

Brand
Trust

Strategy
Consultants



Learning Journey to South by Southwest

 5 - 9 MARCH 2025  AUSTIN, TEXAS

*3 days of the world's biggest digital festival and
2 days supporting programme*

YOU HAVE TO
ACT AS IF IT
WERE POSSIBLE
TO
RADICALLY
TRANSFORM
THE WORLD.

AND YOU
HAVE TO DO IT
ALL THE TIME.



Join us on an invaluable journey of discovery to Austin and recharge your batteries for the whole year.

3 days of South by Southwest

South by Southwest (SXSW) is the largest digital festival in the world. Originating from a film and music festival in 1987, SXSW brings together the world's elite of entrepreneurs and creatives to network and learn about the latest developments: from big-picture thinking to AI, brand experience, culture, tech industry, workplace and XR.

For 3 days, we will let ourselves drift at SXSW, recite inspirations, experience trends and make exciting contacts.

2-day pre-programme

In an individual programme designed just for us, we will have the opportunity to meet and exchange ideas with CEOs, founders and influencers from the Austin entrepreneurial scene.

”

Guaranteed active ingredient booster through curated travel and group exchange instead of individual visits. SXSW/Austin is one of the best places in the world to be inspired, recharge your batteries and think in terms of solutions rather than problems.

Horst Brinkmann, CEO of STABILO International



‘Silicon Hills’ - Austin is one of the leading technology centres and one of the fastest growing cities in the USA





Experience the fascination of Austin

Agenda*

4 March Individual arrival
Dinner and getting to know each other

5 and 6 March **Pre-programme:**
Company and start-up visits
→ Get to know and exchange ideas with CEOs, founders and influencers from the Austin entrepreneurial scene

7 to 9 March **SXSW:**
Visit the world's largest digital festival
→ Top-level speakers, festival and exhibitions on 23 topics: from big-picture thinking to AI, brand experience, culture, tech industry, workplace and XR

10 March individual departure

Daily:

- Morning briefing by BrandTrust
- Summary of the findings
- Exchange and discussion
- Dinner together

*) *Programme subject to change*

”

*The Learning Journey fully met my expectations!
They were extremely inspiring days in an
outstanding group!*

Peter Gerner, Co-CEO at Hoval



Why you should be there

Why you should take a week's time for an unforgettable discovery trip.

- SXSW is a unique blend of creativity, innovation, technology AND culture
- Meet the biggest thinkers in technology, business, music and film
- Exchange ideas intensively - with experts, entrepreneurs and other participants: About trends, the future and what you have experienced & learnt
- Feel serendipity and bring the feeling back to your company

Austin and SXSW are

- a first-class networking hub
- an invaluable source of inspiration
- Broadening horizons
- a source of energy for many months



For me, it was an absolutely worthwhile learning journey from a 360-degree perspective. Starting with the vibrant modern Austin with many highlights, a great group of participants, a varied pre-programme, short distances through the convention centre in the middle of the city, top international voices, with a good balance between tech and cultural topics, top brand presentations in the city, first-class support from Brand Trust, ...

Daniel Galle, Head of Global Sales at STABILO International

Be there in Austin!

We offer the Learning Journey at cost price.
The participation fee of 9,650 euros (net) includes

- Two-day pre-programme with company visits
- SXSW Interactive badge for visiting the world's largest digital festival
- On-site support from BrandTrust, incl.
 - Accompaniment by experienced Austin and SXSW travellers
 - Daily Morning Overview
 - Learnings: We summarise the insights every evening and are happy to send you an overall summary afterwards
- Travelling group with executives and entrepreneurs from various industries
- Overnight stay in Austin Downtown in a ***** hotel incl. breakfast
- 6 dinners together with time for dialogue and reflection
- Shuttle during the 5-day stay



Register for the Learning Journey

Register here for the Learning Journey: [BrandTrust goes SXSW](#)
Alternatively, scan the QR code or visit our website.



Conditions of participation:

The participation fee does not include flights or transfers to/from the airport. In the event of cancellation by 15.12.24, 50% of the booking price can be refunded, but no refunds are possible at a later date. You are welcome to nominate a 'replacement person' to take part in the Learning Journey on your behalf. We charge approx. 150 euros (SXSW service fee) for rebooking the ticket.



Your contact person

Eva Stockhausen
Marketing & Event Manager

+49 (0) 911 / 9 33 57-44
eva.stockhausen@brand-trust.de

Get regular brand news, inspiration and updates on our digital formats!

 [Brand Trust GmbH](#)

 [@brand_trust](#)

 [BrandTrust Talks](#)

 [BrandTrust Life](#)

 [Brand Trust GmbH](#)

