



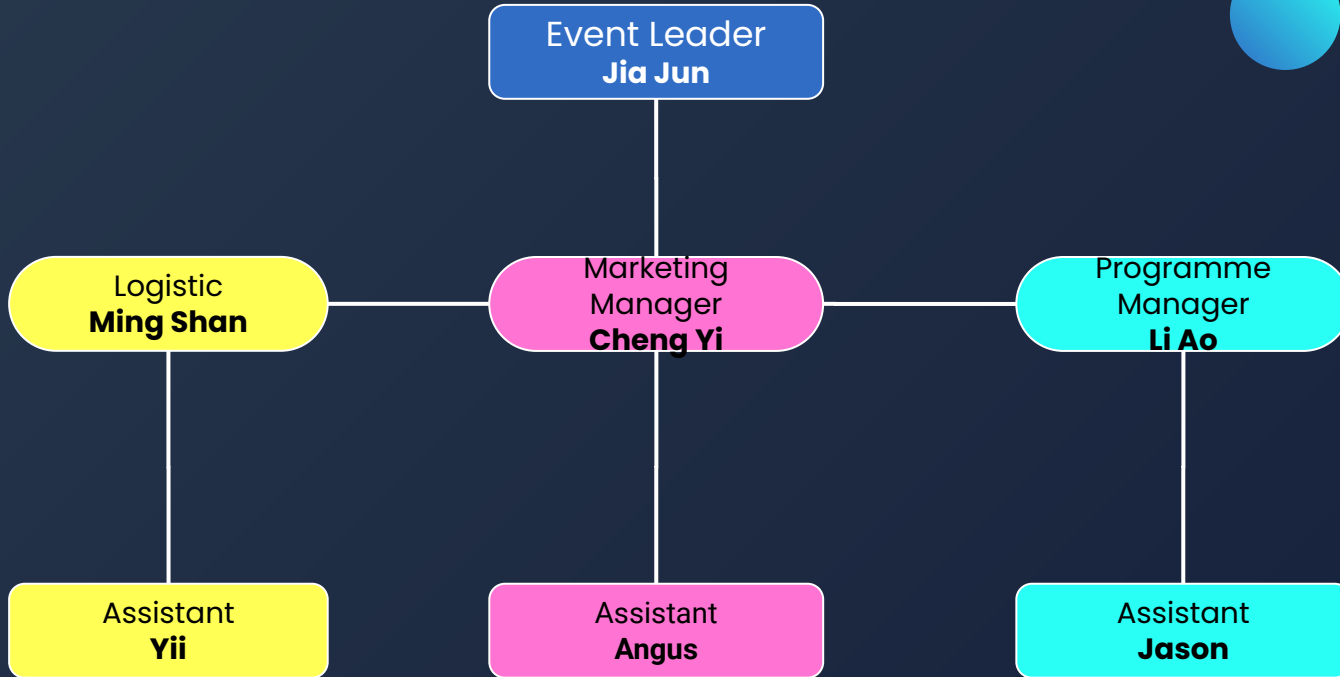
# SXSW THE ISLAND



PARTY. MUSIC.  
RECONNECTING.



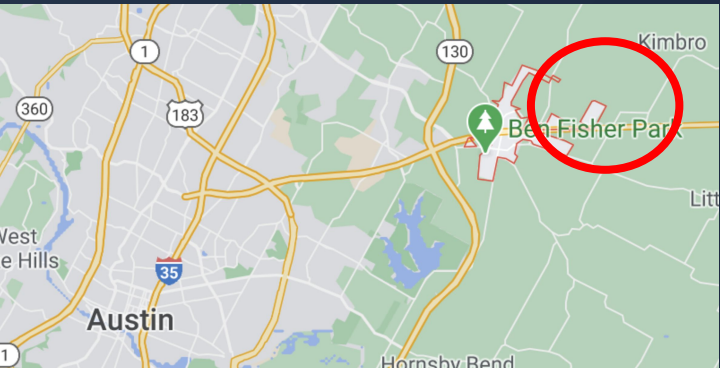
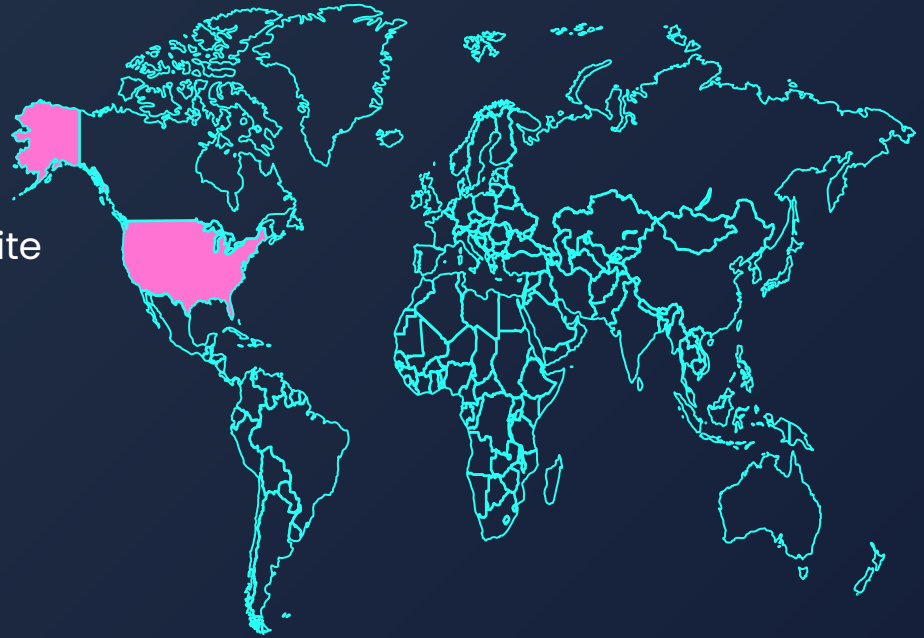
# Event Team





# SOUTH BY SOUTHWEST 2021

- Austin, Texas, USA
- Organised by SXSW, LLC
- Held annually
- March 8 2021 to 12 March 2021
- Bought over a land to build event site
- Held both online and offline
- Party goers, music lover







ATTENDING SXSW



CONFERENCE



FESTIVALS



EXHIBITIONS



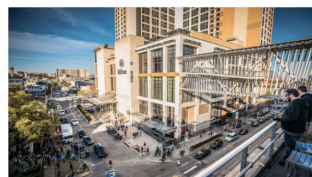
PARTICIPATE



NEWS



PHOTO GALLERIES



SXSW HOUSING & TRAVEL

# What is SXSW?



# 2021 SXSW Theme

- Theme: **The Island**
- Mascot/ Interface/ Virtual assistant: **ENIGMA**
- Due to the pandemic in 2020 everyone was isolated at home and we are like a lonely island surrounded by water.
- In order to find happiness in this misery we rejoice and celebrate for staying strong.



ENIGMA





# Aim and objective

- Reconnect individuals
- Memorable experience
- Increase technology usage





# Our Evolution on music

2015 

2,266 Showcasing Artists &  
107 Stages: Leon Bridges,  
Courtney Barnett, Spoon

2017 

SXSW Music Festival |  
2,085 Showcasing  
Artists & 104 Stages

2016 

2,224 Showcasing Artists: Iggy  
Pop, Låpsley, Anderson .Paak  
& The Free Nationals





# Our Evolution on music



**2018**

2,058 Showcasing Artists,  
304 Panels, Workshops &  
Sessions, 100 Venues &  
Stages



**2021**

All showcase will be  
held on THE ISLAND




**2019**

1,964 showcasing artists  
94 Venues & Stages





A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling and raising her arm at a festival. The image is overlaid with a teal gradient and decorative geometric shapes: a pink circle in the top left, an orange circle in the middle left, and a yellow-to-pink gradient shape in the bottom right.

# Competitor Analysis



# Our Top 3 Competitors



Coachella



TOMORROWLAND  
LIVE TODAY LOVE TOMORROW UNITE FOREVER

Tomorrowland



Glastonbury



# 3 Competitors

## Coachella

- Birth of virtual holograms
- Vastly improved and astonishing screen visuals
- Work hand in hand with Oculus Rift Technology

## Tomorrowland

- Best logistics and employees
- Location
- Unique Selling Proposition (USP)
- High demand for tickets
- Crowding

## Glastonbury

- Encourage and inspire all creative art forms and designs.
- The “green” area
- Provide financial support to many humanitarian organizations.





## Strengths

1. Comprises of more than one activities that bring different audience
2. Good marketing strategies
  - Influencer marketing
  - Participation marketing
  - Networking
3. Family friendly event

## Weaknesses

1. Non-government funded
2. Customer feedback is difficult to take action

S

W

O

T

# SWOT Analysis

## Opportunities

1. Technology to generate funds
2. Good press media coverage due to celebrity endorsements

## Threats

1. Covid-19 lockdown affecting number of participants.
2. Drug use during music festival



# Image positioning





# What Sets Us Apart?



## Atmosphere

Light and relaxing  
atmosphere for  
people to reconnect



## Music

We listen to what  
appeal to them.  
Invited famous artist  
onto the main stage



## Experience

SXSW has a vast  
activity that does not  
limit to one



# Goals



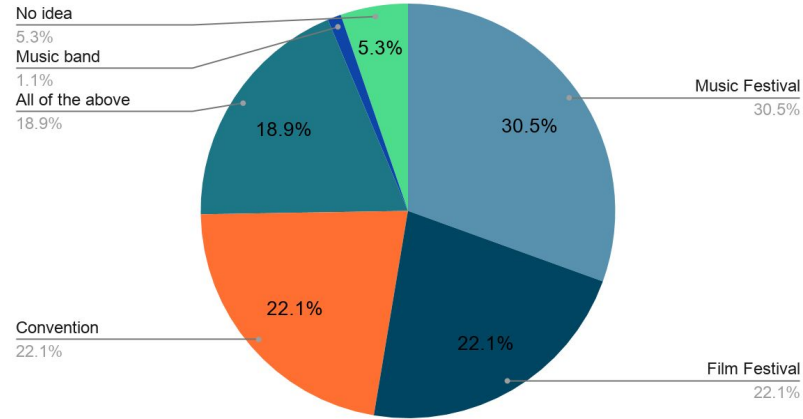


# DEMOGRAPHIC INFOGRAPHICS

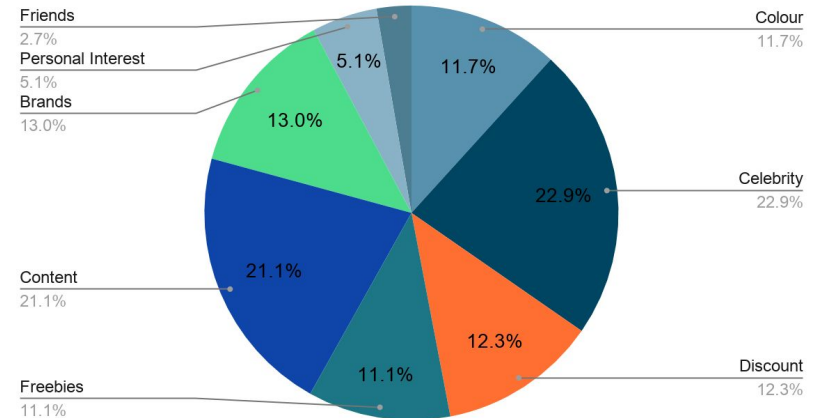




When you first heard of 'SXSW', what do you think it is about?

