



## **SXSW MARKS 40TH YEAR WITH 2026 EVENT DETAILS AND FIRST LOOK AT PROGRAMMING**

*New Clubhouse Locations, Streamlined Access and Reservations, and Conference Tracks Announced — With Badges Now on Sale*

**Austin, Texas – October 1, 2025** – South by Southwest® (SXSW®) has announced new details for SXSW 2026 (March 12–18), which will mark the event’s 40th year, including the venues and locations that will define the 2026 experience, and the initial slate of Featured Sessions and select Conference programming — with badges now on sale. SXSW 2026 is Driven by Rivian.

For the first time, SXSW will feature all programming running simultaneously across Innovation, Film & TV, and Music for seven days, including an extra night of music. This year, downtown Austin will transform into a village for global creatives (\*\*see new map below), anchored by three dedicated Clubhouses: the Innovation Clubhouse (Brazos Hall), the Film & TV Clubhouse (800 Congress), and the Music Clubhouse (The Downright). These hubs will serve as gathering places that spark collaboration, connection, and the unexpected encounters that define SXSW, with programming tracks mapped to buildings in the surrounding area to make the event easier than ever to navigate. More information on the event can be found on the website [here](#).

“As we celebrate SXSW’s 40th year, we’re focused on making the experience more rewarding than ever for attendees,” said Greg Rosenbaum, SVP of Programming for SXSW. “The programming we’re unveiling shows the incredible range of conversations that define SXSW — from how AI is reshaping creativity and business, to the future of media and marketing, to bold ideas on human connection. With refreshed badges, a new reservations system, and expanded crossover day, we’re making it easier for attendees to plan ahead, discover new ideas, and spark the kind of unexpected connections that define SXSW.”

### **Badge and Access Changes**

SXSW 2026 will see a refreshed badge system that introduces reservations for the first time, giving attendees more control and flexibility. All badges now come with daily reservations that can be used to secure seats in advance for high-demand sessions, screenings, and showcases. Platinum provides access to everything across Innovation, Film & TV, and Music — including all three Clubhouses — and comes with three daily reservations and the earliest booking windows. Innovation, Film & TV, and Music badges each include access to their dedicated Clubhouse, two daily reservations, along with Keynotes and Featured Sessions. More details about badge and access change are available [here](#).



## Conference Programming and Tracks

Also announced today are the first wave of Featured Sessions, more than 50 Conference sessions, and newly refined tracks spanning Brand & Marketing, Cities & Climate, Creator Economy, Culture, Design, Film & TV, Health, Music, Startups, Sports & Gaming, Tech & AI, and Workplace.

### Announced Featured Sessions include:

- **5 Non-Obvious Secrets of Human Connection (For Love & Profit): Rohit Bhargava** (Non-Obvious Company Founder & Chief Trend Curator) shares five counterintuitive secrets for building authentic human connection in a tech-driven world.
- **5 Traits of Successful AI Projects: From Pilot to Real ROI: Sandy Carter** (Chief Business Development Officer & COO, Unstoppable Domains) reveals the roadmap for turning AI pilots into scalable, ROI-driven successes.
- **Actionable Ikigai: Career Planning in the Age of AI:** Join **Mike Bechtel** (Futurist, University of Notre Dame) as he explores how to apply the Japanese concept of ikigai to build meaningful careers in an AI-driven world.
- **A Conversation with The All-American Rejects: The All-American Rejects** discuss their House Party Tour and how independent artists can build community-driven touring experiences outside traditional venues.
- **Amy Webb Launches 2026 Emerging Tech Trend Report:** Renowned futurist **Amy Webb** (CEO, Future Today Strategy Group) unveils her annual forecast on the technologies set to shape the year ahead.
- **Breaking Through Barriers to Innovation: Lessons from Space and Earth: Dava Newman** (Apollo Professor of Astronautics, MIT) reveals bold strategies for harnessing breakthroughs in AI, climate, energy, and space to drive transformative innovation.
- **A Conversation with Jack Conte:** Join **Jack Conte** (CEO and co-founder, Patreon) for a discussion on the current state and future of the creator economy.



