



## **SXSW ANNOUNCES INITIAL KEYNOTE AND FEATURED SPEAKERS FOR 2022 CONFERENCE**

*Planned Parenthood Federation of America and the Planned Parenthood Action Fund President and CEO Alexis McGill Johnson Announced as Keynote*

*Featured Speakers Announced include Sarah Bond, Jack Conte, Roman Coppola, Ebro Darden, Rana el Kalioub, Stephanie McMahon, Erika Nardini, Kelly Wearstler and many more*

**Austin, Texas — October 19, 2021** — South by Southwest® (SXSW®) Conference and Festivals has announced its initial Keynote and Featured Speakers for the 36th edition of its annual Conference, which celebrates the convergence of the technology, film, and music industries.

"At the 2022 SXSW Conference we will focus on building a future that is equitable and sustainable across society, culture, technology and policy," said Hugh Forrest, Chief Programming Officer. "Our first announced Keynote speaker, Planned Parenthood Federation of America and the Planned Parenthood Action Fund President and CEO Alexis McGill Johnson, embodies these values as our communities continue to fight for reproductive freedom and civil rights for all people."

The SXSW Conference is organized into 15 programming tracks presented in a variety of session formats. New for 2022 is the addition of Summits, which take a deep dive into specific topics relevant to the SXSW audience. More information about SXSW programming Summits, formats and themes can be found [here](#).

### **Newly-announced SXSW 2022 Keynotes include:**

- Planned Parenthood Federation of America and the Planned Parenthood Action Fund President and CEO **Alexis McGill Johnson**

### **Newly-announced Featured Speakers include:**

- Check My Ads activists and co-founders **Claire Atkin** and **Nandini Jammi** in conversation
- Founder and Chief Designer of industrial design and brand development studio fuseproject **Yves Béhar**

- Corporate Vice President, Game Creator Experience and Ecosystem at Microsoft **Sarah Bond**
- Academy Award nominated and Golden Globe winning filmmaker and co-founder of The Decentralized Pictures Foundation **Roman Coppola** in conversation with Decentralized Pictures co-founder **Leo Matchett** moderated by freelance journalist and media attorney **Barbara Bruni**
- SVP Chief Customer Experience Officer at Everbridge **John Maeda**
- WWE Chief Brand Officer **Stephanie McMahon** in conversation with Barstool Sports CEO **Erika Nardini**
- Chainlink co-founder **Sergey Nazarov**
- Host of IHeartRadio's *There Are No Girls on the Internet* podcast **Bridget Todd**
- Designer, author and CEO of Kelly Wearstler Interior Design **Kelly Wearstler**
- Quantitative futurist, author and founder and CEO of the Future Today Institute **Amy Webb**

**Newly-announced Featured Sessions include:**

- *50 Non-Obvious Trends Changing the Future Normal*: a presentation with Non-Obvious Company founder **Rohit Bhargava**.
- *Breaking the Rules to Make Your Experience Matter*: Accenture Interactive CEO, **David Droga**, will talk with industry disruptors **Dara Treseder**, SVP, head of global marketing and communications at Peloton, and **Ukonwa Kuzi-Orizu Ojo**, Global Chief Marketing Officer at Amazon Prime Video & Amazon Studios, on how to break through the barriers holding brands back from creating the experiences people didn't even know they needed.
- *Creative Catalysts: Pioneering the Future*: A conversation with VP of Immersive Content Innovation ILMxLAB at Lucasfilm **Vicki Dobbs Beck**, and LiveArea Director of Strategy **Val Vacante** about what it takes to innovate, the impact of the ever-evolving emerging technology landscape and how next generation connected experiences will be powered through choice and participation.
- *Elevating Communities that Created Pop Music*: A discussion with Apple Music Global Editorial Head of Hip-Hop and R&B **Ebro Darden** and Save The Music Foundation CEO **Henry Donahue** on the necessity of ensuring that today's youth have direct access in their classrooms to the rich musical and cultural *legacies in their communities*.
- *Machine or Human? The Ethics Behind Smarter AI*: A conversation with Smart Eye deputy CEO **Rana el Kaliouby** and MIT Technology Review CEO and Publisher **Elizabeth Bramson-Boudreau** on what a human-centric AI world can look like, how we can build emotional intelligence into our machines, and the massive potential this has to improve our lives — as well as the possible risks
- *Next Gen Tech & The Live Entertainment Revolution*: Unity SVP of Sports & Live Entertainment **Peter Moore** will provide a sneak peek into the new fusion of the physical and virtual worlds in live entertainment offering consumers an elevated, personalized and gamified experience.

- *The Second Renaissance of Creativity*: A presentation from Patreon CEO & co-founder **Jack Conte** on the rapidly fading “starving artist” stigma and what the next five to ten years hold for the creator economy.

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 tech, film, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film screenings, exhibitions, professional development and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together.

SXSW 2022 is sponsored by White Claw, Audible, and *The Austin Chronicle*.

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