



# **SXSW Interactive 2012**

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A Helpful Guide to #SXSWi Sessions' Hashtags

Brought to you by: [Arie Rich](http://ArieRich.com) of [KMPBlog.com](http://KMPBlog.com)

This guide will provide you with all, if not most of the #SXSW Interactive 2012 sessions and their Twitter hashtags (#). I came up with this useful guide to keep up with the 2012 #SXSWi sessions since I will not be attending South by Southwest this year. I learned from last year, like any other conference, most sessions have hashtags and most attendees use Twitter and the sessions' hashtags to take notes and/or share info with their followers. So this is what I'll be doing this year, keeping up with the sessions I would like to know more of and follow their hashtags.

There are many ways to track Twitter hashtags; I will be using [TweetChat](#) or [TweetGrid](#) to keep track of the sessions. The sessions are

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organized by categories in alphabetical order. Use the Table of Contents to easily navigate to the categories you wish to explore.

This helpful guide was also designed to be mobile friendly, where you can easily search for SXSWi sessions and obtain their hashtags, date and time and the location, all while on the go (using your iPad, iPhone, Android, Blackberry or any other Smartphone and/or Tablet).

Last, but not least this guide is designed to be used by both SXSW attendees and non-SXSW attendees that wish they were there. The guide provides you with Date, Time and Main Location, so you can plan ahead or stay posted on a session you didn't get to attend because of scheduling conflict.

I hope you find this guide super useful, and please feel free to share it with others that may find it helpful as well.

*Arie Rich*

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# KEYNOTE PRESENTATIONS (AUSTIN CONVENTION CENTER)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How to Read the World</b> (Baratunde Thurston)	Saturday, March 10, 2012 2:00pm -3:00pm	#Baratunde #keynotunde @Baratunde @TheOnion
<b>Ambient Location and the Future of the Interface</b> (Amber Case)	Sunday, March 11, 2012 2:00pm -3:00pm	#AmberCase @CaseOrganic

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# FEATURED SESSIONS (AUSTIN CONVENTION CENTER)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Catch Me If You Can; Frank Abagnale 10 Years Later</b>	Saturday, March 10, 2012 3:30pm – 4:30pm	#CatchFrank
<b>Computation and Its Impact on the Future (Stephen Wolfram)</b>	Sunday, March 11, 2012 12:30pm – 1:30pm	#compimpact @Wolfram_Alpha

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Create More Value Than You Capture</b> (Tim O'Reilly)	Monday, March 12, 2012 12:30pm – 1:30pm	#values @TimOReilly
<b>Design. Build. Transform.</b> (Emily Pilloton)	Sunday, March 11, 2012 3:30pm – 4:30pm	#projectH @ProjectHDesign
<b>Digital Debauchery with Anthony Bourdain</b> (Anthony Bourdain)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#Bourdain @NoReservations

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Emotional Equations to Connect w/ Your Customers</b> (C. Conley)	Saturday, March 10, 2012 12:30pm – 1:30pm	#Emotions @ChipConley
<b>Is Technology Making Our Lives Richer or Poorer?</b> (Jaron Lanier)	Monday, March 12, 2012 12:30pm – 1:30pm	#richorpoor
<b>Net Smart: How to Thrive Online</b> (Howard Rheingold)	Monday, March 12, 2012 11:00am – 12:00pm	#netsmart @HRheingold

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>PostSecret + BLUEBRAIN: A Multimedia Presentation</b> (F. Warren)	Sunday, March 11, 2012 6:30pm – 7:30pm	#PostSecret @PostSecret
<b>Rethinking Civilization for the Social Age</b> (D. Tapscott)	Friday, March 9, 2012 2:00pm – 3:00pm	#rethinkciv @DTapscott
<b>Tapping Into America's Secret Sauce: Entrepreneurs</b> (Tim O'Shaughnessy)	Sunday, March 11, 2012 11:00am – 12:00pm	#USASauce @LivingSocial

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Attention Drug Wars of 2012</b> (Tristan Harris)	Sunday, March 11, 2012 5:00pm – 6:00pm	#AtDrugWars @TristanHarris
<b>The End of Business as Usual</b> (Brian Solis)	Monday, March 12, 2012 3:30pm – 4:30pm	#EndofUsual
<b>The Evolving Role of Radio</b> (Tim Westergren)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#RadioRole @TimWestergren

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Future of Innovation and Consumer Electronics</b> (Gary Shapiro)	Monday, March 12, 2012 5:00pm – 6:00pm	#FutureInno @GaryShapiro
<b>The Future of Music Consumption</b> (Ken Park)	Tuesday, March 13, 2012 11:00am – 12:00pm	#FutureMus @SpotifyUSA @Spotify
<b>The Next Big Thing</b> (Matt Barrie)	Monday, March 12, 2012 3:30pm – 4:30pm	#freelancer @Freelancer

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Nick Denton Interview: The Failure of Comments</b> (Nick Denton)	Sunday, March 11, 2012 11:00am – 12:00pm	#DentonInt @Nicknotned
<b>The Payment Revolution is Coming: Welcome to Interchange Zero</b> (Seth Priebatsch)	Sunday, March 11, 2012 3:30pm – 4:30pm	#interchangezero @SethPriebatsch
<b>The Start-Up of YOU: 21st Century Career Strategy</b> (Ben Casnocha)	Saturday, March 10, 2012 11:00am – 12:00pm	#startYOU @BenCasnocha @Quixotic

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Ultimate Bruce Sterling Talk</b> (Bruce Sterling)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#SXsterling @Bruces
<b>Turntable.fm: The Future of Music Is Social</b> (J. Kirshbaum)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#turntable @JesseKay
<b>Why Happiness is the New Currency</b> (Ade Olonoh)	Friday, March 9, 2012 5:00pm – 6:00pm	#happy

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Wireless Wellness: App-tastic or Just Fun &amp; Games?</b> (Ina Fried)	Friday, March 9, 2012 2:00pm – 3:00pm	#mhealth

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# BETTER TOMORROW (AUSTIN CONVENTION CENTER)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>21st Century Giving: Social Philanthropy's Rise</b> (Cheryl Contee)	Sunday, March 11, 2012 11:00am – 12:00pm	#21stgiving @Ch3ryl
<b>Apply the Lessons of Open Source to Any Business</b> (Ruth Suehle)	Saturday, March 10, 2012 11:00am – 12:00pm	#openbiz

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>A Tale of Two City Hackathons</b> (Mark Headd)	Monday, March 12, 2012 3:30pm – 4:30pm	#2CityHacks @MHeadd
<b>Beyond a Thousand Words: Accessible Complex Data</b> (Susann Keohane)	Tuesday, March 13, 2012 11:00am – 12:00pm	#accessdata
<b>Binary Bitches: Keeping Open Source Open to Women</b> (Andrea Hickerson)	Saturday, March 10, 2012 5:00pm – 6:00pm	#Bitches @aehickerson

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Boost Fundraising &amp; Engagement w/ "Gamification"</b> (Frank Barry)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#BoostFunds @Franswaa @Blackbaud
<b>Brazilian Youth: Dreams, Activism, Hyperconnection</b> (Carla Albertuni)	Saturday, March 10, 2012 12:30pm – 1:30pm	#br_dream
<b>Building a Jewish Presence Through Social Media</b> (Jennifer-Joy Bronk)	Friday, March 9, 2012 2:00pm – 3:00pm	#Jewish @JenBronk

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Celebs &amp; Causes: A Thin Line btwn #winning &amp; #fail</b> (Noopur Agarwal)	Sunday, March 11, 2012 12:30pm - 1:30pm	#causeceleb @noopur126 @MTV
<b>Communities of Transparency: Open Data in Action</b> (Francisca Rojas)	Saturday, March 10, 2012 3:30pm - 4:30pm	#community @UrbanFran
<b>Curing a Rage Headache: Internet Drama &amp; Activism</b> (Irin Carmon)	Sunday, March 11, 2012 12:30pm - 1:30pm	#flamewars @IrinCarmon

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Data Visualization for Social Change</b> (Lauren Carmin)	Saturday, March 10, 2012 11:00am – 12:00pm	#data4good @lcismee
<b>Design for Social Innovation and Public Good</b> (Barbara Brown Wilson)	Saturday, March 10, 2012 12:30pm – 1:30pm	#designgood
<b>Detroit Future: a Media Based Economy</b> (Mike Medow)	Monday, March 12, 2012 5:00pm – 6:00pm	#Detroit @MikeMedow

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Digital Immortals: Preserving Life Beyond Death</b> (Evan Carroll)	Sunday, March 11, 2012 5:00pm – 6:00pm	#Immortals @EvanCarroll
<b>Entrepreneurs: International Teaming Opportunities</b> (Kevin Koym)	Saturday, March 10, 2012 3:30pm – 4:30pm	#teaming
<b>Flash: F Bomb or Da Bomb?</b> (Aubrey Gross)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#flashbomb

