

South by Southwest and back



By [Mark Schefermann](#)

5 Mar 2014

South by Southwest Interactive is one of the largest digital festivals in the world. Anyone who is in the advertising or digital industry should definitely have this event on their bucket list. This is the 21st festival and it takes place from 7-11 March in Austin, Texas. (video)

The festival attracts some of the brightest and most innovative minds in the digital, media, technology, mobile, entrepreneurial and gaming sectors plus lots more. There are [hundreds](#) of different presentations, panel discussions, meet-ups and parties to attend during the five days.

Here is a taste of the SXSW experience.

SXSW is definitely the place to preview future technologies and innovations that will inevitably become the "next big thing".

Keynote speakers

Some of the [keynote speakers](#) this year include:

- Friday, 7 March, 2pm - [Austin Kleon](#)
- Saturday, 8 March, 2pm - [Dr Neil deGrasse Tyson](#)
- Sunday, 9 March, 2pm - [Anne Wojcicki](#)
- Monday, 10 March, 2pm - [Adam Savage](#)
- Tuesday, 11 March, 2pm - [Chelsea Clinton](#)

This year I am fortunate to be attending on behalf of [Base2](#). I will be sharing my experiences day by day so if you are not able to attend this year, make sure you don't miss out on any of the action, follow the happenings here:



- [Bizcommunity](#)
- Twitter: [@Digital_Guy](#), [@BaseTwoDigital](#) and [#SXSWSA2014](#)

- Website: www.BaseTwo.co.za

Stay tuned for updates live from the 2014 SXSW Interactive Festival.

ABOUT MARK SCHEFERMANN

My knowledge and enthusiasm for the digital world enables me to think creatively and challenge briefs. My passion is strategy and showing how digital can open new opportunities for clients. Well conceived digital strategies and campaigns will push brands ever forward in the consciousness of their audiences and lead to long lasting adoption, advocacy and allow them to forge individual relationships with their audiences.

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