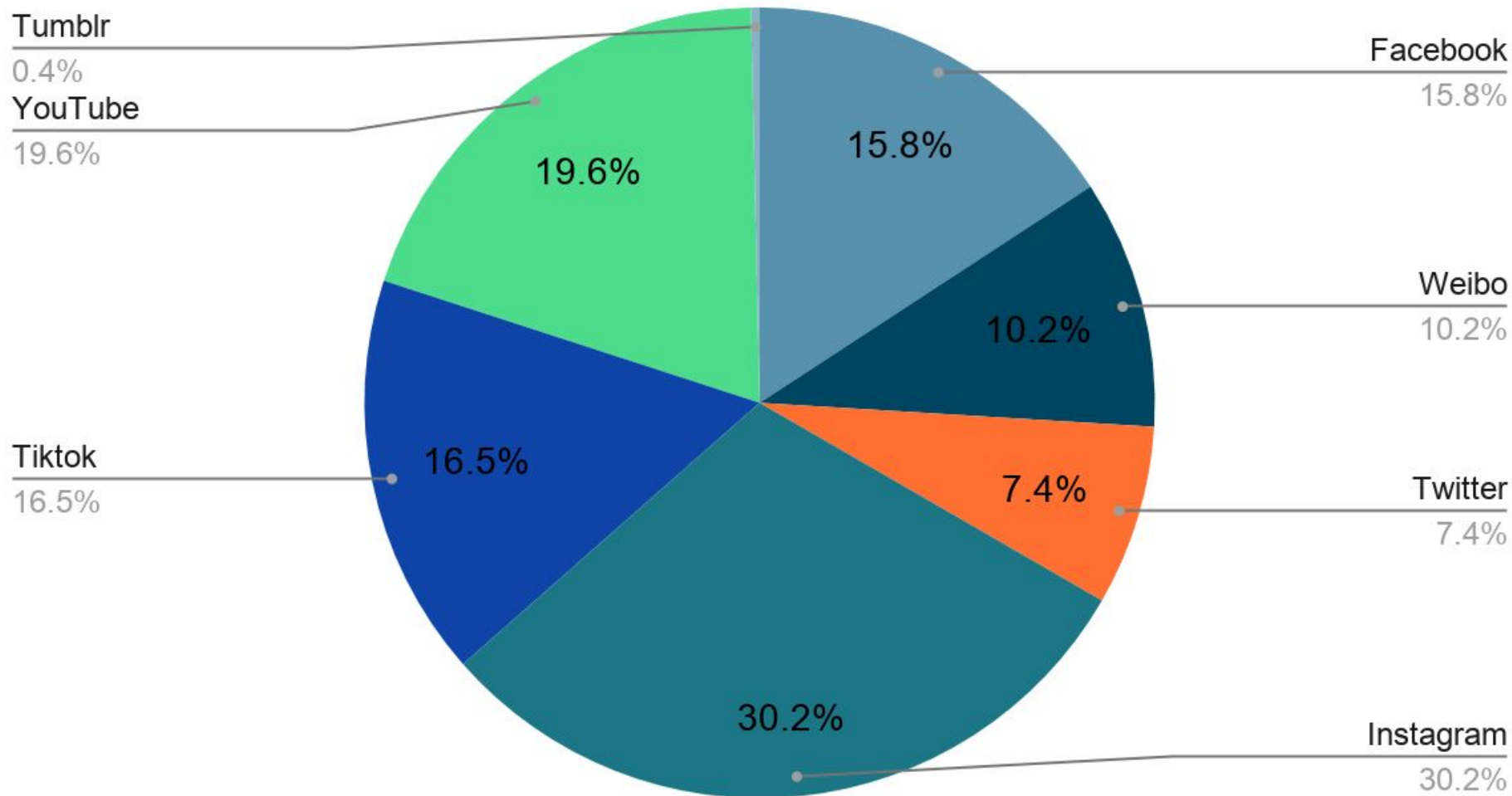


What will attract to join the event



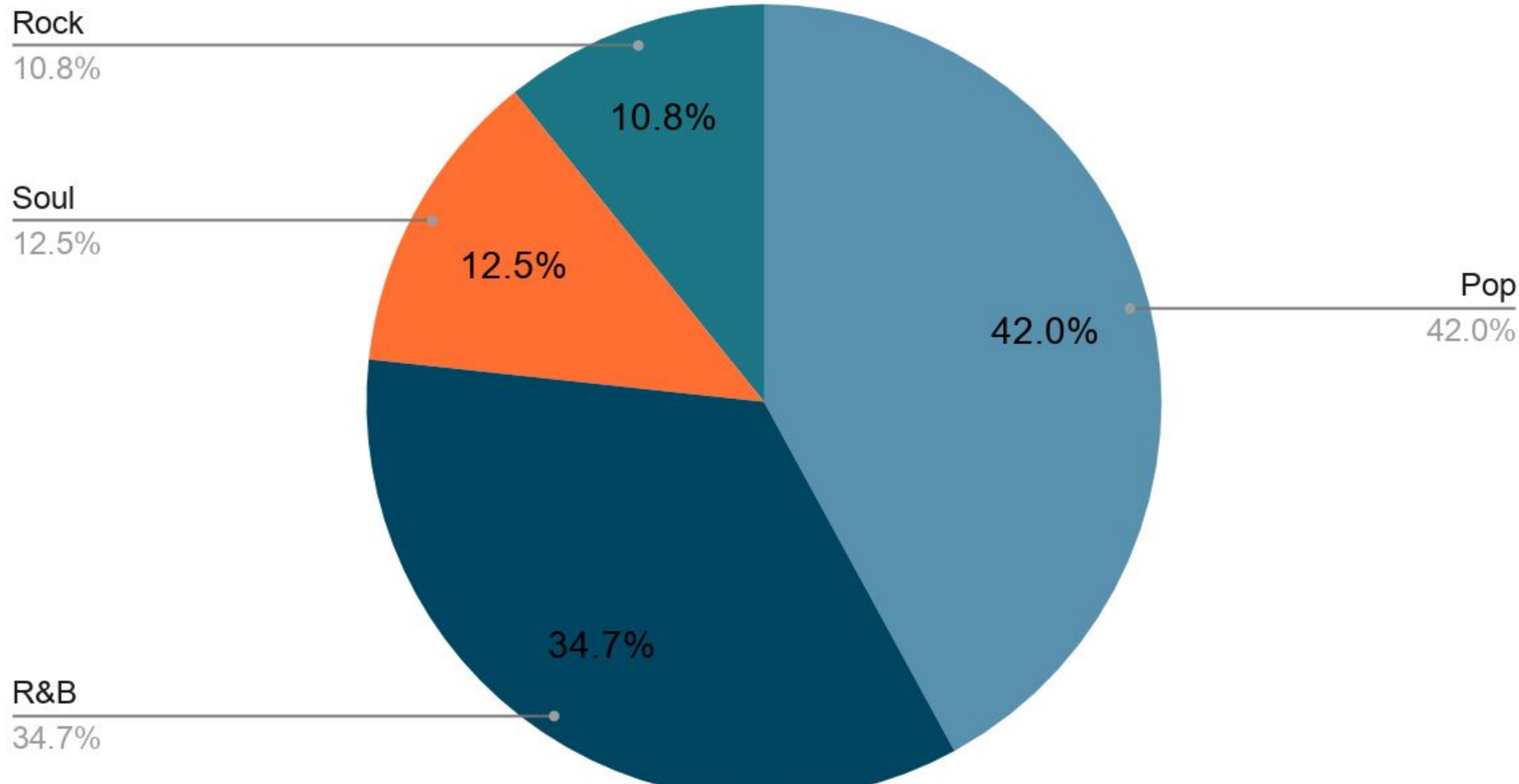


# 'Go-to' social media platforms?



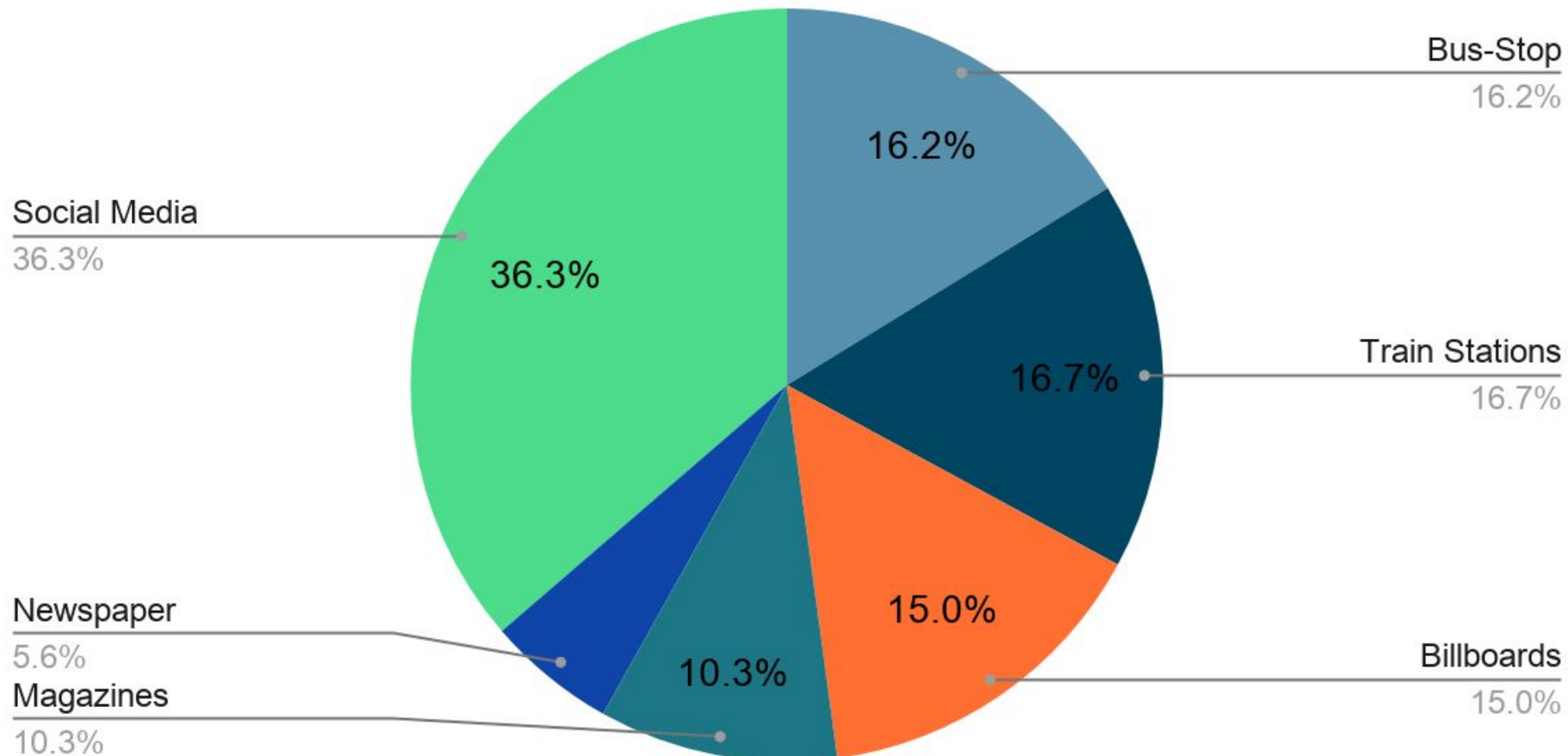


# The Genre of Music Interested in



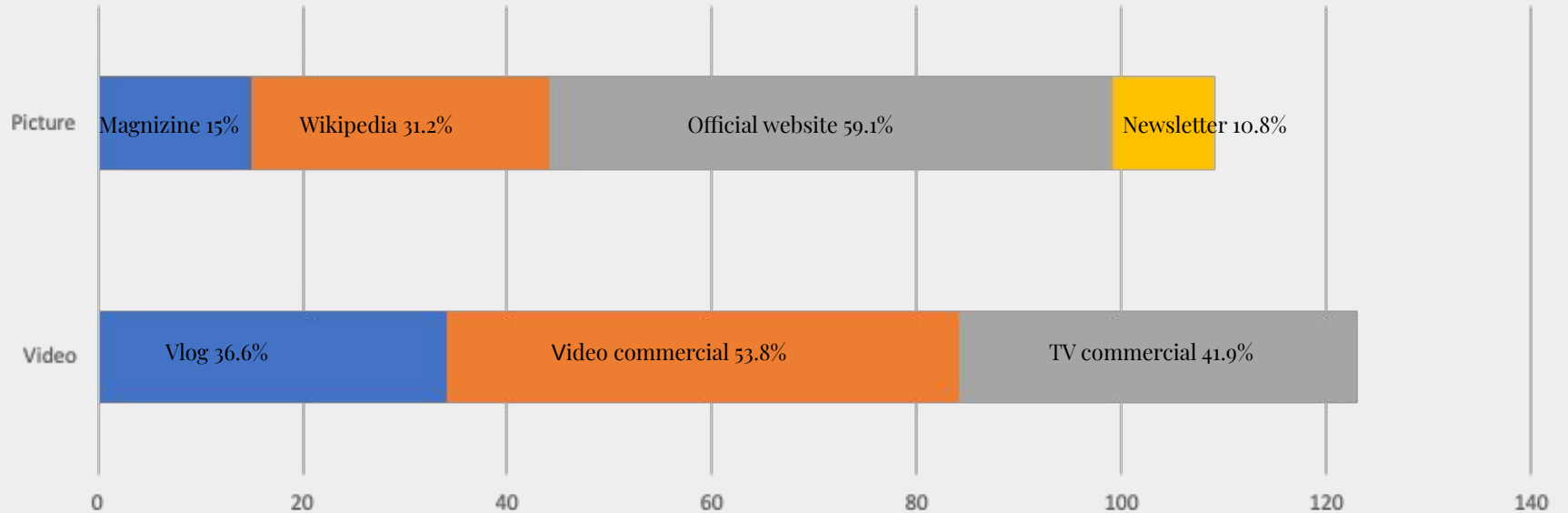


Where do you think promotional material for a music/event should be located for better advertising?



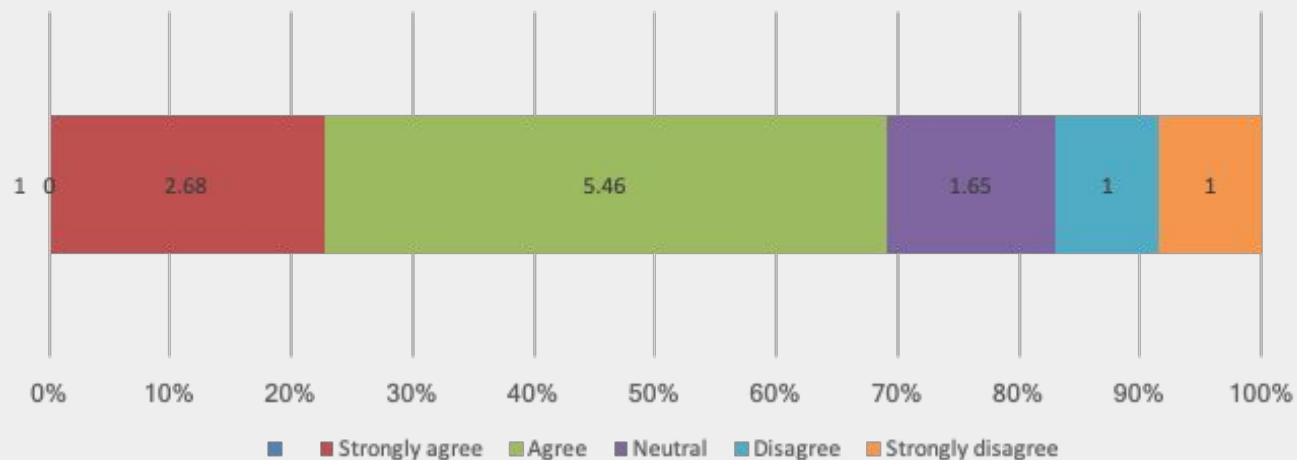