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Free Coffee, Bad Apples, &amp; the Future of Currency</b> (Jonathan Stark)	Monday, March 12, 2012 11:00am – 12:00pm	#freecoffee @JonathansCard
<b>Guerilla Marketing @ Your Library</b> (Cathleen Ash)	Saturday, March 10, 2012 9:30am – 10:30am	#GMLibrary
<b>Harnessing the Power of the Benevolent Internet</b> (Dan McComas)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#netgood @DanMcComas @RedditGifts

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How Not to Die: Using Tech in a Dictatorship</b> (Mark Belinsky)	Monday, March 12, 2012 9:30am – 10:30am	#dictator @MBelinsky @DigiDem
<b>How the iPad Can Save Accessibility</b> (Marty DeAngelo)	Tuesday, March 13, 2012 9:30am – 10:30am	#iPadA11y @Digitas_Health
<b>How to Raise Awareness through Blogger Outreach</b> (Beverly Robertson)	Tuesday, March 13, 2012 9:30am – 10:30am	#BlogOut @marchofdimes

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>It's Funny 'Cause It's True: Battling Bad Media</b> (Candace Clement)	Sunday, March 11, 2012 11:00am – 12:00pm	#funny
<b>Let's Talk Video for Social Change</b> (Mark Horvath)	Saturday, March 10, 2012 5:00pm – 6:00pm	#VidChange @HardlyNormal @InvisiblePeople @WeAreVisible
<b>LiberationTech - How Geeks Overthrow Governments</b> (Justin Arenstein)	Monday, March 12, 2012 11:00am – 12:00pm	#LiberTech @JustinArenstein

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Making Stories: Libraries &amp; Community Publishing</b> (Amy Buckland)	Saturday, March 10, 2012 11:00am – 12:00pm	#libstory @Jambina @Amybuckland
<b>Mother Goose Got Punked: Next Gen Visual Stories</b> (Nancy Farese)	Sunday, March 11, 2012 11:00am – 12:00pm	#mggp
<b>Philanthropy for Everyone: Community Grantmaking</b> (Nathaniel James)	Tuesday, March 13, 2012 11:00am – 12:00pm	#CommGrant

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Preserving the Creative Culture of the Web</b> (Nick Hasty)	Sunday, March 11, 2012 3:30pm – 4:30pm	#digiprsrv @JNHasty
<b>Race: Know when to Hold It and when to Fold It</b> (Adria Richards)	Monday, March 12, 2012 5:00pm – 6:00pm	#techdiv @AdriaRichards
<b>Radically Open Cultural Heritage Data on the Web</b> (Jon Voss)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#LODLAM @JonVoss

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Reaching Teens on the Digital Streets</b> (Anastasia Goodstein)	Monday, March 12, 2012 3:30pm – 4:30pm	#digiteens
<b>Read/Write Library: Mapping a City Through Media</b> (Nell Taylor)	Saturday, March 10, 2012 3:30pm – 4:30pm	#rwlibrary @NellTaylor
<b>Rethinking Gaming Addiction in Psychotherapy</b> (Mike Langlois)	Saturday, March 10, 2012 5:00pm – 6:00pm	#mindgames @MikeLICSW

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Right to be Forgotten: Forgiveness or Censorship?</b> (Meg Ambrose)	Sunday, March 11, 2012 12:30pm – 1:30pm	#forgotten @MegLeta
<b>Social Change, Social Media &amp; Social Filmmaking</b> (Meghan Warby)	Friday, March 9, 2012 2:00pm – 3:00pm	#DocChange @withoutayard
<b>Stand with Planned Parenthood: A Crisis Response</b> (Nakia Hansen)	Sunday, March 11, 2012 9:30am – 10:30am	#StandwPP @PPAct

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>SXSW Action: Collectively Outsmarting Malaria</b> (Matthew Blumberg)	Sunday, March 11, 2012 5:00pm – 6:00pm	#action @MatthewBlumberg
<b>Social Media in Colombia: an Agent for Change</b> (Andrés Traslaviña)	Saturday, March 10, 2012 9:30am – 10:30am	#Col
<b>The Hispanic Persona Project</b> (José Villa)	Sunday, March 11, 2012 9:30am – 10:30am	#hispersona

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Tech Superwomen: Mentors and Mentees, FT</b> (Cathryn Posey)	Saturday, March 10, 2012 9:30am – 10:30am	#TSWmentor
<b>The Future of Access to Digital Broadcast Video</b> (Andrew Kirkpatrick)	Friday, March 9, 2012 5:00pm – 6:00pm	#DigiAccess @awkawk
<b>The Great Library Swindle: Your Rights Are at Risk</b> (Carson Block)	Saturday, March 10, 2012 12:30pm – 1:30pm	#libswin @CarsonBlock

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Infinite Resource: Growth on a Finite Planet</b> (Ramez Naam)	Sunday, March 11, 2012 5:00pm – 6:00pm	#Infinite @ramez
<b>The Smart Grid is Inseparable from the Internet</b> (Steven Collier)	Sunday, March 11, 2012 3:30pm – 4:30pm	#smartgrid @SmartGridMan
<b>The State of PR 2.0 Industry in Mexico</b> (Oscar Rojas)	Saturday, March 10, 2012 11:00am – 12:00pm	#Mex (Better tomorrow)

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The White House on the Road</b> (Giovanni Rodriguez)	Saturday, March 10, 2012 5:00pm – 6:00pm	#WhiteHouse

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# BOOK READINGS (AUSTIN CONVENTION CENTER)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>100 Things Every Designer Needs to Know About People</b> (Susan Weinschenk)	Saturday, March 10, 2012 10:00am – 10:20am	#100things @thebrainlady
<b>Discardia: More Life, Less Stuff</b> (Dinah Sanders)	Sunday, March 11, 2012 3:30pm – 3:50pm	#Discardia @MetaGrrrl

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How to Remember Anything: A Teach Yourself Guide</b> (Mark Channon)	Monday, March 12, 2012 11:00am – 11:20am	#Remember @MarkChannon
<b>HOW: Why HOW We Do Anything Means Everything</b> (Dov Seidman)	Monday, March 12, 2012 11:30am – 11:50am	#HowWeDo @DovSeidman
<b>Kill the Company</b> (Lisa Bodell)	Monday, March 12, 2012 12:30pm – 12:50pm	#LisaBodell
<b>Likeable Social Media</b> (Dave Kerpen)	Saturday, March 10, 2012 11:30am – 11:50am	#10Days @DaveKerpen

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Material Change-Tackling Human Rights with Artists</b> (Eve Blossom)	Sunday, March 11, 2012 9:30am – 9:50am	#wevebuilt
<b>Meaningful Use and Beyond: Health Software etc.</b> (Fred Trotter)	Friday, March 09, 2012 2:30pm – 2:50pm	#health
<b>Oh, the Places You'll End Up Hanging Around!</b> (Kevin Nguyen)	Sunday, March 11, 2012 4:00pm – 4:20pm	#graduation @knguyen

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Plugged in Manager</b> (Terri Griffith)	Sunday, March 11, 2012 11:30am – 11:50am	#pluggedin
<b>Unleash your Practical Genius</b> (Gina Rudan)	Friday, March 09, 2012 5:30pm – 5:50pm	#ginarudan @GinaRudan
<b>Programming Social Applications</b> (Jonathan LeBlanc)	Saturday, March 10, 2012 11:00am – 11:20am	#FutureSoc @Jcleblanc
<b>Roads to Power</b> (Jo Guldi)	Sunday, March 11, 2012 1:00m – 1:20pm	#roads2powr @joguldi

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Salary Tutor</b> (Jim Hopkinson)	Saturday, March 10, 2012 12:30pm – 12:50pm	#GetPaid @HopkinsonReport
<b>Winning the Story Wars</b> (Jonah Sachs)	Saturday, March 10, 2012 4:00pm – 4:20pm	#storywars @JonahSachs
<b>The Accidental Creative</b> (Todd Henry)	Friday, March 9, 2012 4:00pm – 4:20pm	#creative @ToddHenry @beAccidental
<b>The B2B Social Media Book</b> (Kipp Bodnar)	Sunday, March 11, 2012 12:30pm – 12:50pm	#b2bsm @kippbodnar @JeffreyLCohen @smb2b

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Power of Unpopular</b> (Erika Napoletano)	Saturday, March 10, 2012 10:00am – 10:20am	#unpopular @RedHeadWriting
<b>The Science of Habits: Why We Do What We Do</b> (Charles Duhigg)	Sunday, March 11, 2012 11:00am – 11:20am	#POHabit @Cduhigg
<b>The Social Organization</b> (Mark McDonald)	Saturday, March 10, 2012 3:30pm – 3:50pm	#WebComms @markpmcdonald

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Unstuck: Get (and Keep) Your Creativity Flowing</b> (Noah Scalin)	Friday, March 9, 2012 3:30pm – 3:50pm	#unstuck @NoahScalin
<b>What Large Companies Can Learn from Startups</b> (Aaron Shapiro)	Monday, March 12, 2012 3:30pm – 3:50pm	#unc @amshap

