

# The B2B MARKETER'S GUIDE

# to SXSW

## MARCH 7-11, 2014

## AUSTIN, TEXAS

With 25,000+ attendees, over 1,000 conference sessions, and 500 booths – not to mention countless parties and meet-ups for the Interactive Festival alone – it can be hard to define what is relevant to B2B marketers at SXSW. That's why Demandbase and Doremus have teamed up to put together The B2B Marketer's Guide to SXSW. Here, we've highlighted the can't-miss sessions, workshops and parties for B2B marketers attending the festival. See you in Austin!



**AUSTIN CONVENTION CENTER**  
 Visit friends of B2B at their booths:

<b>Adobe:</b> Stand 100	<b>Tableau Software:</b> Stand 707, 709, 806, 808
<b>Badgeville:</b> Stand 1142	<b>Visual.ly:</b> Stand 222, 224, 226
<b>Sitecore:</b> Stand 734, 736	

## SESSIONS

- 1 Mosh Pit of Experts 2014 – The Future of Social**  
 Friday, March 7  
 12:30 – 1:30 p.m.  
 Location: Sheraton Austin  
 Room: Capitol View South
- 2 OMMA: What Do Marketers Want from Mobile?**  
 Friday, March 7  
 12:30 – 1:30 p.m.  
 Location: AT&T Conference Center  
 Room: Salon ABCDE
- 3 Actively Participating in the Big Data Revolution**  
 Saturday, March 8  
 5:00 – 6:00 p.m.  
 Location: Sheraton Austin  
 Room: Capitol ABCD
- 4 The Science of Predicting Earned Media**  
 Sunday, March 9  
 12:30 – 1:30 p.m.  
 Location: Sheraton Austin  
 Room: Capitol EFGH
- 5 This Isn't Your Mom's Way of Raising a Round w/Chris Golec, CEO, Demandbase**  
 Sunday, March 9  
 5:00 – 6:00 p.m.  
 Location: Hilton Austin Downtown  
 Room: Salon E
- 6 You Can Sell, But You Can't Hide**  
 Monday, March 10  
 11:00 a.m. – 12:00 p.m.  
 Location: Hilton Austin Downtown  
 Room: 616AB
- 7 Ads, Passion & Party Crashing with Bob Thacker**  
 Tuesday, March 11  
 9:30 – 10:30 a.m.  
 Location: Omni Downtown  
 Room: Longhorn
- 8 The C in CMO Stands for Cojones**  
 Tuesday, March 11  
 9:30 – 10:30 a.m.  
 Location: Hilton Austin Downtown  
 Room: Austin Chamber Offices
- 9 How to Pitch the Media**  
 Tuesday, March 11  
 3:30 – 4:30 p.m.  
 Location: Hilton Austin Downtown  
 Room: Salon B

## WORKSHOPS

- 1 Hacking LinkedIn: The B2B Bible**  
 Friday, March 7  
 3:30 – 6:00 p.m.  
 Location: AT&T Conference Center  
 Room: Classroom 102  
 Note: Pre-registration is required.
- 2 The Digital Marketing Workshop**  
 Saturday, March 8  
 9:30 a.m. – 1:30 p.m.  
 Location: AT&T Conference Center  
 Room: Classroom 204  
 Note: Pre-registration is required.
- 3 Pimp Your Pitch: Learn Visual Storytelling**  
 Sunday, March 9  
 11:30 a.m. – 1:30 p.m.  
 Location: AT&T Conference Center  
 Room: Classroom 204
- 4 How to Build Mental Models for Content + Marketing**  
 Monday, March 10  
 3:30 – 6:00 p.m.  
 Location: AT&T Conference Center  
 Room: Classroom 203

- 5 Blends, Biscuits & B2B Presented by Demandbase**  
 Monday, March 10  
 5:00 – 7:00 p.m.  
 Location: Max's Wine Dive
- 6 Music Meets Tech by Dyn and Acquia**  
 Tuesday, March 11  
 8:00 p.m. – 1:30 a.m.  
 Location: Cedar Street Courtyard

## BOOK SIGNINGS

- 1 Data Smart: Using Data Science to Transform Information into Insight (John Foreman)**  
 Friday, March 7  
 3:50 – 4:10 p.m.  
 Location: Austin Convention Center  
 Room: Ballroom D Foyer
- 2 Search and Social: The Definitive Guide to Real-Time Content Marketing (Rob Garner)**  
 Friday, March 7  
 5:00 – 5:20 p.m.  
 Location: Austin Convention Center  
 Room: Ballroom D Foyer
- 3 AUDIENCE: Marketing in the Age of Subscribers, Fans and Followers (Jeffrey Rohrs)**  
 Monday, March 10  
 11:20 a.m. – 11:40 a.m.  
 Location: Austin Convention Center  
 Room: Ballroom D Foyer
- 4 Age of Context: Mobile, Sensors, Data and the Future of Privacy (Robert Scoble)**  
 Monday, March 10  
 1:40 – 2:00 p.m.  
 Location: Austin Convention Center  
 Room: Ballroom D Foyer

## NETWORKING & PARTIES

- 1 Gigya Grill**  
 Friday, March 7 – Sunday, March 9  
 10:00 a.m. – 6:00 p.m.  
 Location: El Sol y La Luna Restaurant
- 2 The Drupal Drop In: Eat in. Drink up. Nerd out.**  
 Saturday, March 8  
 12:00 – 3:00 p.m.  
 Location: Maggie Mae's
- 3 Deloitte @ SXSW**  
 Saturday, March 8  
 8:00 p.m. – 12:00 a.m.  
 Location: Hangar Lounge
- 4 The 2nd Annual IAB SXSW Sunday Brunch**  
 Sunday, March 9  
 9:00 a.m. – 12:00 p.m.  
 Location: Brazos Hall Rooftop  
 Note: Open to IAB members only.

presented by:

**DEMANDBASE**  
 +  
**doremus**

stay in touch: @demandbase, @doremus