## Video or picture advertisement catches your attention?



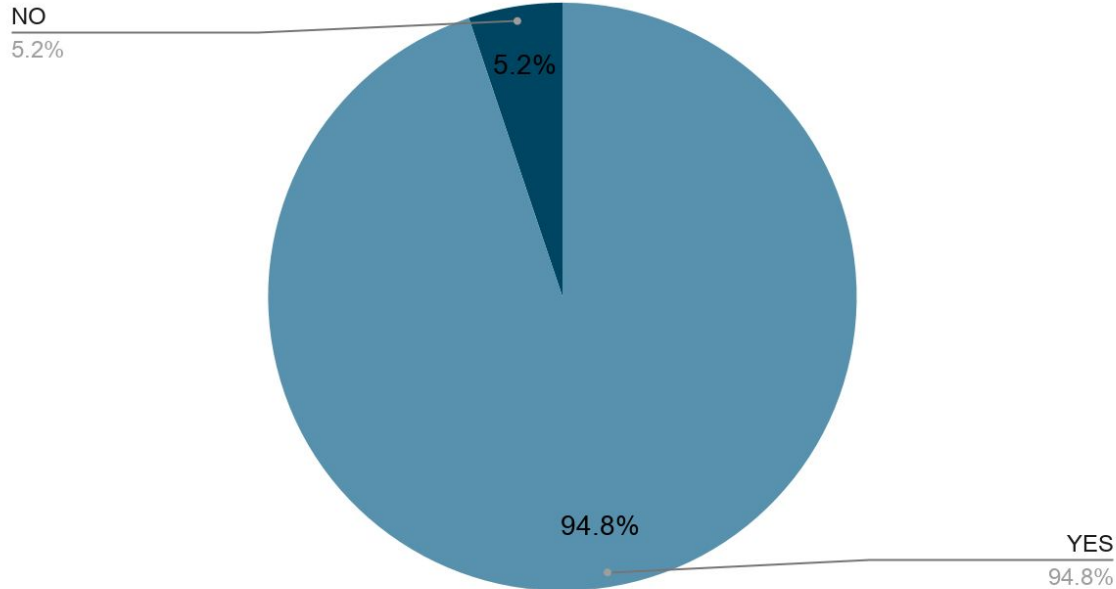


Do you agree that with good advertising and promotion methods,  
South by South West can be successful?





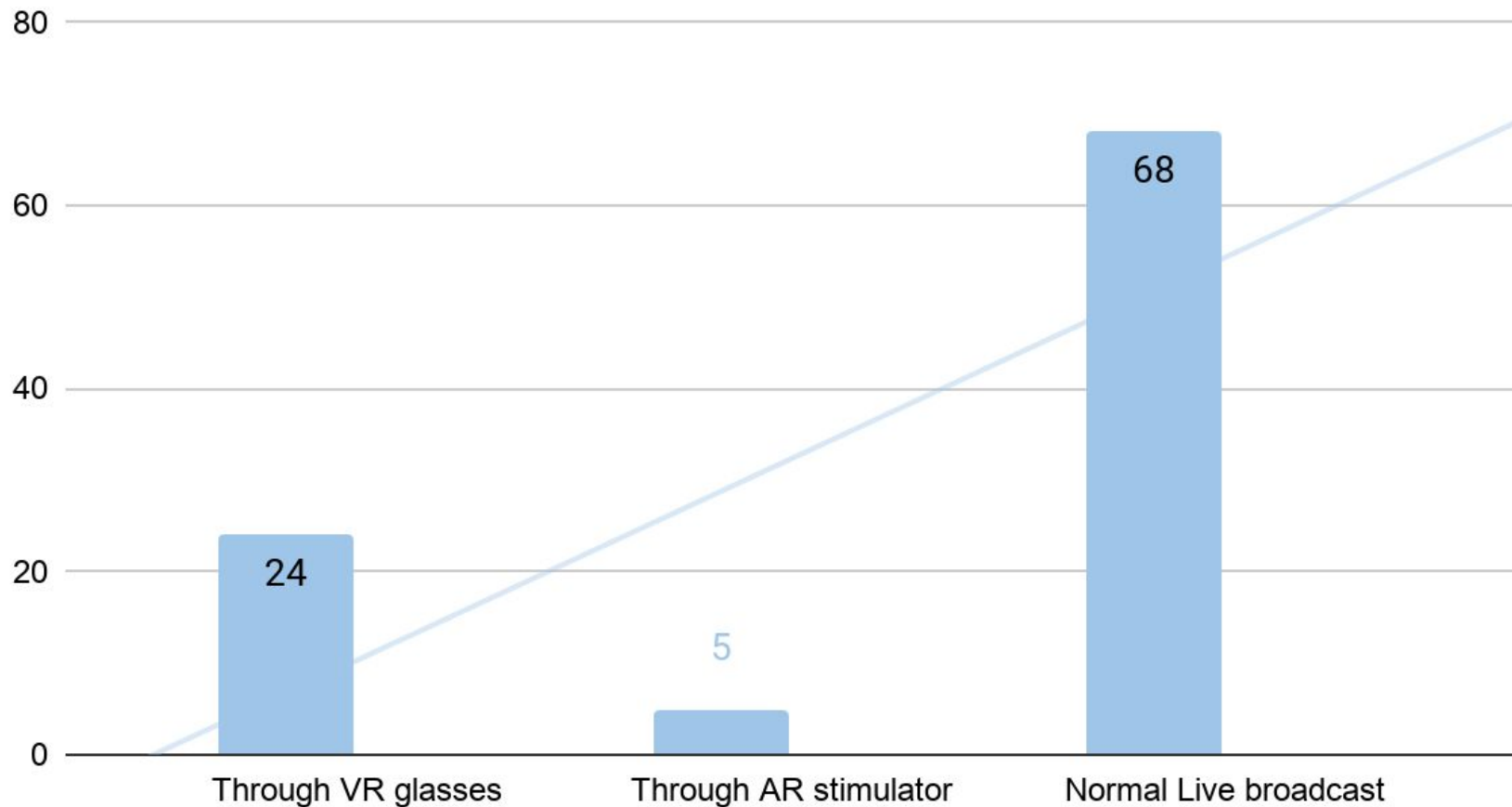
Do you think that it is beneficial for SXSW with 3 marketing strategies



- 1)Joining the conversation in real-time
- 2)Giving people things they want
- 3)Bringing people together