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# BRANDING AND MARKETING (INTERCONTINENTAL STEPHEN F. AUSTIN)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Being Considered Obsolete is Awesome</b> (Alexandra Klasinski)	Monday, March 12, 2012 12:30pm – 1:30pm	#obsolete @Alexandrak
<b>Brands As Patterns</b> (Marc Shillum)	Friday, March 9, 2012 2:00pm – 3:00pm	#patterns @ThreePress

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Brands: the Cost of Being Human</b> (Jen van der Meer)	Sunday, March 11, 2012 12:30pm – 1:30pm	#humancost @jenvandermeer
<b>Community &amp; Influence: How Not to Piss People Off</b> (Megan Berry)	Friday, March 9, 2012 5:00pm – 6:00pm	#cmtty @meganberry
<b>Designing for Awareness in the Attention Economy</b> (Brian Sullivan)	Sunday, March 11, 2012 3:30pm – 4:30pm	#attention

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Don't Just Sell Things: Change the World</b> (Cindy Gallop)	Sunday, March 11, 2012 5:00pm – 6:00pm	#DJSTChange
<b>Effective Social Media Presence in Higher Ed</b> (Deborah Maue)	Friday, March 9, 2012 3:30pm – 4:30pm	#highedsoc @debmaue
<b>Epic Battle: Creativity vs Discipline in Social</b> (Sarahjane Sacchetti)	Tuesday, March 13, 2012 9:30am – 10:30am	#EpicBattle @formspring

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>FOMO: How Can Brands Tap into Fears of Missing Out</b> (Ann Mack)	Saturday, March 10, 2012 3:30pm – 4:30pm	#FOMO @annmack
<b>Hacking YouTube: Science &amp; Secrets of Viral Videos</b> (Prerna Gupta)	Saturday, March 10, 2012 11:00am – 12:00pm	#ViralVid @prernagupta
<b>Help! I Have an Internet Stalker or Blackmailer!</b> (Lisa Borodkin)	InterContinental Stephen F. Austin	#FreeWeb

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How Brain Science Turns Browsers into Buyers</b> (Roger Dooley)	Sunday, March 11, 2012 11:00am – 12:00pm	#BrainBuy @rogerdooley
<b>How To Be Strategically Unlikeable Online</b> (Rohit Bhargava)	Monday, March 12, 2012 9:30am – 10:30am	#rulikeable @rohitbhargava
<b>Coolhunting and Coolfarming with Social Media</b> (Jun H. Sung)	Saturday, March 10, 2012 5:00pm – 6:00pm	#coolfarm

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How to Harvest Consumer Intent from the Social Web</b> (Jeff Janer)	Monday, March 12, 2012 11:00am – 12:00pm	#SoMeIntent @jeffjaner @Springpad
<b>How Your Data Can Predict the Future</b> (Becky Wang)	Saturday, March 10, 2012 11:00am – 12:00pm	#happydata
<b>I May "Like" You, But I'm Not in Like With You</b> (Chloe Gottlieb)	Tuesday, March 13, 2012 9:30am – 10:30am	#InLikeWith @Chloalo @rga

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Influence: It's in Your Genes</b> (Paul Saarinen)	Saturday, March 10, 2012 9:30am – 10:30am	#DNAxsxsw
<b>Integrating Brands into Social Television</b> (Jennifer Kavanagh)	Saturday, March 10, 2012 9:30am – 10:30am	#SocialTV @text100
<b>It's Alive: Interactive Machines that Captivate</b> (Patrice Hall)	Friday, March 9, 2012 5:00pm – 6:00pm	#LiveBots @PatriceHall

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Juggalos: Rabid Branding, A Case Study</b> (Jenny Benevento)	Tuesday, March 13, 2012 11:00am – 12:00pm	#juggalos @jennybento
<b>Leif to Bieber: the Web Has Changed Nothing</b> (Sara Meaney)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#LeiftoBieb @SaraMeaney
<b>Media Measurement: Science, Art of a Load of Crap</b> (Ken Shuman)	Monday, March 12, 2012 5:00pm – 6:00pm	#primpack @sanphrancisco @ruderfinn @trulia

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Mobile Ads: Best Practices for the Music Industry</b> (Aaron Ray)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#MusicAds @InMobi
<b>New Media and CSR: Communicating Corporate Good</b> (Nick Aster)	Monday, March 12, 2012 3:30pm – 4:30pm	#csrsxsw @nickaster @Triplepundit
<b>Personal Identity Management: Why it Matters</b> (Fateme Khatibloo)	Sunday, March 11, 2012 5:00pm – 6:00pm	#IDMatters @fatemehx2

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Consumer Patterns Revealed by Dating Site Insiders</b> (Laurie Davis)	Sunday, March 11, 2012 9:30am – 10:30am	#lovebattle
<b>Rebuilding LEGO</b> (David Robertson)	Saturday, March 10, 2012 12:30pm – 1:30pm	#LEGO @wharton
<b>Show &amp; Smell: Marketing Experiences Beyond Visual</b> (W. Kronberger)	Friday, March 9, 2012 5:00pm – 6:00pm	#SMELL @marketingstore

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Skynet vs Mad Max: Battle for the Future</b> (Mel Exon)	Sunday, March 11, 2012 5:00pm – 6:00pm	#battle @melex @bbhlabs
<b>Social Media Comes of Age Without the Help of Porn</b> (Lisa Joy Rosner)	Monday, March 12, 2012 9:30am – 10:30am	#SocTechAge @lisajoyrosner @Net_Base
<b>The Facebook Customer Service Challenge for Brands</b> (Bryan Person)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#CustServ @BryanPerson

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The State of Social Marketing</b> (Tyler Willis)	Sunday, March 11, 2012 9:30am – 10:30am	#SoSM @tylerwillis
<b>The Visual Interface is Now Your Brand</b> (Nick Myers)	Saturday, March 10, 2012 3:30pm – 4:30pm	#visuibrand @nickmyer5
<b>This New House: Featuring Bob Vila</b> (Bob Vila)	Friday, March 9, 2012 3:30pm – 4:30pm	#NewHouse @bobvila

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Viral is a Dirty Word: Strategic Video Success</b> (Rob Davis)	Saturday, March 10, 2012 12:30pm – 1:30pm	#antiviral
<b>Voices Carry: Why Authentic Brand Voices Matter</b> (Shawn Amos)	Sunday, March 11, 2012 11:00am – 12:00pm	#voice @amoscontent
<b>We Made This, And It's Not an Ad</b> (Robbie Whiting)	Friday, March 9, 2012 3:30pm – 4:30pm	#wemadethis @draftfcb @robbiew

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>What's So [Bleeping] Hard About Social ROI?</b> (Eric Swayne)	Monday, March 12, 2012 3:30pm – 4:30pm	#SMROI @eswayne @smartresearch
<b>Why Ad Agencies Should Act More Like Tech Startups</b> (Rei Inamoto)	Tuesday, March 13, 2012 11:00am – 12:00pm	#AdCoders @reiinamoto
<b>Your Customers On Video Are Your Biggest Asset</b> (Justin Nassiri)	Saturday, March 10, 2012 5:00pm – 6:00pm	#Assets @Video_Genie

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# CONVERGENCE (AUSTIN CONVENTION CENTER)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Beyond Dance Dance Revolution</b> (Laura Kriefman)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#BeyondDDR @elfkay
<b>Branded Documentary: Cause Marketing's Best Media?</b> (David Modigliani)	Monday, March 12, 2012 11:00am – 12:00pm	#BrandDoc @flownonfiction

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Can a Social Web of Things keep TV cords connected</b> (Rhonda Lowry)	Sunday, March 11, 2012 11:00am – 12:00pm	#SocialWeb @TBSInc
<b>Can Printed Electronics Save the Music Industry?</b> (Jon Rogers)	Tuesday, March 13, 2012 11:00am – 12:00pm	#paperApps @ileddigital
<b>Can Social Music Save the Music Industry?</b> (J. Sider)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#savemusic @RootMusic @JSider

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Creating The Code: A BBC Transmedia Documentary</b> (Adrian Hon)	Saturday, March 10, 2012 9:30am – 10:30am	#thecode @adrianhon
<b>Designing Games for Documentary</b> (Cindy Poremba)	Monday, March 12, 2012 11:00am – 12:00pm	#docgames @kokoromi
<b>Everything is a Remix, So Steal Like An Artist</b> (Austin Kleon)	Saturday, March 10, 2012 12:30pm – 1:30pm	#REMIX @austinkleon

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Funny People Can Make You Buy Dumb Things</b> (Andy Currie)	Sunday, March 11, 2012 5:00pm – 6:00pm	#FunnyPeep
<b>Future of Entertainment: Viewer Becomes User</b> (Jared Hecht)	Friday, March 9, 2012 5:00pm – 6:00pm	#v2u
<b>HTML5 for Film: Leading Edge or Bleeding Edge?</b> (Pat Aufderheide)	Monday, March 12, 2012 9:30am – 10:30am	#filmweb @paufder

