fintech company Goldman purchased in 2016. He is the Chair of the Quantum Standards Working Group at the Institute of Electrical and Electronics Engineers (IEEE). His latest book *Endless Impossibilities* brings the realities of a quantum future into the present, helping readers understand and prepare for the coming age of quantum computing.

Featured Speakers

Bob Richards (Intelligent Future) - Bob Richards is a space entrepreneur and futurist. He is a Co-Founder of the International Space University, Singularity University, SEDS, the Space Generation Foundation, and Moon Express, Inc., a space transportation and lunar resources company located at Cape Canaveral, where he currently serves as President and CEO.

Bernard J. Tyson (Health & Wellness) - Bernard J. Tyson is the chairman and CEO of Kaiser Foundation Health Plan, Inc. and Hospitals — known as Kaiser Permanente, one of America's leading integrated health care providers and not-for-profit health plans. Under Tyson's leadership, Kaiser Permanente continues to focus on providing affordable, accessible, high-quality health care and improving the health of its members and communities.

Ingrid Vanderveldt (Startup & Tech Sectors) - Ingrid Vanderveldt is the Chairman and CEO of Empowering a Billion Women by 2020 (EBW2020). Previously, she was the first Entrepreneur-in-Residence ("EIR") for Dell Inc. where she oversaw entrepreneurial initiatives worldwide helping to build a \$250 million business segment and founded the \$125M Dell Innovators Credit Fund, Dell Founders Club, and the Dell Center for Entrepreneurs during her 3-year term.

Cleo Wade (Social Impact) - Cleo Wade, an outspoken artist, speaker, poet, and the author of a forthcoming book, is an inspiring voice in today's world for gender and race equality. She creates motivating messages, blending simplicity with positivity, femininity and arresting

honesty. Her poems, accessible yet empowering, speak to a greater future for all women, people of color, and the LGBTQ community, preaching love, acceptance, justice, and peace.

Amy Webb (Startup & Tech Sectors) - Amy Webb is an author, futurist and Founder of the Future Today Institute, a strategic foresight and futures forecasting company that advises the world's leading businesses and governments. *Forbes* named Amy one of the world's preeminent thinkers on the future impacts of technology.

Voting for [PanelPicker](#), the online tool that allows the SXSW community to have a significant voice in programming, begins Monday, August 7, 2017 and continues through Friday, August 25, 2017.

In addition to voting on programming via PanelPicker for SXSW Conferences, there are still many ways to participate in SXSW 2018.

SXSW Film Festival is now accepting Feature Film, Short Film, Episodics, Music Video, and Virtual Cinema submissions through October 20, 2017. Texas High School Short and Title Sequence will accept submissions through December 15, 2017. [Submit now](#) for the early bird rate.

Artists can now apply to showcase at the 2018 Music Festival directly through SXSW. The application period closes on October 20, 2017. [Apply early](#) for a discounted rate.

In addition to applications to the Film Festival and Music Festival, SXSW is now accepting entries for the best digital creative work for the [Interactive Innovation Awards](#), inventive startups for the [SXSW Accelerator](#) competition, essays for the [David Carr Prize](#), and nominations for the [SXSW Community Service Awards](#). Proposals for the [Art Program](#) are also now being accepted.

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. The event, an essential destination for global professionals, features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2018 will take place March 9-18, 2018.

SXSW 2018 is sponsored by Capital One and The Austin Chronicle.

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Press Contacts:

Brett Cannon
Jody Arlington
Elizabeth Derczo

Heather Kaplan
press@sxsw.com
512-467-7979