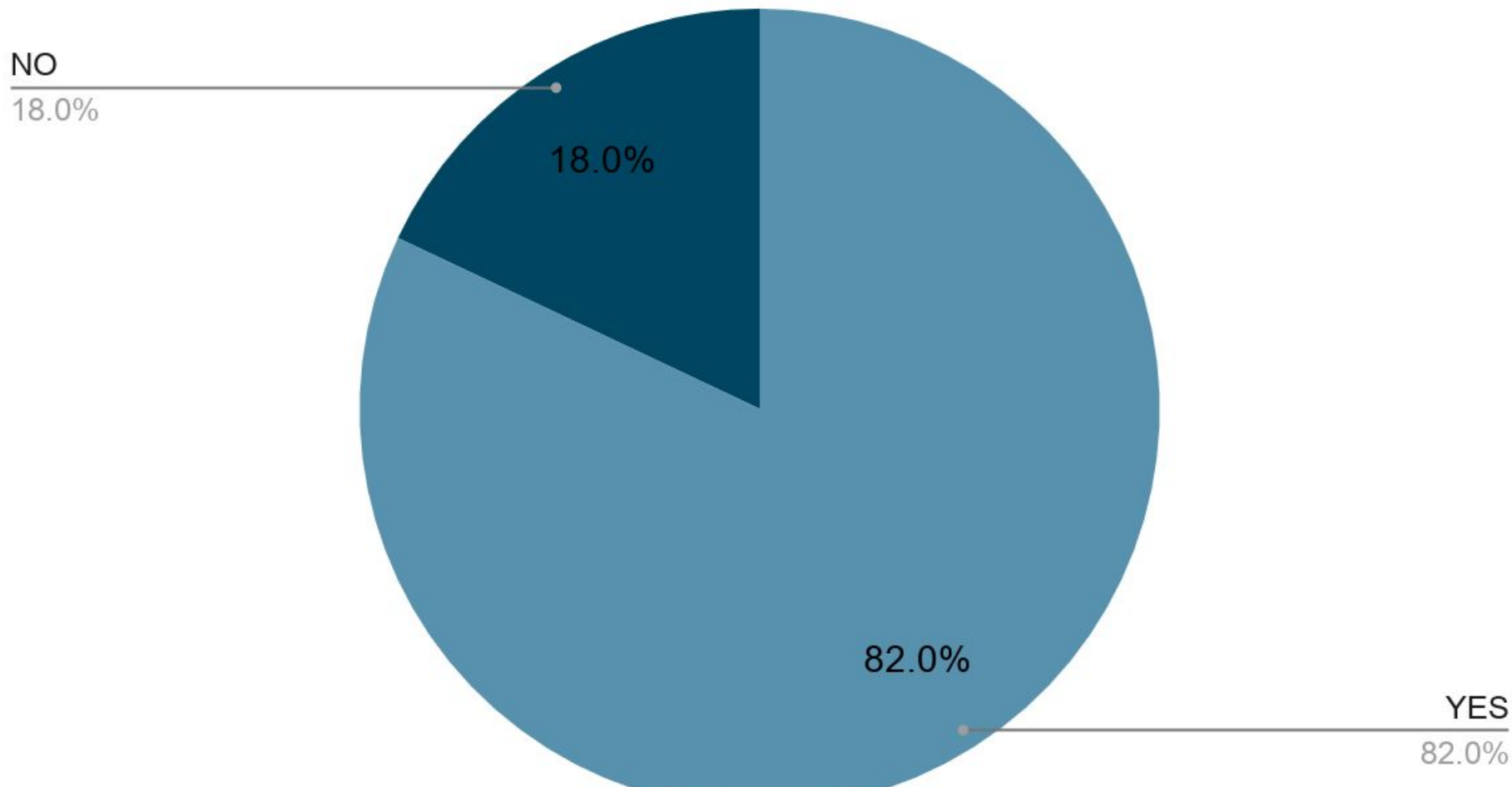


## The way to enjoy the event virtually



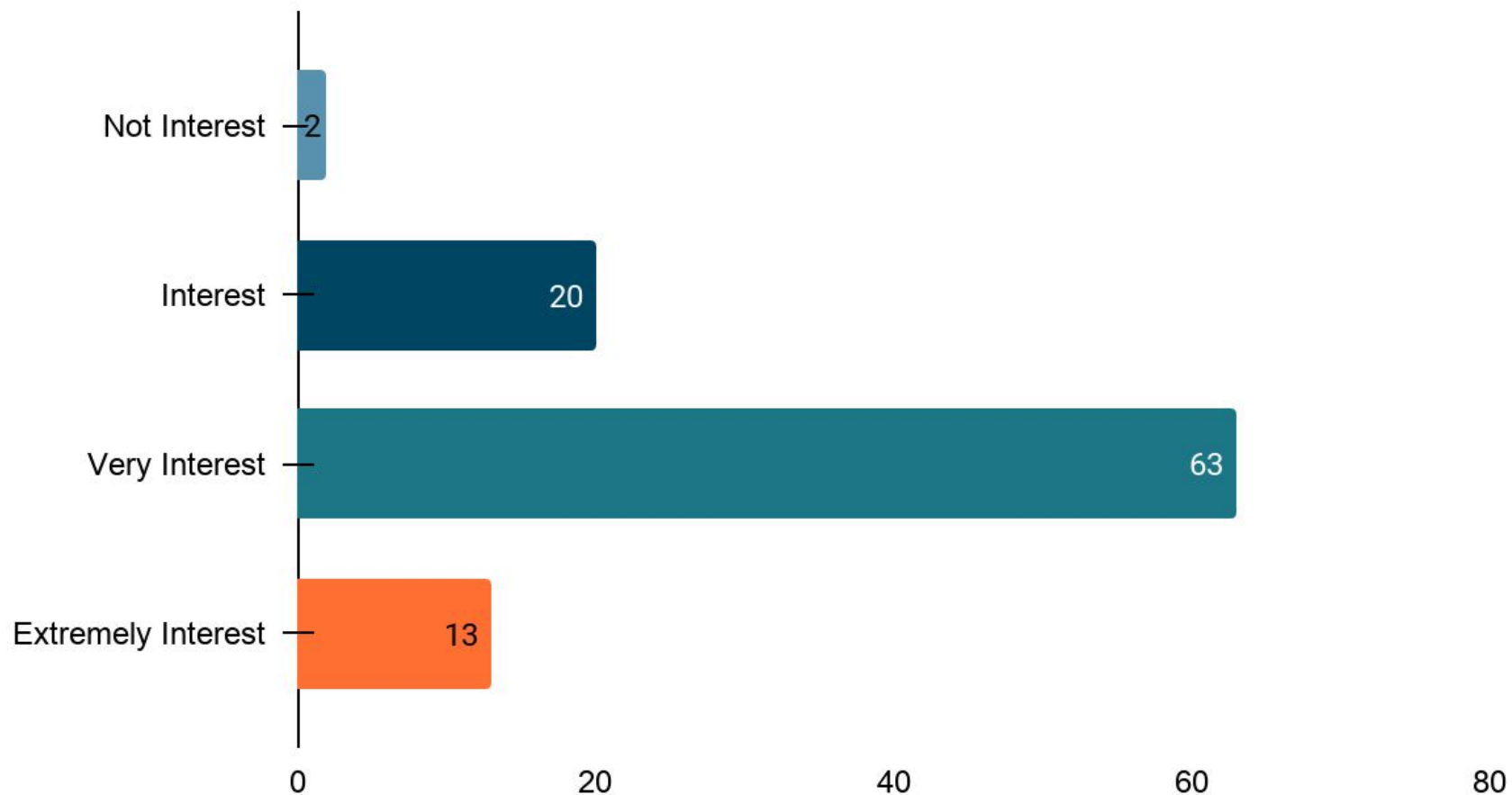


If the performance is brought online, would you attend the festival?





By watching the video are you interested in attending the event?









A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling at a festival. She has white powder on her face and chest. Other people with flower leis are visible in the background. The image is overlaid with a teal gradient and decorative geometric shapes: a pink circle in the top left, an orange circle in the middle left, and a yellow-to-pink gradient shape in the bottom right.

# Event island Blueprint

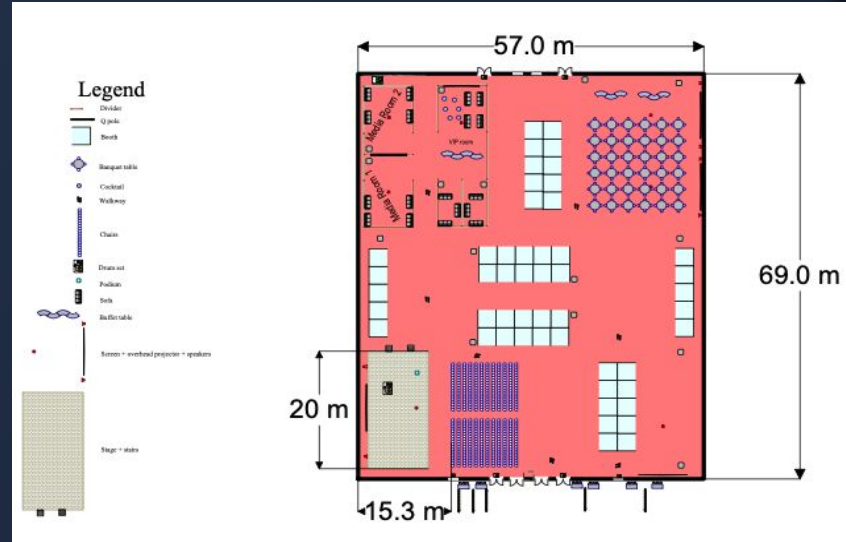
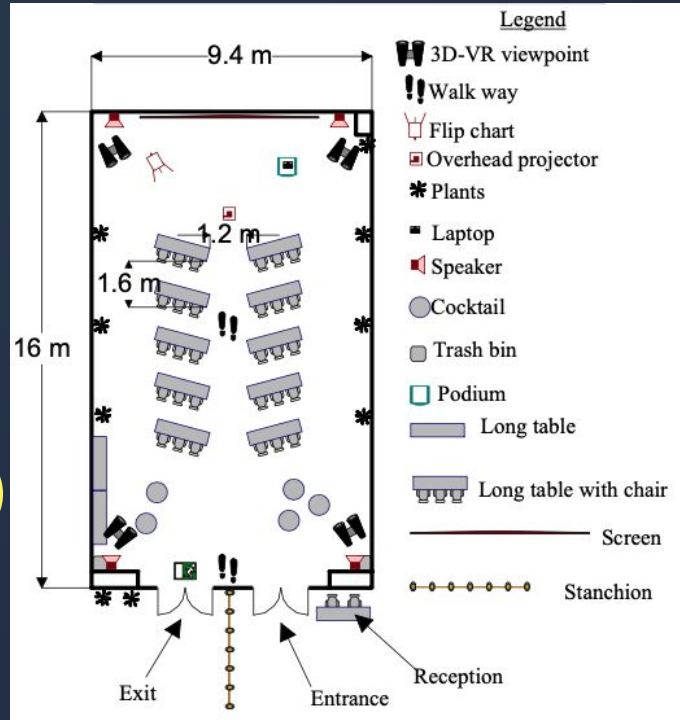


# SXSW Island





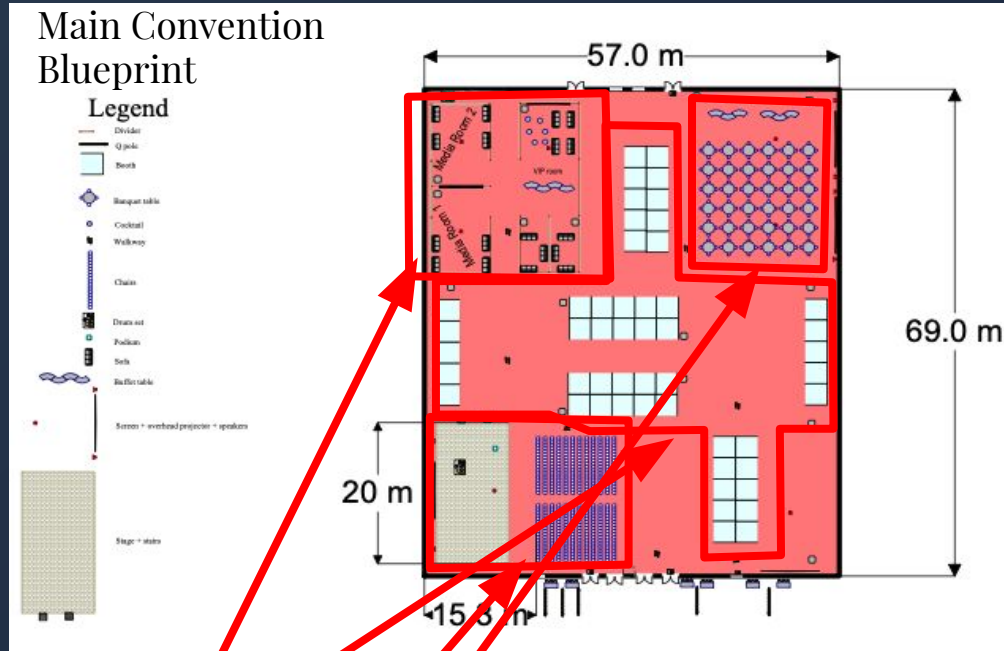
# Convention Park



Main Convention Blueprint



# Main Convention Blueprint



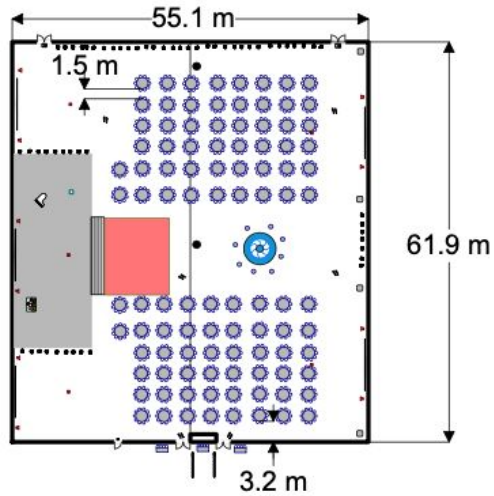
- 50 booths
- Stage for presenters
- 2 media & VIP room for talks
- Networking area