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Iranian Outlaws: Satire VS. Censorship</b> (Raina Kumra)	Friday, March 9, 2012 5:00pm – 6:00pm	#Outlaws @epfotzer
<b>Man vs. Algorithm: Online Video Curation Face-off</b> (Marc Hustvedt)	Friday, March 9, 2012 2:00pm – 3:00pm	#VideoPicks @MarcHustvedt
<b>Movie Screens with Frickin' Laser Beams</b> (Adam Russell)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#lasers @AdamSRussell @wearewallFour

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Multiplatform Storytelling: Frontline War Stories</b> (Brian Seth Hurst)	Sunday, March 11, 2012 9:30am – 10:30am	#frontline @BrianSethHurst
<b>Performance and Technology: Keeping Arts Alive</b> (Conor Roche)	Monday, March 12, 2012 5:00pm – 6:00pm	#ArtHack @conorroche
<b>Political Humor 2.0: Teh Internetz R Leaking</b> (Alf LaMont)	Friday, March 9, 2012 3:30pm – 4:30pm	#PoliHum @AlfLamont @TheComedyStore

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Reinventing the Graphic Novel for the iPad</b> (Daniel Burwen)	Sunday, March 11, 2012 5:00pm – 6:00pm	#AjaxPanel @CognitoComics
<b>Rhapsody To Year 0: Music &amp; Publishing Go Digital</b> (Rob Reid)	Saturday, March 10, 2012 9:30am – 10:30am	#yearzero
<b>Second Screen Dashboard: Cover Live Events Better</b> (Brian Hamman)	Tuesday, March 13, 2012 9:30am – 10:30am	#2ndscreen @nytimes

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The European Tech Art Scene</b> (Jasmina Tesanovic)	Sunday, March 11, 2012 12:30pm – 1:30pm	#European
<b>The Systematic Undoing of Copyright Trolls</b> (Robert Spanner)	Monday, March 12, 2012 9:30am – 10:30am	#UndoTrolls
<b>Top Chef: How Transmedia is Changing TV</b> (Maile Marshall)	Saturday, March 10, 2012 11:00am – 12:00pm	#byBravo @Bravotv

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Two Decades of Trajan in Movie Posters</b> (Yves Peters)	Saturday, March 10, 2012 12:30pm – 1:30pm	#Trajan @BaldCondensed
<b>Web Originals: Television's New Guinea Pigs</b> (Dave Pedersen)	Monday, March 12, 2012 5:00pm – 6:00pm	#weborigs @CBSi

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# DESIGN AND DEVELOPMENT (AUSTIN CONVENTION CENTER)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>A Brief History of the Complete Redesign of Google</b> (Jon Wiley)	Sunday, March 11, 2012 5:00pm – 6:00pm	#GoogleUX @jonwiley
<b>Agile Apps: Effective Mobile &amp; Native Development</b> (Jonah Williams)	Tuesday, March 13, 2012 11:00am – 12:00pm	#agileapps @Zalambar

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Applying Behavior Design</b> (Chris Risdon)	Friday, March 9, 2012 5:00pm – 6:00pm	#behavior @ChrisRisdon
<b>Avoiding Bullshit Personas: A Case Study</b> (Stephanie Carter)	Monday, March 12, 2012 12:30pm – 1:30pm	#BSpersonas @Boltron @boltpeters
<b>Bootcamp for a UX Team of None</b> (Fred Beecher)	Monday, March 12, 2012 9:30am – 10:30am	#nouxteam @Fred_Beecher
<b>Breaking Down Walls, a Decentralised Social Web?</b> (Evan Prodromou)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#asocialweb @zzgavin

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>CSS for Grown Ups: Maturing Best Practices</b> (Andy Hume)	Saturday, March 10, 2012 3:30pm – 4:30pm	#growncss @AndyHume
<b>CSS.next: Current Experiments, CSS4 and the Future</b> (Divya Manian)	Sunday, March 11, 2012 12:30pm – 1:30pm	#css4 @divya @Opera
<b>Data Vis is Dead, Long Live Data Vis!</b> (Irene Ros)	Monday, March 12, 2012 12:30pm – 1:30pm	#lldv @ireneros @bocoup

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Design from the Gut: Dangerous or Differentiator?</b> (Phil Coffman)	Friday, March 9, 2012 3:30pm – 4:30pm	#fromthegut @philcoffman
<b>Designing Experiences for Women</b> (Jessica Ivins)	Saturday, March 10, 2012 9:30am – 10:30am	#designwmn @jessicaivins @happycog
<b>Designing for Content Management Systems</b> (Jared Ponchot)	Saturday, March 10, 2012 12:30pm – 1:30pm	#designCMS @JPonch @lullabot

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>DIY Mobile Usability Testing</b> (Belen Barros Pena)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#diymut @intel
<b>Does Your Product Have a Plot?</b> (David Womack)	Saturday, March 10, 2012 3:30pm – 4:30pm	#stories @DavidJWomack @RGA
<b>Don't Build a Power Glove: Talk to Your Users</b> (RJ Owen)	Monday, March 12, 2012 5:00pm – 6:00pm	#NoPwrGlv @rjowen @EffectiveUI

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Excessive Enhancement: JavaScript's Dark Side</b> (Phil Hawksworth)	Sunday, March 11, 2012 9:30am – 10:30am	#excess @philhawksworth
<b>Fast CSS: How Browsers Lay out Web Pages</b> (L. David Baron)	Sunday, March 11, 2012 11:00am – 12:00pm	#fastcss @Davidbaron @Mozilla
<b>Get the Look: Use @Font-Face + CSS3 Like the Stars</b> (Sean McBride)	Saturday, March 10, 2012 5:00pm – 6:00pm	#SexyType @smcbride @typekit

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>High On Line: Applying Neuroscience to Web Design</b> (Jason Hreha)	Sunday, March 11, 2012 12:30pm – 1:30pm	#brain @jhreha
<b>HTML5 and CSS3: Does Now Really Mean Now?</b> (Chris Mills)	Saturday, March 10, 2012 12:30pm – 1:30pm	#dnrmn
<b>HTML5 APIs Will Change The Web: And Your Designs</b> (Jen Simmons)	Saturday, March 10, 2012 11:00am – 12:00pm	#html5apis @jensimmons

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Intent &amp; Impact: How Visualization Makes A Change</b> (Benjamin Wiederkehr)	Monday, March 12, 2012 3:30pm – 4:30pm	#VisImpact @wiederkehr @IXT
<b>JavaScript Performance MythBusters™ (via JSPerf)</b> (Lindsey Simon)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#jsperform @elsighmon
<b>What Left 4 Dead Can Teach Us About Kids Games</b> (Carla Fisher)	Tuesday, March 13, 2012 9:30am – 10:30am	#Left4Kids @Carlaeng

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Lie to Me: CSS3 Demystified by Haakon Wium Lie</b> (Håkon Wium Lie)	Tuesday, March 13, 2012 11:00am – 12:00pm	#LieToMe
<b>Mobile Privacy: Developer Kits &amp; Tips</b> (Chris Conley)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#privacy2go
<b>OMG Your RFP is Killing Me</b> (Jen Oliver)	Friday, March 9, 2012 2:00pm – 3:00pm	#OMGRFP @JoeRinaldi @HappyCog

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Physical Architecture Meets Interaction Design</b> (Leonard Souza)	Saturday, March 10, 2012 5:00pm – 6:00pm	#archIXD @_leonardsouza_
<b>Principles and Practices for Privacy by Design</b> (Natalie Fonseca)	Monday, March 12, 2012 11:00am – 12:00pm	#pbd @TechPolicy
<b>Prototype vs Sim: Validating Software &amp; UX Design</b> (R. Tuttle)	Monday, March 12, 2012 3:30pm – 4:30pm	#frogsxswi @rktut

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Scaling to Infinity: Dealing with Rocket Growth</b> (Lee Holloway)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#scalebig
<b>Shut Up &amp; Draw: A Non-Artist Way to Think Visually</b> (Sunni Brown)	Monday, March 12, 2012 11:00am – 12:00pm	#rapidviz @SunniBrown
<b>Software Alchemy and the Arc of Technology</b> (Alan Cooper)	Friday, March 9, 2012 5:00pm – 6:00pm	#AlchemyArc @MrAlanCooper

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>SSO (Single Sign On): Why Does it Suck So Often?</b> (Matthew Rothenberg)	Sunday, March 11, 2012 3:30pm – 4:30pm	#sso @mroth
<b>Teaching Touch: Tapworthy Touchscreen Design</b> (Josh Clark)	Friday, March 9, 2012 3:30pm – 4:30pm	#tapworthy @Globalmoxie
<b>The Battlefield Art of Design Triage</b> (Angel Anderson)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#Uxtriage @Angel

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Complexity Curve: How to Design for Simplicity</b> (David Hogue)	Saturday, March 10, 2012 11:00am – 12:00pm	#simplerUX
<b>The Potion for Motion: Interactive Interfaces/Apps</b> (Dan Simpkins)	Sunday, March 11, 2012 9:30am – 10:30am	#Potn4Motn
<b>The Right Tool for the Job: Native or Mobile Web?</b> (Buzz Andersen)	Tuesday, March 13, 2012 9:30am – 10:30am	#righttool