- ***How CMOs are Rewriting the Rules of Connection:*** **Lauren Stafford Webb** (Chief Marketing Officer, SoFi), **Brian Irving** (Chief Marketing Officer, Lyft), and **Allison Stransky** (Chief Marketing Officer, Samsung Electronics America) join **Axios** reporter **Eleanor Hawkins** for a conversation on how today's CMOs are using AI to supercharge growth in personalized experiences.
- ***How to Design a Company That AI Can't Outpace:*** **Ian Beacraft** (CEO, Signal and Cipher) explores how to future-proof organizations by building strategies AI can't outrun.
- ***The Latticework of Mental Models For a Great Life:*** **Mohnish Pabrai** (Founder and Managing Partner, Pabrai Investment Funds) explores the mental models that have guided his biggest decisions, sharing timeless lessons and new insights on building a successful and fulfilling life.
- ***Make Your Own Wave - Russ & Andreea Gleeson on Independence:*** **Russ** (Artist/Author/Co-Founder, DIEMON) and **Andreea Gleeson** (Chief Executive Officer, TuneCore) discuss how independence, fan engagement, and alternative strategies fueled Russ's global success.
- ***Reclaiming Our Humanity in the Age of AI:*** **Timnit Gebru** (Founder & Executive Director, DAIR), **John Palfrey** (President, MacArthur Foundation), and journalist **Karen Hao** explore how to ensure AI serves people rather than controls them.
- ***Social Media Masterclass 2026 with Ex-YouTube & Instagram Insider:*** **Jon Youshaei** (Founder, Youshaei Studios) reveals how great ideas fuel great content and social media success.
- ***SuperJoost's State of Play 2026:*** **Joost van Dreunen** (Video Games Professor, NYU & Co-Founder, ALDORA) delivers SXSW's annual briefing on how games forecast the future of media, tech, and culture.
- ***The Innovation Engine You've Never Heard of: Your Neighbor:*** **André Zdanow** (President, FirstBuild) shows how GE Appliances turned community co-creation, rapid failures, and crowdfunding into million-dollar product successes.
- ***The Science of Scaling: Using Data to Decide When—and How Fast—to Scale Revenue:*** **Mark Roberge** (Co-Founder, Stage 2 Capital) discusses how startups and innovators can use data to determine when and how fast to scale sales.



- ***Trusted, Valued, Essential: Why PBS is Here to Stay, With or Without Federal Funding:*** A fireside chat with **Paula Kerger** (President & CEO, PBS) on how funding cuts tested resilience, rallied communities, and proved PBS delivers what commercial media cannot.
- ***Why Saying Yes to the Unthinkable Works: Raja Rajamannar*** (Chief Marketing Officer, Mastercard) reveals how bold ideas once dismissed as impossible became breakthrough successes, and why leaders should embrace unpolished thinking to spark real impact.

## **Participation**

There's still time to be part of SXSW. Learn more about opportunities to get involved:

**Music Festival:** Seven nights to showcase your sound in Austin's most popular venues with an audience from around the globe. Don't miss your chance to turn your career up a notch.

**SXSW Pitch:** This showcases innovative new technology to a panel of industry experts, high-profile media professionals, venture capital investors, and angel investors.

## **About SXSW**

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is known worldwide for conferences and festivals that celebrate the convergence of technology, film and television, music, education, comedy and culture. The annual event serves global professionals through sessions, showcases, screenings, exhibitions, and networking that consistently generates unexpected discoveries when diverse communities come together. SXSW 2026 runs March 12-18 in downtown Austin, preceded by SXSW EDU March 9-12. Learn more at [sxsw.com](https://sxsw.com).

SXSW's expansion into the Asia Pacific region, with SXSW Sydney starting in 2023 and Europe with SXSW London in 2025, provides new possibilities at this iconic experience. These events, each with their own distinct flavor, make South By an indispensable three-stop tour for the global creative community.

SXSW 2026 Driven by Rivian

###



Editor's Note: Media accreditation is now open for SXSW 2026 through February 13, 2026. Please visit our [press center](#) to submit your application.

**Press Contacts:**

Brett Cannon  
[press@sxsw.com](mailto:press@sxsw.com)

Liz Stein  
[liz.stein@onestrat.com](mailto:liz.stein@onestrat.com)

Dara Klatt  
[dara.klatt@onestrat.com](mailto:dara.klatt@onestrat.com)

# SXSW



## VENUES

|                                                                                                                               |                                                                                                                          |                                                                                                                                       |                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
|  <b>800 Congress</b><br>800 Congress Ave   |  <b>Fairmont</b><br>101 Red River St  |  <b>The LINE</b><br>111 E Cesar Chavez St          |  <b>Paramount Theater</b><br>713 Congress Ave |
|  <b>Courtyard Marriott</b><br>304 E 4th St |  <b>Hilton Austin</b><br>500 E 4th St |  <b>Marriott Downtown</b><br>304 E Cesar Chavez St |  <b>Brazos Hall</b><br>204 E 4th St           |
|  <b>Downright</b><br>701 E 11th St         |  <b>JW Marriott</b><br>110 E 2nd St   |  <b>Omni</b><br>255 E 8th St                       |  <b>Thompson</b><br>506 San Jacinto Blvd      |

## ACCESS KEY

 Platinum
  Innovation
  Film & TV
  Music