# Food Area

## Legend

- Trash Bin
- Qpole
- Screen and overhead projector
- Grand Piano
- Drum Set
- Roundtable with 10 chairs
- Cocktail
- Plant
- Walkway
- Podium
- Longtable with 4 chairs
- Fountain
- Stairs
- Red Carpet
- Stage

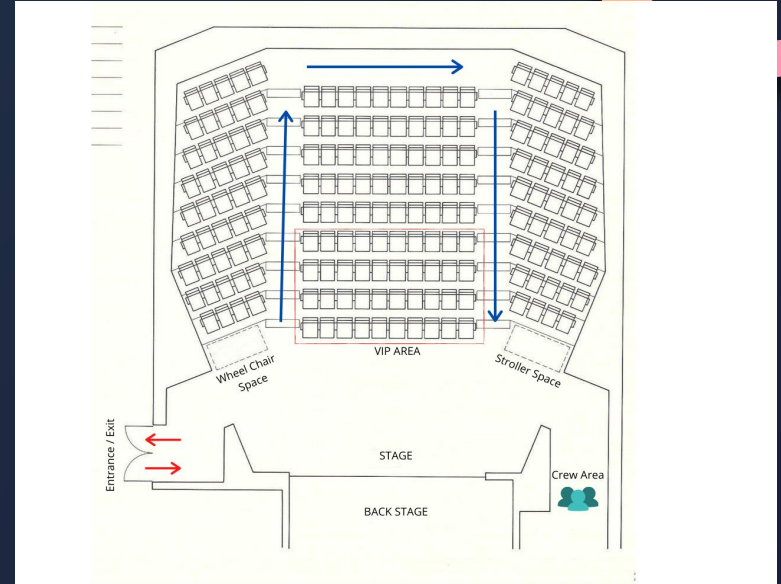




# Film Park



Stage mock-up



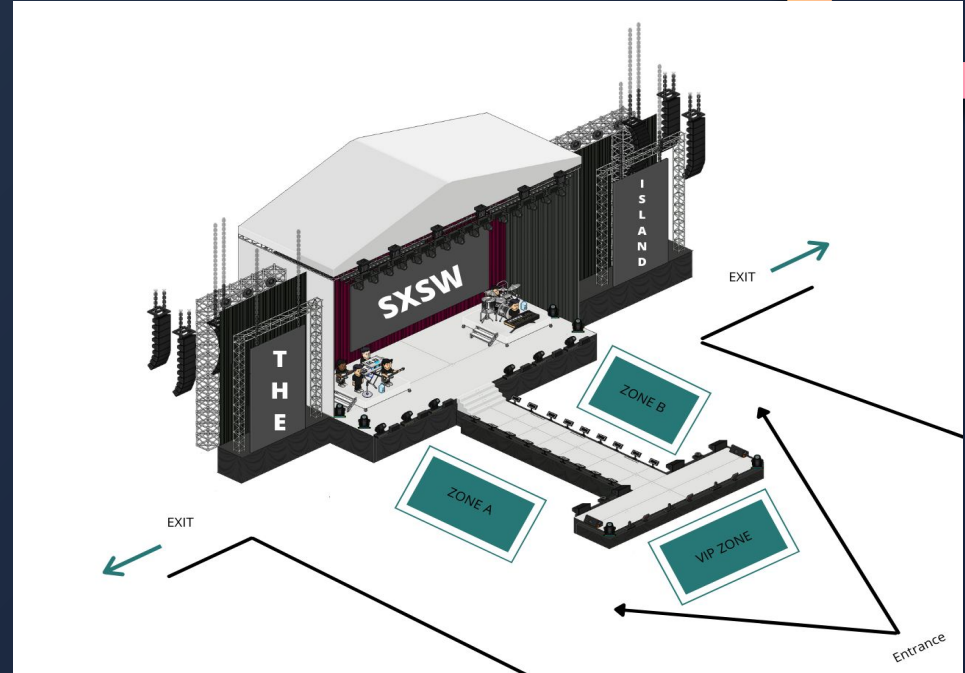
Layout



# Main Stage



Length : 40M  
Width : 20 M







# 2021 Highlights Event Programme



# 2021 Highlights

Keynote speakers

Performance

Convention



# Face of SXSW 2021

- Lady Gaga
- Lady Gaga is known for putting a wonderful show that will take audience away
- Her music and her rule in life 'To be kind to others' is the best candidate for 2021 theme
- Programme list planned with Lady Gaga
- During the 2020 pandemic she organised a show to raise fund
- Bring everyone together as one
- Creator of 'ENIGMA' virtual assistant





# Day 1 Opening overview

Time	Activities	Remarks
9am - 10am	Opening of convention park	
11am - 12pm	Game award	
12pm - 1pm	Lunch	
1pm - 5pm	Opening of film festival	
5pm - 9pm	Opening of music festival	
9pm	Fireworks	15 minutes



A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling at a music festival. She has white powder on her face and chest. Other people with flower leis are visible in the background. The image is overlaid with a teal gradient and decorative geometric shapes: a pink circle in the top left, an orange circle in the middle left, a pink circle in the top right, and a yellow-to-pink gradient bar in the bottom right.

# Music Festival



# Day 1: Music Festival programme

- In 2021 SXSW Island Music Festival we did it differently compared to previous years.
- Bring artist together on one island to celebrate the birth of freedom after being alone for too long.
- Live Streamed

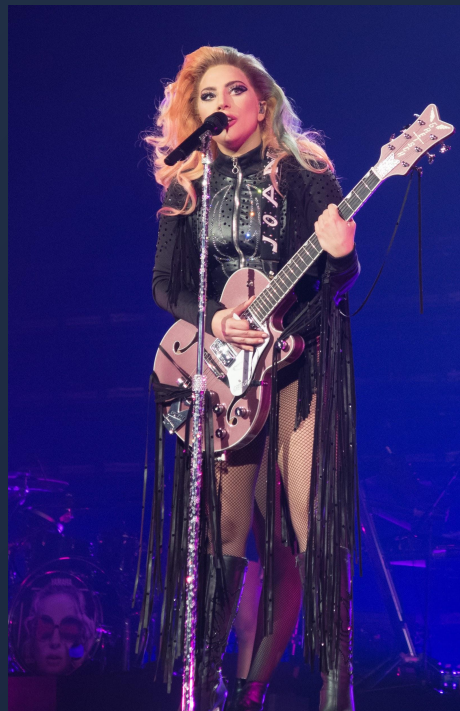
Time	Performance	Remarks
5pm - 5.30pm	<b>Opening show by Blackpink</b>	<b>NEW!</b> Special guest Lady Gaga
5.30pm - 6.00pm	<b>Congolese afro-techno group KOKOKO</b>	2019 SXSW Artist
6.00pm - 6.30pm	<b>Tove Lo (Stockholm, Sweden)</b>	SXSW Notable artist of 2014
6.30pm - 7.00pm	<b>Coldplay (London UK)</b>	SXSW Notable artist of 2014
7.00pm - 7.30pm	<b>Metro Boomin &amp; 2 CHAINZ (Atlanta, GA)</b>	Performed at 2017 Music festival
7.30pm - 8.00pm	<b>Megan Thee Stallion</b>	2019 Artist showcase
8.00pm - 9.00pm	<b>Closing show by Lady Gaga and Ariana Grande</b>	<b>NEW!</b>
9.00pm	<b>Fireworks display</b>	15 minutes



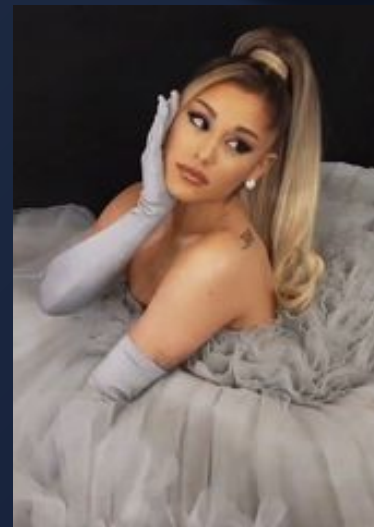
# Day 1: Highlight Artist



BLACKPINK

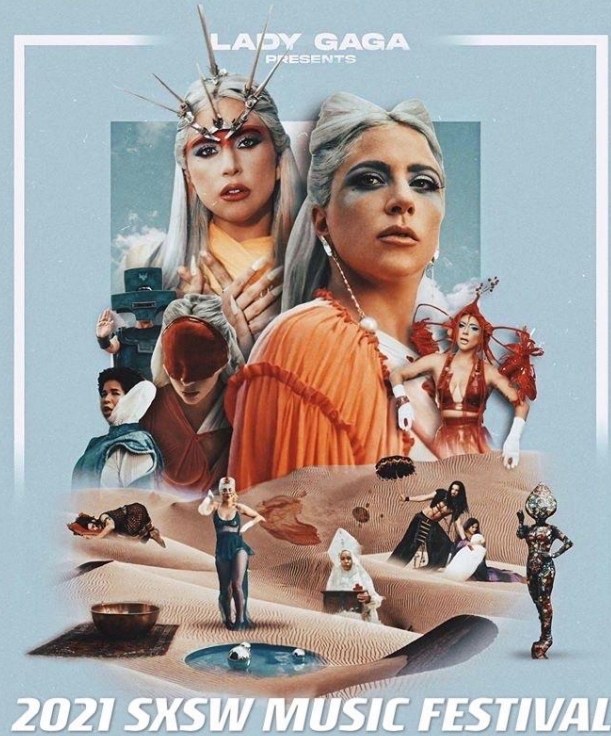
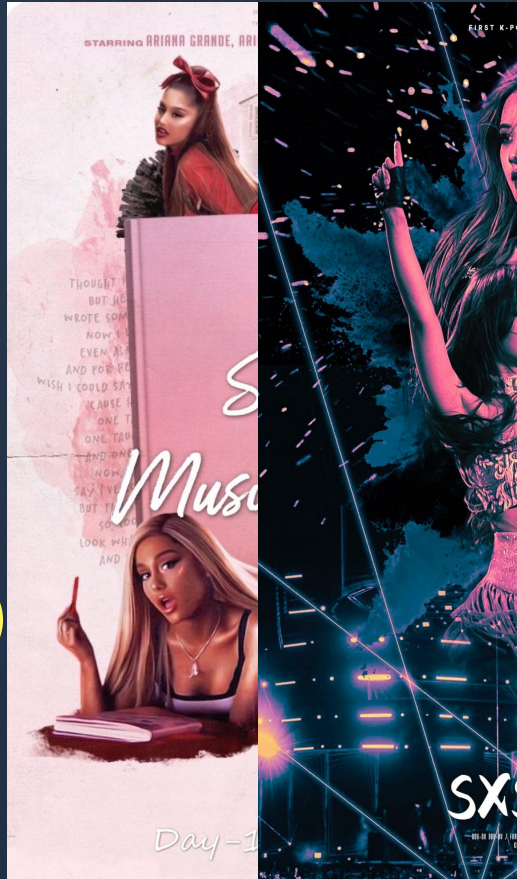


Lady Gaga



Ariana Grande





### DAY-1 HIGHLIGHT

Lady Gaga will be performing her hit single *rain on me* and her most controversial music video *911*.  
Stay tune.