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The State of Browser Developer Tools</b> (Mike Taylor)	Saturday, March 10, 2012 9:30am – 10:30am	#devtools
<b>UX Smackdown! User Testing Techniques in the Ring</b> (Rebecca Sherrill)	Sunday, March 11, 2012 11:00am – 12:00pm	#Smackdown
<b>What WebGL Will Mean for the Web</b> (Henrik Bennetsen)	Monday, March 12, 2012 5:00pm – 6:00pm	#webglxsw

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>White Space: Shaping Nothing for Clean Design</b> (David Kadavy)	Sunday, March 11, 2012 3:30pm – 4:30pm	#white

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# EMERGING (HILTON AUSTIN - DOWNTOWN)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>3D Printing: Not Everyone Will Be Excited</b> (Michael Weinberg)	Tuesday, March 13, 2012 9:30am - 10:30am	#3DDC
<b>Alternative Channels of Digital Distribution</b> (Adrian Capobianco)	Monday, March 12, 2012 12:30pm - 1:30pm	#loyalty3.0

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Android ≠ Android: Lessons Creating a JS Framework</b> (Stephan Haux)	Saturday, March 10, 2012 9:30am – 10:30am	#CreateaJS
<b>Augmented Reality = ARPA's Original Vision of Web</b> (Chris Grayson)	Tuesday, March 13, 2012 9:30am – 10:30am	#ARnet
<b>Austin 2032: Shaping Future Cities with Mobile Data</b> (Chris Volinsky)	Sunday, March 11, 2012 5:00pm – 6:00pm	#cityfuture

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Auto Meets Mobile: Building In-Vehicle Apps</b> (Zach Brand)	Monday, March 12, 2012 3:30pm – 4:30pm	#Apps4Cars
<b>Best Practices: Native + Web Hybrid Mobile Apps</b> (Charles Ying)	Saturday, March 10, 2012 11:00am – 12:00pm	#nativeweb
<b>Busting the Myth: Natural Input Requires Learning</b> (Daniel Wigdor)	Tuesday, March 13, 2012 9:30am – 10:30am	#learnnui

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Can Washington Make Your App Illegal?</b> (Jonathan Godfrey)	Monday, March 12, 2012 5:00pm – 6:00pm	#IllegalApp
<b>Closer to One: Buddhism and the Internet of Things</b> (Sara Ohrvall)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#closerto1
<b>Clouds Here, Clouds There, Clouds Everywhere</b> (Josh Fraser)	Saturday, March 10, 2012 11:00am – 12:00pm	#rtscale

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Contextual Communication: Crowds and Coordination</b> (Riley Crane)	Tuesday, March 13, 2012 11:00am - 12:00pm	#contextual
<b>Creating Responsive HTML5 Touch Interfaces</b> (Stephen Woods)	Sunday, March 11, 2012 12:30pm - 1:30pm	#htmltouch @Flickr
<b>Designing Living Things</b> (Christina Agapakis)	Friday, March 9, 2012 5:00pm - 6:00pm	#synbio

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Designing Tomorrow's Digital/Physical Interfaces</b> (David Merrill)	Sunday, March 11, 2012 11:00am – 12:00pm	#Interfaces
<b>Detached Messages: Immersive and Spatial Systems</b> (Adam Pruden)	Monday, March 12, 2012 12:30pm – 1:30pm	#detached
<b>FutureShop: Virtual QR Stores, NFC Receipts &amp; More</b> (Todd Dipaola)	Sunday, March 11, 2012 12:30pm – 1:30pm	#FutureShop

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Get Smart! Hack Your Brain for Peak Performance</b> (Megan Miller)	Friday, March 9, 2012 2:00pm – 3:00pm	#brainhack
<b>Human Language Technology and Where It's Headed</b> (Jason Baldrige)	Tuesday, March 13, 2012 9:30am – 10:30am	#nlproc
<b>Investigating Social Mechanisms with Mobile Phones</b> (Nadav Aharony)	Saturday, March 10, 2012 12:30pm – 1:30pm	#socialfmri

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Is Our Photo-Madness Creating Mediocrity or Magic?</b> (Kristen Joy Watts)	Sunday, March 11, 2012 9:30am – 10:30am	#photomad
<b>Is That Your Final Offer? Mobile Dynamic Pricing</b> (Sam Altman)	Saturday, March 10, 2012 3:30pm – 4:30pm	#finaloffer
<b>Juice Without Wires: The Future of Wireless Power</b> (Dave Baarman)	Friday, March 9, 2012 3:30pm – 4:30pm	#Juice

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Light Field: Turning Light into Living Pictures</b> (Eric Cheng)	Sunday, March 11, 2012 12:30pm - 1:30pm	#lytro
<b>Lightweight NLP for Social Media Applications</b> (Bruce Smith)	Tuesday, March 13, 2012 11:00am - 12:00pm	#nlp
<b>Location Tracking: Threatening or Value-added?</b> (Cameron Clayton)	Monday, March 12, 2012 12:30pm - 1:30pm	#loctrack

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Interface Technology: Gesture Systems and Beyond</b> (Brandt Westing)	Sunday, March 11, 2012 12:30pm - 1:30pm	#Gesture
<b>Make a Kinection: The Future of Interactive Design</b> (Amish Patel)	Sunday, March 11, 2012 9:30am - 10:30am	#kinect
<b>Memoirs of a Data Security Street Fighter</b> (Mikko Hypponen)	Sunday, March 11, 2012 5:00pm - 6:00pm	#virus

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>MIT Media Lab: Making Connections</b> (Joichi Ito)	Friday, March 9, 2012 5:00pm – 6:00pm	#medialab
<b>Mobile Games: The Secret Sauce is Social</b> (Eiji Araki)	Saturday, March 10, 2012 5:00pm – 6:00pm	#GREE
<b>My Robotic Kitchen Planned this Dinner Party</b> (Will Turnage)	Friday, March 9, 2012 3:30pm – 4:30pm	#cooking

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>No Wallet? No Problem. Enter Mobile Payments.</b> (David Berkowitz)	Sunday, March 11, 2012 11:00am – 12:00pm	#nowallets
<b>Not Just Tech Support - Online in India</b> (Nandu Madhava)	Saturday, March 10, 2012 12:30pm – 1:30pm	#india
<b>Personal Lifestreams Provide Data for Public Good</b> (Steve Brown)	Monday, March 12, 2012 3:30pm – 4:30pm	#lifedata

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Pocket Film Studio: The iOS Revolution</b> (Caleb Deschanel)	Sunday, March 11, 2012 11:00am – 12:00pm	#iphonefilm
<b>Pocket Intelligence</b> (Fritz Desir)	Friday, March 9, 2012 5:00pm – 6:00pm	#PocketInt
<b>Recognize This! Ethics of Mobile Face Tagging</b> (Bryan Nunez)	Monday, March 12, 2012 11:00am – 12:00pm	#mofacetag

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>SpacePoints: Space Outreach at Ludicrous Speed</b> (Jon Verville)	Monday, March 12, 2012 12:30pm - 1:30pm	#spacepts
<b>Tech + the Evolution of the In-store Experience</b> (Carrie Chitsey)	Sunday, March 11, 2012 3:30pm - 4:30pm	#RetailNow
<b>The Building Blocks for Indoor Navigation</b> (Ankit Agarwal)	Saturday, March 10, 2012 11:00am - 12:00pm	#indoornav

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The iPad. The Second Coming of the CD-ROM</b> (Steve Glauberman)	Monday, March 12, 2012 9:30am – 10:30am	#iPadCDROM
<b>The Moral Psychology and Big Data Singularity</b> (Ravi Iyer)	Sunday, March 11, 2012 3:30pm – 4:30pm	#moralpsych
<b>Virtual Gets Physical: The Future of Installations</b> (Jeff Whitney)	Sunday, March 11, 2012 5:00pm – 6:00pm	#Installs

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>When Your API is Your Product</b> (Adam DuVander)	Sunday, March 11, 2012 3:30pm – 4:30pm	#apibiz
<b>Where Do Science Fiction and Science Fact Meet?</b> (Brian D. Johnson)	Friday, March 9, 2012 5:00pm – 6:00pm	#SciFiFact
<b>Your iPhone is Political: Mobile Democracy</b> (Josh Levy)	Monday, March 12, 2012 9:30am – 10:30am	#openmobile

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# FUTURE OF WORK (COURTYARD MARRIOTT)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Future of Work and the Free Radical</b> (Josh Rubin)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#SWork
<b>100 Years of Awesomeness</b> (Phil Libin)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#100Years

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Adding Value As a Non-Technical No Talent Assclown</b> (Matt Van Horn)	Sunday, March 11, 2012 12:30pm – 1:30pm	#NonTech
<b>Becoming a CEO: Lessons From Four Techette Leaders</b> (Courtney Myers)	Tuesday, March 13, 2012 11:00am – 12:00pm	#lunatechs
<b>Best Practices for Supervising Millennials</b> (Betsy Flanagan)	Saturday, March 10, 2012 3:30pm – 4:30pm	#manageGenY

