

# Social Media Focused Panels **iab.** @ **SXSW**

<u><a href="#">140 Characters, Zero Context</a></u>	
<p><i>Saturday, March 12</i> 11:00AM – 12:00PM</p> <p><i>Hilton Austin</i> Downtown Salon F 500 E 4th St</p>	<p><b>IAB Member Company Speakers:</b> Jamelle Bouie, Staff Writer, <b>Slate Magazine</b> and Mike Debonis, Congressional Reporter, <b>The Washington Post</b></p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. Is there such a thing as too much Tweeting (for a reporter)?</li> <li>2. What ethical questions does reporting via Tweet raise?</li> <li>3. Monetization? And what kind of pressures does this add to the equation?</li> </ol>
<u><a href="#">Why Your Content Needs to Dissappear</a></u>	
<p><i>Saturday, March 12</i> 12:30PM – 1:30PM</p> <p><i>Four Seasons</i> Ballroom AB 98 San Jacinto Blvd</p>	<p><b>IAB Member Company Speakers:</b> Amanda Lordy, Director/Partner Engagement, <b>NASCAR</b> (with Major League Soccer)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. Why does Snapchat matter for brands and how can a brand have an impactful presence on the platform?</li> <li>2. How can you separate yourself from others on Snapchat?</li> <li>3. Why must you approach Snapchat differently than your other social channels?</li> </ol>
<u><a href="#">Finding the World's Most Valuable Instagram Photo</a></u>	
<p><i>Saturday, March 12</i> 2:00PM – 3:00PM</p> <p><i>Hilton Austin</i> Downtown Salon K 500 E 4th St</p>	<p><b>IAB Member Company Speakers:</b> Aaron Bollinger, Managing Director of Partnerships, <b>Bazaarvoice</b> (with R/GA)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How do we define successful visual commerce today, and where do we see it heading in the next 5/10/20 years?</li> <li>2. How can the evolution of the typical user experience help propel a transformation in the way we shop, and what does that evolution look like?</li> <li>3. Once we understand the future of visual commerce, will we finally be able to answer the age old question: Can we measure the actual ROI of social?</li> </ol>
<u><a href="#">The Next Three Billion People on Social</a></u>	
<p><i>Saturday, March 12</i> 3:30PM – 4:30PM</p> <p><i>JW Marriott</i> Room 303-304 110 E 2nd St</p>	<p><b>IAB Member Company Speaker:</b> Alex Kantrowitz, Sr. Technology Reporter, <b>BuzzFeed</b> and Ebele Okobi, Head of Public Policy Africa, <b>Facebook</b> (with Hootsuite and Caribou Digital)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How will someone who gets online for the first time in 2016 experience social media?</li> <li>2. Internet access in India is growing by 33% annually. How will a better-connected population change the world's largest democracy?</li> <li>3. The next three billion to join social media will be using mobile devices. What are the implications of this massive shift toward mobile?</li> </ol>

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<u><a href="#">Social Media: The New TV Show Launchpad</a></u>	
<p><i>Saturday, March 12</i> 5:00PM – 6:00PM</p> <p><i>Austin Convention Center</i> Room 12AB 531 E 4th St</p>	<p><b>IAB Member Company Speaker:</b> Alexandra Shapiro, EVP Marketing &amp; Digital – USA Network, <b>NBCUniversal</b> (with Vayner Media)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How should I use social media to drive awareness of my new show?</li> <li>2. How can I surface new social media opportunities hot enough to move the needle?</li> <li>3. What's the best way to keep shows' identities consistent across diverse social media platforms?</li> </ol>
<u><a href="#">Kerry Washington and the New Rules of Social Stardom</a></u>	
<p><i>Sunday, March 13</i> 11:00AM – 12:00PM</p> <p><i>Austin Convention Center</i> Ballroom EFG 531 E 4th St</p>	<p><b>IAB Member Company Speaker:</b> Ariel Foxman, Editorial Director, InStyle Magazine (<b>Time Inc.</b>) – With Kerry Washington</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. How has social media impacted traditional media's representation of diversity and beauty?</li> <li>2. How does one remain in dialogue with fans, yet maintain privacy?</li> <li>3. What lessons has she learned about filtering reactions on social media and staying confident and true to her voice?</li> </ol>
<u><a href="#">I'm Tired of "Doing Social Media": What's Next?</a></u>	
<p><i>Sunday, March 13</i> 3:30pm – 4:40pm</p> <p><i>Austin Convention Center</i> Job Market Stage 531 E 4th St</p>	<p><b>IAB Member Company Speaker:</b> Matthew Knell, VP of Social &amp; Platform Partnerships, <b>about.com</b> (with Ruder Finn, simply curated and Verified Strategy speakers)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. What can social media professionals do when their role has plateaued?</li> <li>2. What can companies do to keep their social media talent happy and growing?</li> <li>3. What are alternative career paths that social media professionals are suited for and how can they gain those skills?</li> </ol>
<u><a href="#">The Social Celebrity Secret Sauce</a></u>	
<p><i>Monday, March 14</i> 11:00AM – 12:00PM</p> <p><i>Austin Convention Center</i> Next Stage 531 E 4th St</p>	<p><b>IAB Member Company Speaker:</b> Amy Finnerty, EVP of Talent, <b>Maker Studios</b> (with Vine Star, Actor and Instagram Star)</p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. What is the secret to becoming a successful social media star?</li> <li>2. Why do you think millennials, in particular, have turned to platforms like Vine, Instagram and Snapchat for content?</li> <li>3. What should be taken into consideration when creating content for each different platform (Instagram, vs. Vine vs. Snapchat)?</li> </ol>
<u><a href="#">Is Twitter the New Customer Call Center</a></u>	
<p><i>Monday, March 14</i> 3:30PM – 4:30PM</p> <p><i>Hilton Austin Downtown</i> Salon J 500 E 4th St</p>	<p><b>IAB Member Company Speaker:</b> Angela Wells, Sr. Director/Outbound Product Management, <b>Oracle Social Cloud</b></p> <p>Questions to be addressed:</p> <ol style="list-style-type: none"> <li>1. Why is social so essential in today's customer care process and how can you benefit?</li> <li>2. What is involved from an organizational, cultural and technological standpoint to ensure excellent social service?</li> <li>3. What are the main KPIs to set up? What benefits can companies experience for the customer and the bottom line?</li> </ol>