Day 1 : Individual music  
artist poster



# 5 Days Highlight stage performers

- Ariana Grande
- Blackpink
- BTS
- Coldplay
- G.E.M
- Green Day
- Jay Chou
- JJ Lin
- Lady Gaga
- Selena Gomez
- TWICE
- 宋亚轩





A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling and raising her right arm in a celebratory gesture. She is wearing a white t-shirt with dark splatters. In the background, other people are visible, some also wearing flower leis. The image has a teal overlay and is decorated with colorful geometric shapes: a pink circle in the top left, an orange circle in the middle left, a pink circle in the top right, and a yellow-to-orange gradient shape in the bottom right.

# Keynote speakers



# 2021 Music Keynote speakers

## Music Keynote Speaker highlight @ Convention Park

Time	Speaker	Remarks
9.00am - 10.00am	Lady Gaga	2014 SXSW speaker
	Dave Grohl	2013 SXSW speaker
	Snoop Dogg	2015 SXSW speaker





# 2021 Film Keynote speakers

## Film Keynote Speaker highlight @ Film Park

Time	Speaker	Remarks
1.00pm - 5.00pm	Quentin Tarantino	2013 SXSW speaker
	Marc Webb	2014 SXSW speaker
	Ellen Page	2016 SXSW speaker





# 2021 Conference Keynote speakers

## Convention Keynote Speaker highlight @ Convention park

Time	Speaker	Remarks
9.00am - 10.00am	Austin Kleon	2014 SXSW speaker
	Michelle Obama	2016 SXSW speaker
	Rand Paul (US Senator)	2015 SXSW speaker







# Conventions



# 2021 Highlight companies





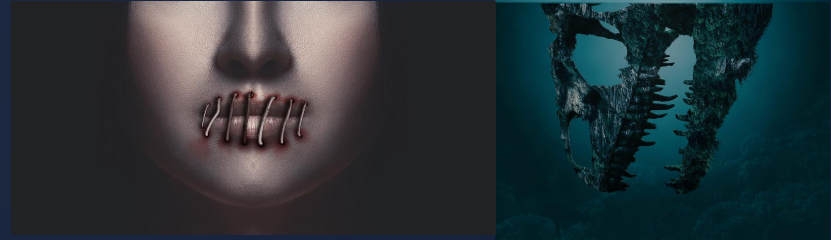
A woman with long dark hair, wearing sunglasses and a white t-shirt with paint splatters, is smiling and raising her right arm. She has white paint on her face. In the background, other people are visible, some wearing flower crowns. The image has a teal overlay and decorative colorful shapes (a pink circle, an orange circle, and a yellow-to-orange gradient shape) on the left and right sides.

# Promotion and advertising



# Mysterious Island

- Secret event poster with unknown location and content will be published on all social media before the start of the festival
- This year SXSW will have a secret concert that the audience needs to find by themselves.
- Conducted on the island
- Gamification and Participatory culture





# QR code

- Direct customer to landing page/ websites
- Send as email
- Download apps (sxsw apps)
- View business locations
- Direct customers to social media pages
- Get our message across instantly

***SCAN ME! It works!***





# Physical Poster

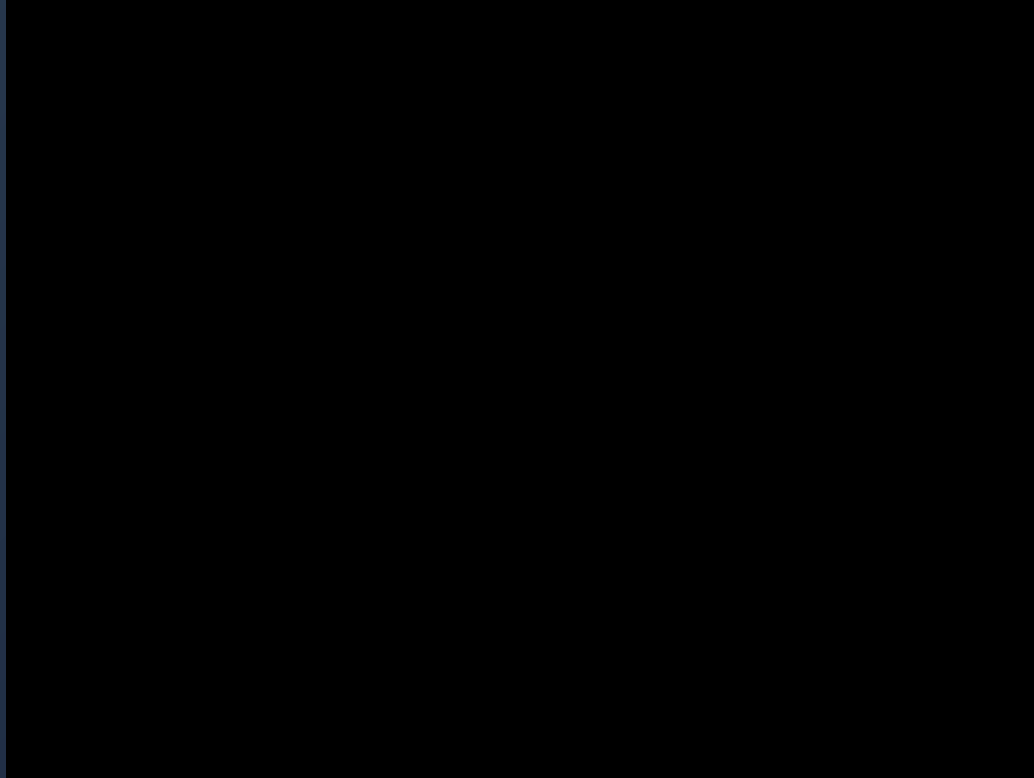


- Easy to access
- Large and colourful
- Simple and straightforward
- Cheaper

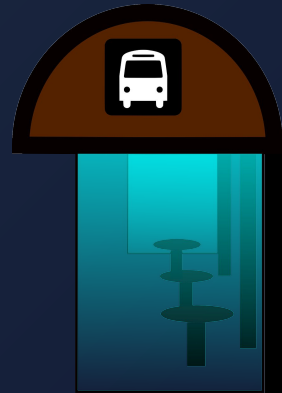




# E-Poster

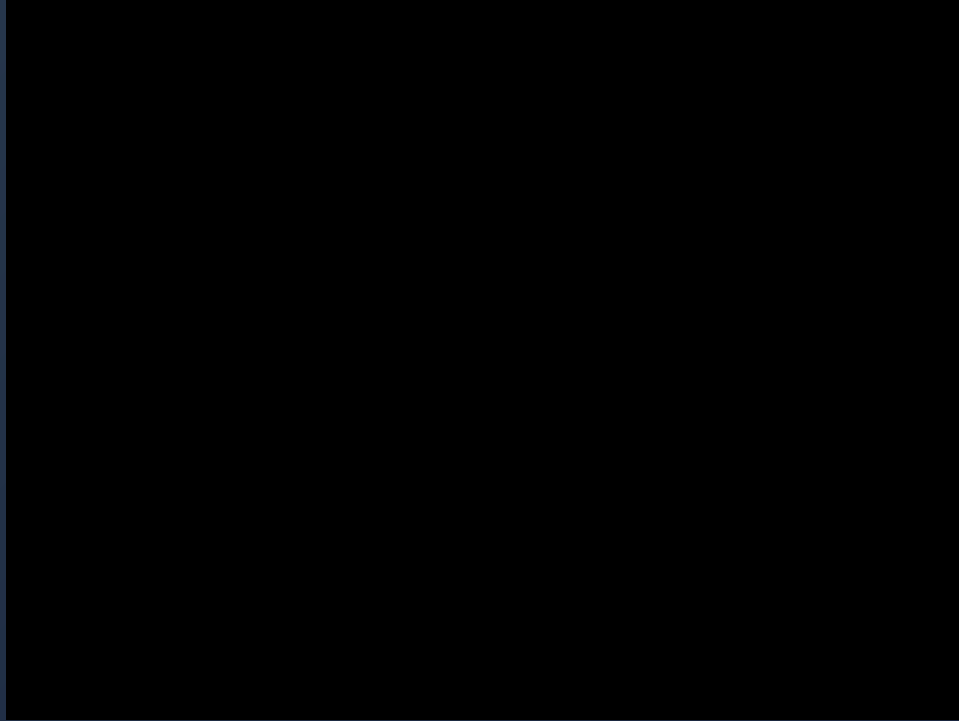


- Interactive
- Music
- Colourful
- Easy to be read





# Event website



- Reliable
- More information
- Easy to access via QR code
- Simple and straightforward.



# Social media

## Instagram

Highest daily usage  
by teens and  
businesses

## Facebook

Targeted at  
businesses and  
much mature  
audience

## Youtube

People of all ages.  
For vlogs

## 抖音 Tiktok

New interface for  
short and  
interactive vlogs

## 微博 Weibo

Catered to  
mainland chinese  
audience

## Twitter

Retweets helps to  
get a wider  
promotion



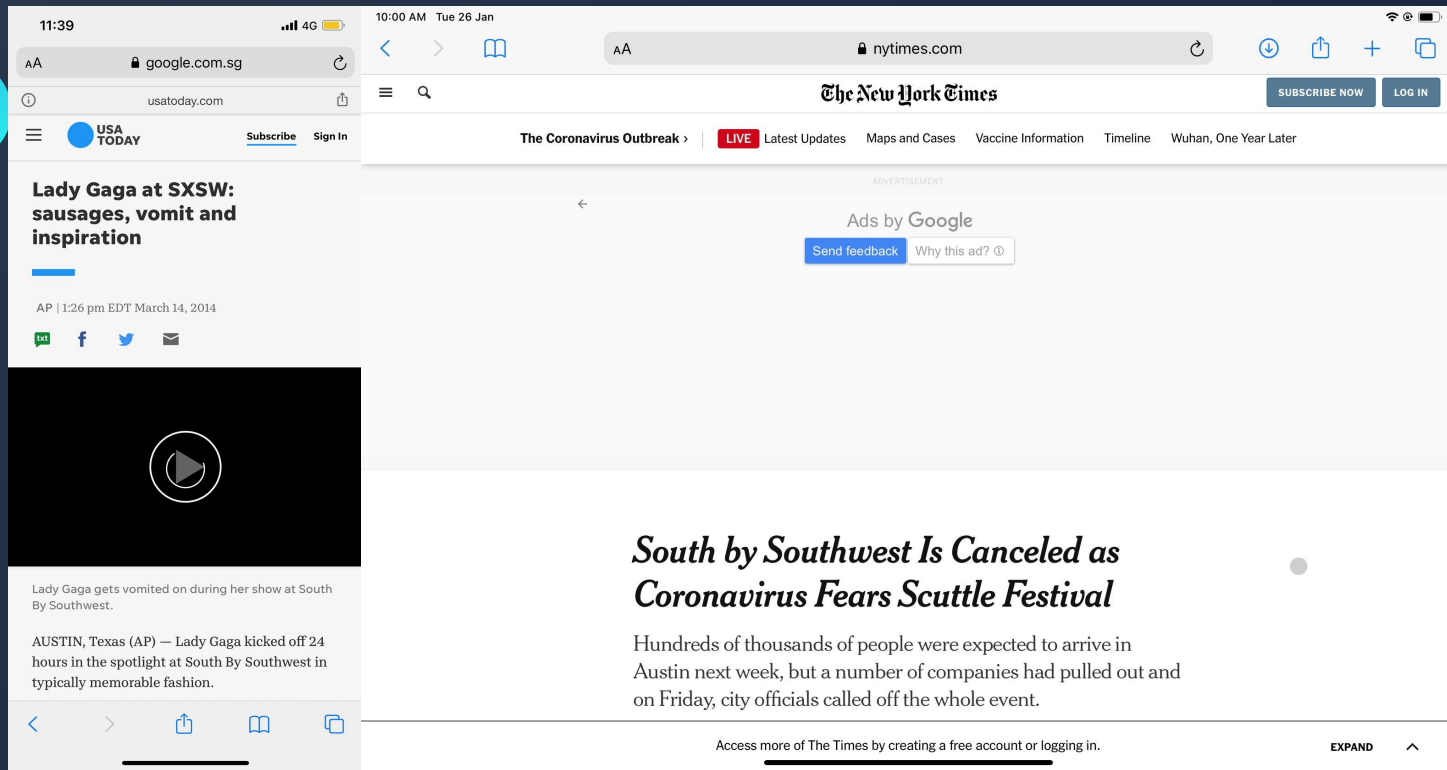
# Search Engine Marketing

- SEM is a form of advertising that promotes a website through search engine results pages.
- Search Engine Optimization
  - Highly sorted by frequency or visibility of a website