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Change Happens: Improv for an Unpredictable World</b> (Amanda Hirsch)	Friday, March 9, 2012 2:00pm – 3:00pm	#improv4all
<b>Decentralized Organizations: Do They Work?</b> (James Taylor)	Saturday, March 10, 2012 3:30pm – 4:30pm	#DCentOrgs
<b>For Better or for Work: Married to an Entrepreneur</b> (Gary Hirshberg)	Sunday, March 11, 2012 3:30pm – 4:30pm	#worklife

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Getting a Crowd to Work for You: For Pay or Play?</b> (Anthony Goldbloom)	Monday, March 12, 2012 5:00pm – 6:00pm	#wrkrmotive
<b>Help Wanted: Hunting High &amp; Low for Digital Talent</b> (Lionel Carreon)	Saturday, March 10, 2012 9:30am – 10:30am	#digitalent
<b>How to Be Acquired &amp; Stay Happy</b> (James Home)	Friday, March 9, 2012 3:30pm – 4:30pm	#StayHappy

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Moms VS Management: Parents Make Awesome Managers</b> (Lourdes Alba)	Monday, March 12, 2012 12:30pm - 1:30pm	#MomsVsMgt
<b>Motivating Employees: Gamification at Work</b> (Molly Kittle)	Monday, March 12, 2012 3:30pm - 4:30pm	#Bunchball
<b>Online Personality Disorder: Resumes &amp; Profiles</b> (Carla Borsoi)	Monday, March 12, 2012 11:00am - 12:00pm	#opdrp

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Reflections of a Zen Digital Nomad</b> (Erica Ogrady)	Saturday, March 10, 2012 11:00am – 12:00pm	#ZenNomad
<b>Rockstars or Roadies: Who's the Better Employee?</b> (Corey Reid)	Sunday, March 11, 2012 3:30pm – 4:30pm	#RockRRoad
<b>Screw the Job Market: Young + Passionate ≠ Broke</b> (Molly Mahar)	Saturday, March 10, 2012 5:00pm – 6:00pm	#Screw

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Successful Onboarding: Ship Code, See Bathroom</b> (Scott Porad)	Sunday, March 11, 2012 12:30pm – 1:30pm	#onboard
<b>Tech Cooperatives: A Better Way to Make a Living</b> (Andi Shively)	Monday, March 12, 2012 9:30am – 10:30am	#techcoop
<b>Tech Detox: Can You Survive a Day W/Out Technology</b> (Ari Wallach)	Sunday, March 11, 2012 9:30am – 10:30am	#unplug

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Freelance Rockstar</b> (Christin Roman)	Saturday, March 10, 2012 12:30pm – 1:30pm	#flrs
<b>Welcome to the Age of Hyperspecialization</b> (Christina Hamlin)	Sunday, March 11, 2012 11:00am – 12:00pm	#TCHyper
<b>Welcome to the Chaos - The Distributed Workplace</b> (Lori McLeese)	Saturday, March 10, 2012 5:00pm – 6:00pm	#chaos

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>When IT Says No: How to Create Fast Feature Flow</b> (Gene Kim)	Saturday, March 10, 2012 12:30pm – 1:30pm	#devops
<b>Why We Are Losing the War for Talent</b> (John Hagel)	Saturday, March 10, 2012 11:00am – 12:00pm	#Talentwar
<b>Your Brain on Multitasking</b> (Adam Gazzaley)	Friday, March 9, 2012 3:30pm – 4:30pm	#multitask
<b>Your Social Media Job is Dead. Now What?</b> (Ana Andjelic)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#smjobs

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# GOVERNMENT AND GLOBAL ISSUES (AT&T CONFERENCE HOTEL)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>A License to RHoK</b> (Christiaan Adams)	Sunday, March 11, 2012 5:00pm – 6:00pm	#RHoK
<b>Africa, Tech &amp; Women: The New Faces of Development</b> (Deborah Ensor)	Monday, March 12, 2012 5:00pm – 6:00pm	#Faces

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Can Bloggers Put Hope Back into the 2012 Election?</b> (Biko Baker)	Monday, March 12, 2012 9:30am – 10:30am	#VoteSocial
<b>China: Will It Redefine Our Digital Landscape?</b> (Freddie Laker)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#china
<b>Co-Opting Black Market Innovation</b> (Alexa Clay)	Monday, March 12, 2012 12:30pm – 1:30pm	#Misfit
<b>Democracy 2.0 - German Parliament powered by Liquid Democracy</b> (Jimmy Schulz)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#adhoc

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Digital Health: Borrow from Developing Countries?</b> (Jaspal Sandhu)	Sunday, March 11, 2012 5:00pm – 6:00pm	#intlhealth
<b>Election 2012: Campaigns, Coverage &amp; The Internet</b> (Claudia Milne)	Sunday, March 11, 2012 3:30pm – 4:30pm	#2012Elect
<b>New Media Strategies &amp; Insights for Election 2012</b> (Todd Van Etten)	Sunday, March 11, 2012 5:00pm – 6:00pm	#Election12

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Europe is Different, So Adapt Your Strategy!</b> (Bastian Scherbeck)	Monday, March 12, 2012 12:30pm – 1:30pm	#Europe
<b>Fixing Broke(n) Governments Through Serious Games</b> (Luke Hohmann)	Sunday, March 11, 2012 9:30am – 10:30am	#innovgames
<b>Fulbright: How the 1st Social Network Adapts to SM</b> (Vijay Renganathan)	Sunday, March 11, 2012 3:30pm – 4:30pm	#Fulbright

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Government As a Catalyst: Prizes 4 Tech Innovation</b> (Jenn Gustetic)	Tuesday, March 13, 2012 11:00am – 12:00pm	#TechPrize
<b>Hacking Cybersecurity: A New Approach</b> (Christina Gagnier)	Monday, March 12, 2012 3:30pm – 4:30pm	#securehack
<b>Hacking the Citizen Experience</b> (Cyd Harrell)	Sunday, March 11, 2012 5:00pm – 6:00pm	#HackGov

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How Mexico's Drug Traffickers Harness Social Media</b> (Shauna Dillavou)	Monday, March 12, 2012 11:00am – 12:00pm	#dtos
<b>How Social Media Imperils Political Parties</b> (Joe Trippi)	Monday, March 12, 2012 11:00am – 12:00pm	#ruckus
<b>How to Run a Social Site and Not Get Users Killed</b> (Jillian York)	Sunday, March 11, 2012 12:30pm – 1:30pm	#safesocial

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Internet Power: After Cyber-Optimism and Pessimism</b> (Chris Bronk)	Sunday, March 11, 2012 11:00am – 12:00pm	#NetPower
<b>Isn't It Time for an Online Presidential Primary?</b> (Joshua Levine)	Sunday, March 11, 2012 3:30pm – 4:30pm	#OnlinePrim
<b>Leveling Up: The Advance of Chinese Online Games</b> (Lisa Cosmas Hanson)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#nikochina @MeganCarriker

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Mega-Mergers &amp; The Future of the Internet</b> (Craig Aaron)	Monday, March 12, 2012 3:30pm – 4:30pm	#megamerge
<b>Modern Weaponry: Using Digital Media to End a War</b> (Ben Keesey)	Monday, March 12, 2012 5:00pm – 6:00pm	#Kony2012
<b>Open Data FAIL: How Government Fakes Transparency</b> (Jeremiah Akin)	Monday, March 12, 2012 11:00am – 12:00pm	#openfail

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>iPlant: Advanced Computing to Feed the World</b> (Dan Stanzione)	Monday, March 12, 2012 5:00pm – 6:00pm	#iPlant
<b>The Next Frontier of Public Services</b> (Eggers William)	Monday, March 12, 2012 5:00pm – 6:00pm	#nextgengov
<b>Voting's Viral: Voters, Election Officials &amp; Social</b> (Dana Chisnell)	Monday, March 12, 2012 9:30am – 10:30am	#viralvote

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>WEF to SXSW: The Global Cloud Revolution</b> (Winston Damarillo)	Sunday, March 11, 2012 11:00am – 12:00pm	#opencloud
<b>Women Drive Change: Tech in the Global South</b> (Jenn Sramek)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#femtech
<b>Worldchanging 2.0: Evaluating Inspiration</b> (Dan Shine)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#Inspire
<b>Your Technology and the Conflict in Congo</b> (Sarah Fretwell)	Monday, March 12, 2012 3:30pm – 4:30pm	#congo

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## HEALTH AND EDUCATION (AT&T CONFERENCE HOTEL)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Classroom 2020: VCs and the Education Revolution</b> (Betsy Corcoran)	Monday, March 12, 2012 3:30pm – 4:30pm	#CR2020
<b>Crowdsourcing a Revolution: Can We Fix Healthcare?</b> (Aman Bhandari)	Saturday, March 10, 2012 11:00am – 12:00pm	#prizes

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Crowdsourcing Cancer Support: A Love Story</b> (Trisha Creekmore)	Saturday, March 10, 2012 5:00pm – 6:00pm	#cncrplooza
<b>Designing Creative Online Communities for Kids</b> (Andrés Monroy-Hernández)	Monday, March 12, 2012 12:30pm – 1:30pm	#scratch
<b>Designing a Successful Distance Education Program</b> (Aaron Pompei)	Saturday, March 10, 2012 9:30am – 10:30am	#distanted

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Designing Positive Daily Addictions</b> (Gigi Peterkin)	Sunday, March 11, 2012 12:30pm – 1:30pm	#DPDA
<b>Language Technology and the Clinical Narrative</b> (Philip Resnik)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#ehr
<b>Friending Pharma: Patients, Industry &amp; New Media</b> (Brian Reid)	Sunday, March 11, 2012 9:30am – 10:30am	#FrndPhrm

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Health Care as a Team Sport</b> (Ahmed Calvo)	Tuesday, March 13, 2012 9:30am – 10:30am	#milhealth
<b>Help, My Avatar is Sick</b> (Jim Bower)	Monday, March 12, 2012 3:30pm – 4:30pm	#sickava
<b>How Simulations Can Change the Future of Learning</b> (Bjorn Billhardt)	Tuesday, March 13, 2012 11:00am – 12:00pm	#sims

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How STDs Can be Good for Your Health</b> (Emily Hackel)	Sunday, March 11, 2012 11:00am – 12:00pm	#STD
<b>Build a Massive Peer Learning Community Online</b> (Philipp Schmidt)	Saturday, March 10, 2012 3:30pm – 4:30pm	#P2PU
<b>Let's Play: Motivate Healthy Behavior Using Games</b> (Michael Fergusson)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#ayogo

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Online Therapy... Naked?</b> (Dr. John Grohol)	Saturday, March 10, 2012 9:30am – 10:30am	#nakedtx
<b>Building Community Engagement Around Open Content</b> (Stephen Saber)	Saturday, March 10, 2012 12:30pm – 1:30pm	#EngageComm
<b>Play Time?: Kids and Game-Based Learning</b> (Sara DeWitt)	Monday, March 12, 2012 11:00am – 12:00pm	#PlayTime

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>StartUp Health: Transforming Healthcare in America</b> (Steven Krein)	Saturday, March 10, 2012 12:30pm – 1:30pm	#Transform
<b>Supersizing the Classroom: 3000 Students &amp; Beyond</b> (John Boyer)	Saturday, March 10, 2012 11:00am – 12:00pm	#the3000
<b>text4baby: The Power of Public-Private Partnership</b> (Jennifer Benz)	Monday, March 12, 2012 12:30pm – 1:30pm	#text4baby

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Public is Present: Exhibition Subsites at MoMA</b> (Chiara Bernasconi)	Saturday, March 10, 2012 5:00pm – 6:00pm	#moma
<b>The UnCollege: Learning Outside University</b> (Dale Stephens)	Sunday, March 11, 2012 3:30pm – 4:30pm	#uncollege
<b>Three Innovative Approaches to Mobile Learning</b> (Katherine Burdick)	Monday, March 12, 2012 9:30am – 10:30am	#mobilelearn

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>WARNING: Are Online Reviews Bad for Your Health?</b> (Jason Schultz)	Sunday, March 11, 2012 3:30pm – 4:30pm	#DrReview

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# JOURNALISM AND ONLINE CONTENT (SHERATON AUSTIN)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>140 Characters Vs. 14000 Words: The New Long Form</b> (David Plotz)	Sunday, March 11, 2012 11:00am - 12:00pm	#longform
<b>3-2-1 Publish: Prepping the News Room for D-Day</b> (Eleanor Hong)	Monday, March 12, 2012 12:30pm - 1:30pm	#321Publish

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>A Penny Press for the Digital Age</b> (Fiona Morgan)	Saturday, March 10, 2012 9:30am – 10:30am	#digipenny
<b>All Eyes on You: Visual Effects &amp; Viewer Engagement</b> (Katherine Hays)	Sunday, March 11, 2012 12:30pm – 1:30pm	#vfx4views
<b>Artists in Labs: Participatory Design at Eyebeam</b> (Fran Ilich)	Monday, March 12, 2012 11:00am – 12:00pm	#Eyebeam

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Audience-Centric Media: Wants and Needs in News</b> (Gabriel Sama)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#ACN
<b>Brand Journalism in the Real-World</b> (Ann Handley)	Monday, March 12, 2012 9:30am – 10:30am	#BrandJour
<b>Bridging the Digital and the Divine</b> (Adrienne Baker)	Monday, March 12, 2012 12:30pm – 1:30pm	#D2D

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Content and Coding Are Not Commodities</b> (Jennifer Lee)	Sunday, March 11, 2012 5:00pm – 6:00pm	#commodity
<b>Copy Matters: Content Strategy for the Interface</b> (Amy Thibodeau)	Saturday, March 10, 2012 5:00pm – 6:00pm	#content
<b>Creating an Internet of Entities</b> (Tyler Bell)	Tuesday, March 13, 2012 11:00am – 12:00pm	#netentity

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Crowd Sourcing Community Projects like Tom Sawyer</b> (Dave Olson)	Saturday, March 10, 2012 12:30pm – 1:30pm	#Sawyer
<b>Digital Age Editing: A Magazine Editor's View</b> (Brandon Holley)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#digmags
<b>Digital vs. Print: Storyboard to Digital Delivery</b> (Chris Wilkes)	Friday, March 9, 2012 2:00pm – 3:00pm	#NextIssue

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Discoverability and the New World of Book PR</b> (Calvin Reid)	Sunday, March 11, 2012 11:00am – 12:00pm	#NewWorld
<b>Driving the Change: Public Media Goes Transmedia</b> (Sue Schardt)	Sunday, March 11, 2012 11:00am – 12:00pm	#airmedia
<b>Has Twitter Made the Sports Reporter Obsolete?</b> (Dashiell Bennett)	Monday, March 12, 2012 11:00am – 12:00pm	#SportTweet

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How Comics Journalism is Saving Your Media</b> (Erin Polgreen)	Sunday, March 11, 2012 3:30pm – 4:30pm	#comicsj
<b>How to Be an Idea Factory</b> (Matthew Diffee)	Sunday, March 11, 2012 3:30pm – 4:30pm	#MoreIdea\$
<b>Hyper Local Public TV Station Models: Content 3.0</b> (Kevin Dando)	Friday, March 9, 2012 3:30pm – 4:30pm	#HyperLocal

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Journalism's Got 99 Problems: Design is #1</b> (David Wright)	Tuesday, March 13, 2012 11:00am – 12:00pm	#newsdesign
<b>Knitting a Long Tail in Niche Publishing</b> (Shannon Okey)	Monday, March 12, 2012 3:30pm – 4:30pm	#indiebook
<b>Language of Mutilation: Grammar for Ads &amp; Life</b> (Gail Marie)	Monday, March 12, 2012 11:00am – 12:00pm	#grammar

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Misuse the Internet and Make People Love You</b> (Christopher Price)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#misuse
<b>New Career for Journalists: Online Video Producer</b> (Chris Albrecht)	Tuesday, March 13, 2012 11:00am – 12:00pm	#webvid
<b>On the Internet, Everyone Knows You're a Dog</b> (Ted Rheingold)	Sunday, March 11, 2012 5:00pm – 6:00pm	#SAY

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Once &amp; Future King: Can Syndication Save Content?</b> (Jesse Levine)	Sunday, March 11, 2012 12:30pm – 1:30pm	#syndicate
<b>Open Web, Open News: Reporters &amp; Developers Remix</b> (Dan Sinker)	Sunday, March 11, 2012 3:30pm – 4:30pm	#journopen
<b>Popping Your Bubble: Stories of the Digital Divide</b> (Eric Martin)	Friday, March 9, 2012 2:00pm – 3:00pm	#dgtldiv

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Psychology of Narcissism &amp; How it Affects Brands</b> (Lucia Mancuso)	Sunday, March 11, 2012 12:30pm – 1:30pm	#LookAtMe
<b>Public Radio is Media's Future. You Heard It Right</b> (Jake Shapiro)	Friday, March 9, 2012 5:00pm – 6:00pm	#publicrad
<b>Publishing Models Transforming the Book</b> (Brian Altounian)	Sunday, March 11, 2012 9:30am – 10:30am	#pubmodels

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Real-Time Newsjacking &amp; a Cold-Blooded Tweeter</b> (Grant Hunter)	Saturday, March 10, 2012 11:00am – 12:00pm	#UGNewsjack @BronxZoosCobra
<b>Reported Aggregation: a Truce in the Content Wars?</b> (Clara Jeffery)	Tuesday, March 13, 2012 9:30am – 10:30am	#aggreport
<b>Reporters &amp; Evangelists: Politics of Online News</b> (Prajwal Ciryam)	Saturday, March 10, 2012 5:00pm – 6:00pm	#partisans

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Rethinking How to Communicate Science</b> (Laura Hermann)	Saturday, March 10, 2012 11:00am – 12:00pm	#RethinkSci
<b>Rise of Analytics: Impacting the Editorial Process?</b> (Chris Reynolds)	Saturday, March 10, 2012 12:30pm – 1:30pm	#editdata
<b>Rude Awakening: Content Strategy is Super Hard</b> (Kristina Halvorson)	Saturday, March 10, 2012 12:30pm – 1:30pm	#RudeAwaken