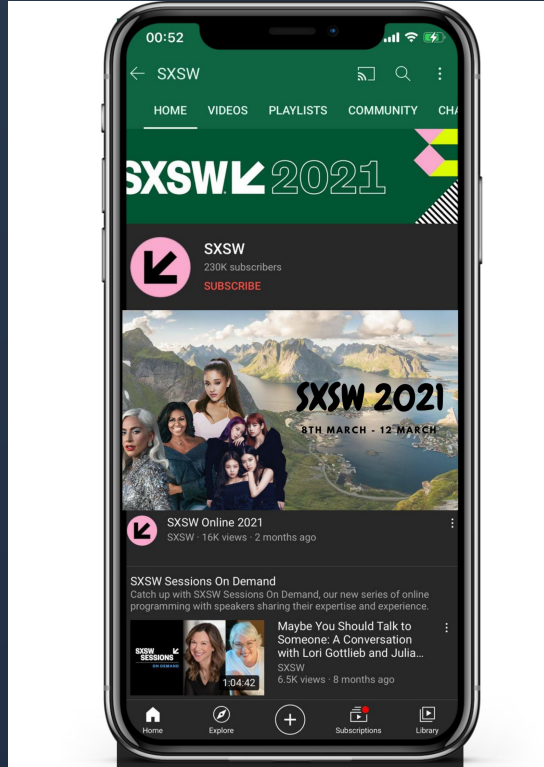
# News platforms



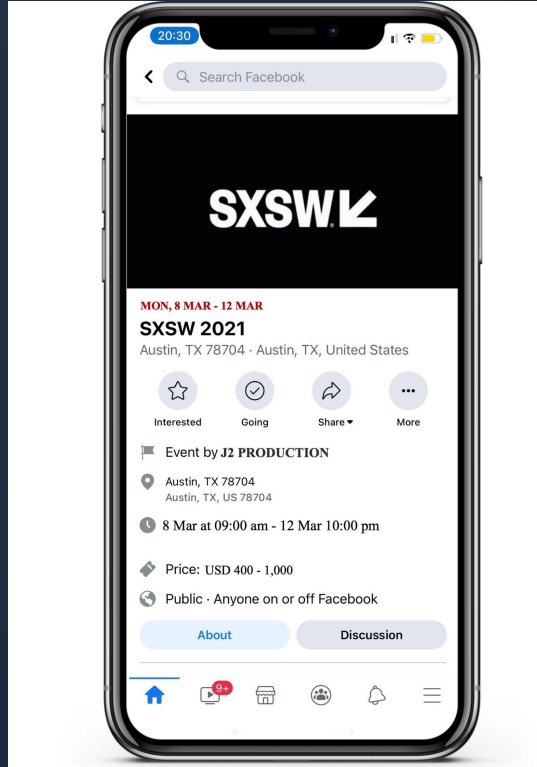
News website



# Social media platforms



Youtube

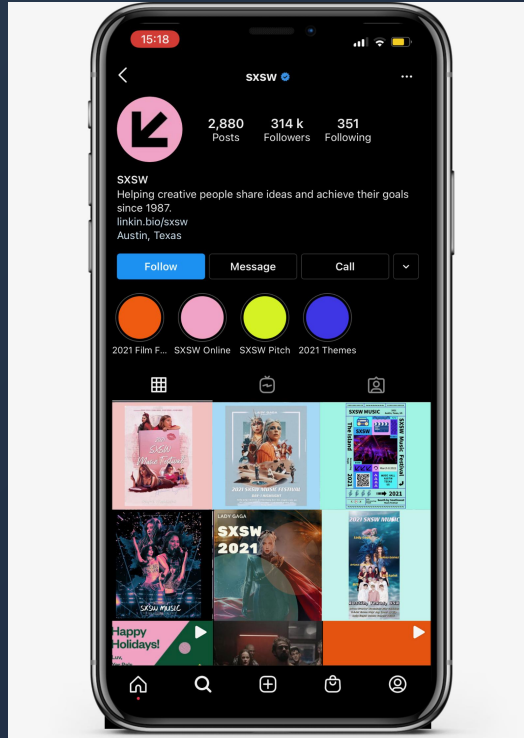


Facebook

- We only have one official social media account on each platform.
- Youtube as mentioned helps to give online users a perspective of the event in Vlogs format



# Social media platforms



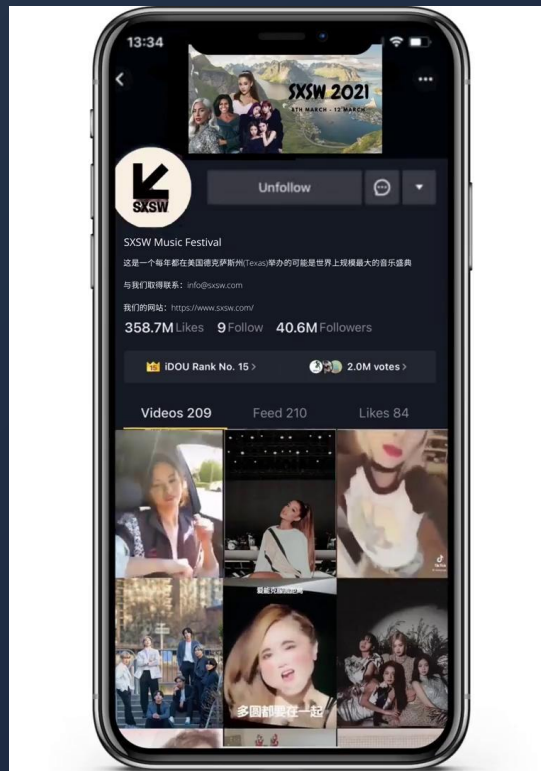
Instagram

- Each platform will be updates 2 times a week to keep audiences reminded with our event.
- Latest updates will also be posted by us on these sites.

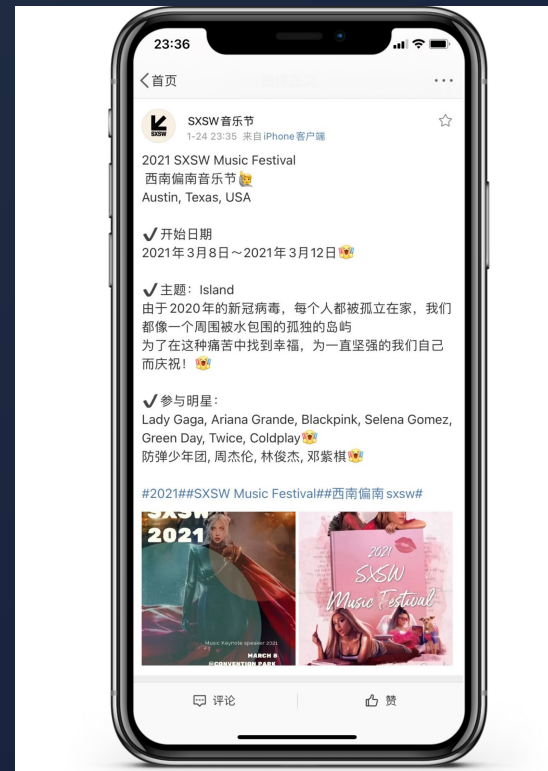


# Social media platforms

- Target china audiences , as weibo and Tiktok (抖音) is frequently used and browsed.
- This platform will be updated twice a week
- Mainland Chinese will be using these 2 platforms for interacting and communicating



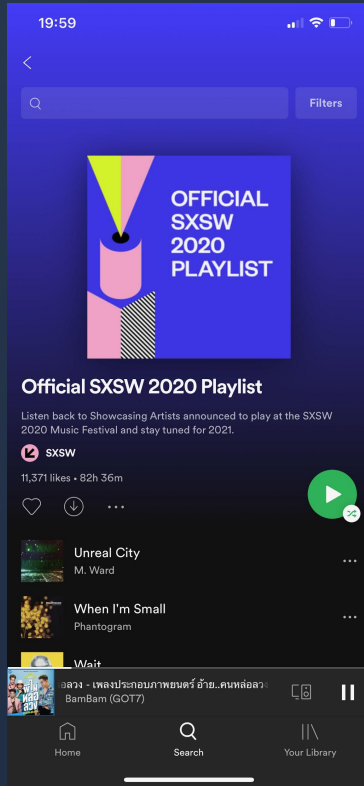
TIKTOK 抖音



Weibo



# Music streaming platform



- Promote individual artist
- Music brings people together
- Music Streaming apps easy search
- Higher exposure
- Targeted Music lovers



# Perks of collaborating with us

- Free entrance ticket for 2
- Souvenirs
- Certificate
- Free accommodation
- Exclusive agent





A woman with long dark hair, wearing sunglasses and a white t-shirt with paint splatters, is smiling and raising her right arm. She has white paint on her face. In the background, other people are visible, some wearing flower crowns. The image has a teal overlay and decorative geometric shapes in the corners.

# Improvement using technology



# Improvement of festival using technology

- Using VR devices/ technology
- Event app (SXSW event app)
- Holographic technology
- Wearable tech
- 5G Network





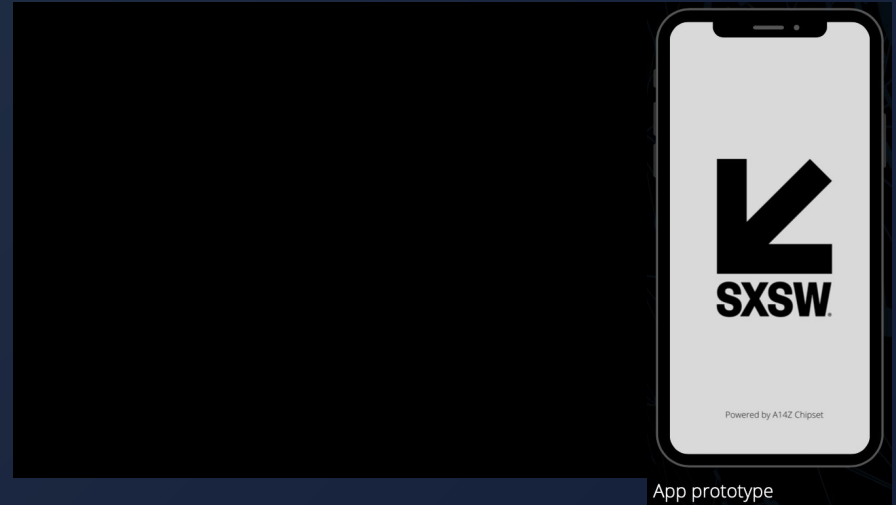
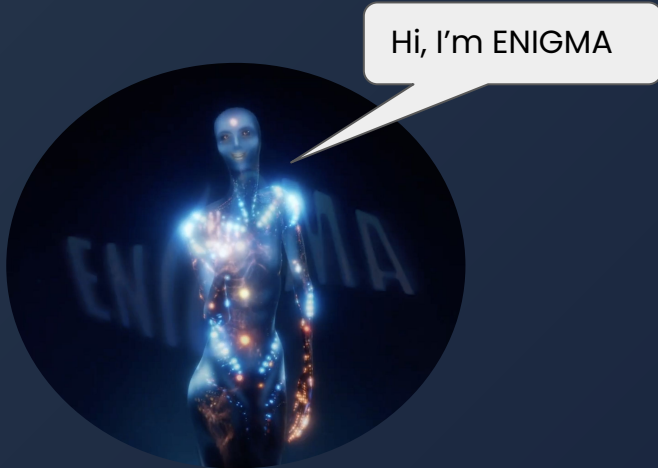
A promotional graphic for the SXSW App. The background is a teal-tinted photograph of a woman with long dark hair, wearing sunglasses and a white t-shirt with paint splatters. She is smiling and has her right arm raised. In the background, other people are visible, some wearing flower crowns. The text "SXSW APP" is overlaid in a bold, black, sans-serif font. Decorative elements include a pink circle in the top left, an orange circle in the middle left, a pink circle in the top right, and a yellow-to-pink gradient shape in the bottom right.

# **SXSW APP**



# SXSW event app

- SXSW interactive app
- Easy to use
- Full user control
- Personalisable
- For online and on site participants
- Interface name: ENIGMA



App prototype



# Drone food delivery



- Food menu order
- Drone delivery services
- Easy and fast
- Delivery food around the island
- On site only

I can help you  
order whatever  
food!



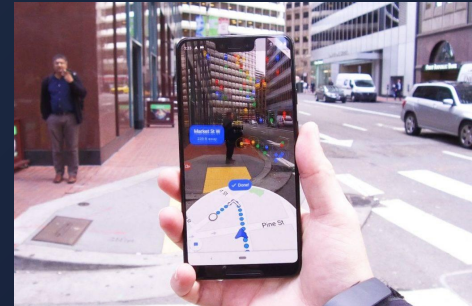


# Interactive

- Customisable GPS route for individual event goer based on their liking and preference
- Plan our route
- Get to location faster
- Avoid the crowd
- On site



I help you  
customise your  
route





# AR

- Augmented reality
- Only people attending SXSW have access
- Replace celebrity face with users
- 'Take' photos with your favourite celebrity
- Stickers
- Share it on social media
- Both online and on site participants

I can help you to  
take photos with  
Ariana Grande





A woman with long dark hair, wearing sunglasses and a flower crown, has her right arm raised in a crowd. Her face and chest are covered in white paint. The background is a hazy crowd of people, also with paint on their faces. The image has a teal overlay and decorative geometric shapes in the corners.

# VR devices and technology




# VR devices/ technology

- Unlimited time and space
- Users can watch live performances any time
- Cheaper
- Enable viewers to have a more immersive feel to the live performance because it is more focus to the artist
- Bring international audience together
- Online participants

Take you to  
my planet!





A woman with long dark hair, wearing sunglasses and a flower crown, is smiling and raising her right arm in the air. She is wearing a white t-shirt with dark splatters. In the background, other people are visible, some also wearing flower crowns. The entire image has a teal/cyan color overlay. There are decorative elements: a pink circle in the top left, an orange circle in the middle left, a pink circle in the middle right, and a yellow-to-pink gradient shape in the bottom right.

# Holographic technology



# Holographic technology

- Greatly enhance visual experience
- Immersive storytelling
- Entertaining
- Interactive
- Held on site

I am around  
you.





# Holographic in performance

- Some stages around the festival ground contain holographic images used to provide audiences with performances
- Increase entertainment rate with virtual celebrities





A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling and raising her arm in a crowd. The image has a teal overlay. Decorative elements include a pink circle in the top left, an orange circle in the middle left, a pink circle in the middle right, and a yellow-to-pink gradient shape in the bottom right.

# 5G Network



# 5G Fast internet

- Parallel multiple services, such as you can know weather and location while talking with other person.
- You can control your PCs by handsets. (Remote desktop)
- Visualizing universe, galaxies, and planets will be possible. (AR)

I'm possible  
with 5G  
technology

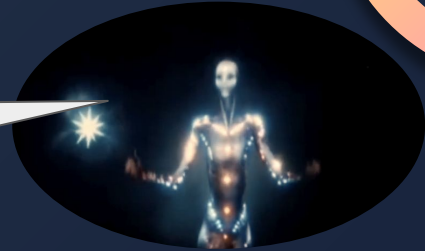




# SXSW App with 5G

- It act as the network structure for the event.
- VR, AR and AI technology on our fingertips.
- Fast internet on an 'offshore island'.
- Holographic technology.
- All possible with the latest 5G infrastructure.

I can show you  
around the app





A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling and raising her right arm in a crowd. The image has a teal overlay. Decorative elements include a pink circle in the top left, an orange circle in the middle left, a pink circle in the middle right, and a yellow-to-pink gradient bar in the bottom right.

# Wearable Technology



# Wearable technology

- Equipment with contactless payment with 5G fast internet
- Check-in and Check-out with ease
- Contact Tracing
- Wireless keycard

I am here to  
keep you safe





A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling and raising her right arm in a celebratory gesture. She is surrounded by other people, some also wearing flower leis, in a hazy, outdoor setting that appears to be a festival or concert. The entire image is overlaid with a teal/cyan tint. Decorative elements include a pink circle in the top left, an orange circle in the middle left, a pink circle in the top right, and a yellow-to-orange gradient shape in the bottom right.

# Logistics



# Things needed for SXSW 2021

Medical	Safety
Ambulance/ First aid Thermometer Mask Sanitizer	Security gate Fire engine
Public utilities	Others
Toilet Public telephone & power bank Electricity Generator	Trash can Barricade Raincoat Fireworks





# Stage

## **Main stage and Film stage : Jan 15th ~ Mar 2nd**

- Contractor: NUSSL
- Stage Design : Jan 15th ~ Jan 25th
- Stage construction: Feb 8th~Feb 18th
- Tower stages & Lifting platforms : Feb 20th ~ Feb 28th
- Sound and lights system construction : Mar 1st ~ 2nd



# Accommodation

- 5,000 guests
- Inclusive of 3 meal per day
- 1,000 workers to build the hotel
- Estimated 1 year to complete
- Swimming pool water are recyclable using a portable water generator
- Surrounding will be planted with artificial trees
- Managed by Airbnb
- Turner Construction Co.

# Turner



Indoor swimming pool



Kids area



Outdoor swimming pool




Outdoor dining area



Bar



A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling and raising her right arm in a celebratory gesture. She is surrounded by other people, some also wearing flower leis, in a festive outdoor setting. The image is overlaid with a teal gradient and decorative geometric shapes: a pink circle in the top left, an orange circle in the middle left, and a yellow-to-pink gradient shape in the bottom right.

# Sponsors and Partners

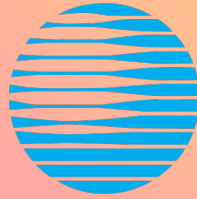


# Event Sponsors

Computers/ Iphones/ ipad

5G Network infrastructure

Accommodations



**AT&T**



**airbnb**



**oculus**

**YAMAHA**



**CISCO**

VR technology

Sound system

Security & Surveillance



# Event Partners

Food and beverage

Contractor



**UBER**  
EATS



**Turner**

**NUSSLI**

Medical aid





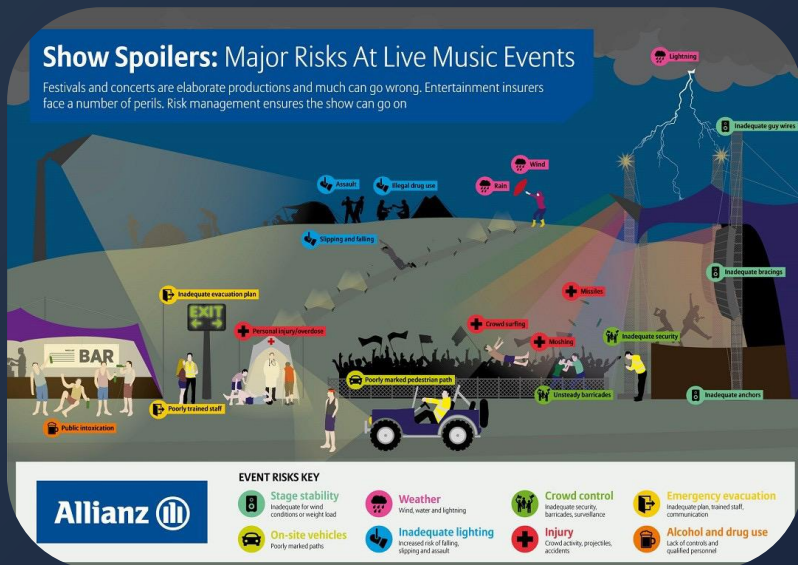
A photograph of a woman with long dark hair, wearing sunglasses and a flower lei, smiling and raising her right arm in a crowd. The image is overlaid with a teal gradient and decorative geometric shapes: a pink circle in the top left, an orange circle in the middle left, a pink circle in the top right, and a yellow-to-pink gradient bar in the bottom right.

# Risk and mitigation



# Risk and mitigation

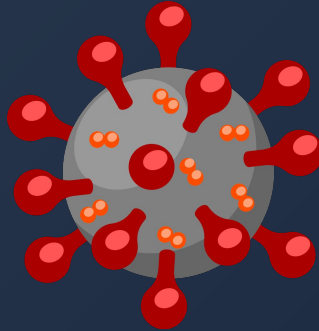
- Every potential risk must be assessed:
  - Having safety procedures in place for both foreseeable and unexpected risks





## Risk

Risk of virus infection in crowded areas



## Mitigation

- All audience are required to undergo temperature testing before entering the venue
- Wear the mask in crowded places
- Disinfect all venues after the daily performance.
- Keep indoor venues ventilated
- Set up facilities near the stage to distribute masks and disinfection items
- If a person with abnormal body temperature or a cold or fever is found, if he cannot provide a nucleic acid test report within 7 days, will be immediately sent to the hospital for isolation.



## Risk

Risk of fire outbreak



## Mitigation

- The audience is prohibited from using naked flames
- Formulate firefighting and emergency evacuation plans and organize drills
- Keep fire-fighting facilities and fire-fighting equipment complete, intact and effective



## Risk

Risk of security issues



## Mitigation

- Security checks on those involved in the event
- Equipped with professional security personnel and other security staff
- The security personnel should do a good job of diverting and guiding the audience to avoid congestion and cause trampling
- Create a map that shows where security facilities, barricades, and personnel will be situated
- Prepare an alert system in case
- Entertainment insurance which provides coverage for legal claims if an accident occurs



## Risk

### Risks of stage construction



## Mitigation

- Intensified technical and management reviews of the engineering process
- Special oversight of designated component engineering
- Special analysis and testing of critical design items
- Rapid prototyping and test feedback
- Consideration of relieving critical design requirements
- Initiation of fallback parallel developments



## Risk

First-aid & medical issues



## Mitigation

- Comprehensively equipped onsite medical teams: Doctors, Nurses & Paramedics
- Comprehensive Post Event Medical Debrief Report
- Pre event and event day communication with health service providers
- Medical Personnel have mobile and retrieval capabilities. Roving patrols around the event site can be routinely performed







A photograph of a woman with long dark hair, wearing sunglasses and having white paint splattered on her face and shirt. She is smiling and has her right arm raised. In the background, other people are visible, some wearing flower leis. The image has a teal overlay and decorative geometric shapes in the corners.

# Monitoring and evaluation



# Evaluation

- what makes our event successful
  - Technology
  - Atmosphere
  - Experience
  - Location/ time
  - increasing in attendees
- What we think we could do better
  - Ticket price







“What was once a lonely island, yearning  
to get a connection with other islands.  
Re-building an empire called "THE ISLAND".



– SXSW





# SXSW Thanks!

Do you have any questions?  
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