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Self-Publishing: A Revolution for Midlist Authors?</b> (Neal Pollack)	Monday, March 12, 2012 5:00pm – 6:00pm	#SelfPub
<b>Snackable Content: Working in a Bite-Sized Future</b> (Brad Cohen)	Monday, March 12, 2012 5:00pm – 6:00pm	#Snackable
<b>Social Role-Playing: Brands and Publishers</b> (EB Boyd)	Monday, March 12, 2012 12:30pm – 1:30pm	#Roleplay

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Storytelling Beyond Words: New Forms of Journalism</b> (Stephen Buckley)	Sunday, March 11, 2012 9:30am – 10:30am	#stories
<b>Subtext and Shipping: The Lesbian Community Online</b> (Trish Bendix)	Monday, March 12, 2012 3:30pm – 4:30pm	#subtext
<b>Surviving Lulz: Behind the Scenes of LulzSec</b> (Matthew Prince)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#behindlulz

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Curators and the Curated</b> (Max Linsky)	Saturday, March 10, 2012 3:30pm – 4:30pm	#curation
<b>The Fashion Fog: Blurring Content &amp; Commerce</b> (Alisa Gould-Simon)	Friday, March 9, 2012 5:00pm – 6:00pm	#FashionFog
<b>The Future of Lifestyle Media</b> (Tolly Moseley)	Friday, March 9, 2012 2:00pm – 3:00pm	#lifestyle

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Hyperlocal Hoax: Where's the Holy Grail?</b> (Mike Orren)	Monday, March 12, 2012 9:30am – 10:30am	#hyperhype
<b>The New Hollywood: Building Celebrity Brands Online</b> (Kevin Winston)	Saturday, March 10, 2012 12:30pm – 1:30pm	#celebbrand
<b>The Power of Visual Storytelling</b> (C.C. Chapman)	Friday, March 9, 2012 3:30pm – 4:30pm	#story

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Secret Path to Success in Online Video</b> (Dina Kaplan)	Sunday, March 11, 2012 12:30pm – 1:30pm	#webseries
<b>Think Global, Blog Local: The Regional Tech Blog</b> (Danny Schreiber)	Saturday, March 10, 2012 5:00pm – 6:00pm	#TECHBLOG
<b>This Talk is NSFW: Nudity and Online Journalism</b> (Keith Plocek)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#nsfwsw

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Tricking People into Reading Again</b> (Oren Katzeff)	Monday, March 12, 2012 5:00pm – 6:00pm	#Comedy
<b>Tweeting Osama's Death: From Citizen to Journalist</b> (Steve Myers)	Saturday, March 10, 2012 3:30pm – 4:30pm	#OBLtweet
<b>Vetting in the Age of Social: Who Do You Trust?</b> (Tom Miale)	Tuesday, March 13, 2012 9:30am – 10:30am	#vetting

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Data Visualization and the Future of Research</b> (Marguerite Avery)	Saturday, March 10, 2012 3:30pm – 4:30pm	#dataviz
<b>What Journalism Can Learn from Science</b> (Matt Thompson)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#journosci
<b>When Copyright Trolls Attack</b> (Charles Mudd)	Saturday, March 10, 2012 9:30am – 10:30am	#CopyTrolls

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## NEW BUSINESS (HILTON GARDEN INN)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Brazilian Youth: Dreams, Activism, Hyperconnection</b> (Carla Albertuni)	Saturday, March 10, 2012 12:30pm – 1:30pm	#br_dream
<b>Creative Energy: Renewing the Fight for Renewables</b> (J. Slezak)	Saturday, March 10, 2012 12:30pm – 1:30pm	#Renewables @Jslez
<b>Electric Car: Lessons Learned in a Global Movement</b> (B. Holland)	Saturday, March 10, 2012 11:00am – 12:00pm	#EVReady @RockyMtnInst

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Financial Services &amp; Technology Rockstar Women</b> (Joyce Sullivan)	Monday, March 12, 2012 5:00pm – 6:00pm	#FTRW
<b>Size Matters - Why Little Houses Are So Awesome</b> (Jay Schaefer)	Friday, March 9, 2012 5:00pm – 6:00pm	#LittleHome
<b>Waste 2.0 – 3 Ways Tech is Making Waste a Resource</b> (C.Farrell)	Friday, March 9, 2012 3:30pm – 4:30pm	#waste @cfar
<b>Why Cleanweb Will Beat Cleantech</b> (Sunil Paul)	Saturday, March 10, 2012 3:30pm – 4:30pm	#cleanweb @SunilPaul

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# LIFESTYLES AND SPORTS (DRISKILL HOTEL)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>2012: You Bet Your Asteroid the World Won't End</b> (Stephanie Smith)	Monday, March 12, 2012 9:30am - 10:30am	#asteroid
<b>A/S/L: the Evolution and Future of Online Dating</b> (Shon Mogharabi)	Friday, March 9, 2012 3:30pm - 4:30pm	#datingtech

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Tweak Your Talk (A Cranky Talk Workshop)</b> (Adam Polansky)	Friday, March 9, 2012 2:00pm – 6:00pm	#CrankyTalk
<b>Cultures of Basketball: Sports in Higher Education</b> (Yago Colás)	Sunday, March 11, 2012 11:00am – 12:00pm	#basketball
<b>Enhanced Interrogation: The Modern-day Interview</b> (Jayna Wallace)	Friday, March 9, 2012 3:30pm – 4:30pm	#interview

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Fantasy Sports - Where Does It Go from Here?</b> (Clay Walker)	Saturday, March 10, 2012 3:30pm – 4:30pm	#FantSports
<b>Fashion and the New Taste Graph</b> (Dave Surgan)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#tastegraph
<b>Food Trucks Share Social Media Tips</b> (Bob Madden)	Sunday, March 11, 2012 9:30am – 10:30am	#foodtruck

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Get Excited and Make Things with Science</b> (Ariel Waldman)	Monday, March 12, 2012 12:30pm – 1:30pm	#getexcited
<b>I Used Data Analytics to Game Online Dating</b> (Amy Webb)	Saturday, March 10, 2012 9:30am – 10:30am	#dating
<b>Is Social Media a Human Right?</b> (Jason Rockwood)	Saturday, March 10, 2012 12:30pm – 1:30pm	#MediaRight

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>PolySocial Reality and the Enspirited World</b> (Gene Becker)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#PoSR
<b>Robot Panelists, AI, and the Future of Identity</b> (John Romano)	Monday, March 12, 2012 3:30pm – 4:30pm	#robots
<b>Securing Your Data in a Target-Rich Environment</b> (Darren Kitchen)	Saturday, March 10, 2012 11:00am – 12:00pm	#hak5

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Self-Hacking: Self-Knowledge &amp; Data Literacy</b> (Adriana Lukas)	Monday, March 12, 2012 3:30pm – 4:30pm	#selfhack
<b>Sex In The Digital Age</b> (Lux Alptraum)	Monday, March 12, 2012 12:30pm – 1:30pm	#digitalsex
<b>Street-Level Genius: An African Maker Safari</b> (Anita Pyke)	Monday, March 12, 2012 9:30am – 10:30am	#makeafrica

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Social Shopping: The Zeros &amp; Ones Changing Fashion</b> (Caroline Waxler)	Tuesday, March 13, 2012 11:00am – 12:00pm	#shopsocial
<b>Spacebits: Awesomeness, Balloons, Space and DIY.</b> (Celso Martinho)	Monday, March 12, 2012 11:00am – 12:00pm	#spacebits
<b>Sports Media: The Beat Goes Gone?</b> (Kevin Arnovitz)	Sunday, March 11, 2012 3:30pm – 4:30pm	#sportbeat

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Technology and Fashion</b> (Ping Fu)	Monday, March 12, 2012 11:00am – 12:00pm	#geo
<b>The Basketball Jones Live Podcast</b> (Matt Osten)	Saturday, March 10, 2012 3:30pm – 4:30pm	#TBJ
<b>The New Aesthetic: Seeing Like Digital Devices</b> (James Bridle)	Monday, March 12, 2012 9:30am – 10:30am	#aesthetic
<b>The Present of Print: Paper's Persistence</b> (William Burdette)	Saturday, March 10, 2012 9:30am – 10:30am	#print

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Online Sports And The Internet's Meaning Machine</b> (Spencer Hall)	Sunday, March 11, 2012 12:30pm – 1:30pm	#kingdom
<b>The Rise of Brooklyn Food Scene</b> (Christina Tosi)	Sunday, March 11, 2012 11:00am – 12:00pm	#bklynfood
<b>The Sports Fan in 2015</b> (Kyle Bunch)	Saturday, March 10, 2012 11:00am – 12:00pm	#sport2015
<b>This Spartan Life: Frag Me Gently</b> (J. Dorado)	Monday, March 12, 2012 12:30pm – 1:30pm	#FragMe

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>When Biomechanics Attack -- Hard New Sports Lessons</b> (Henry Abbott)	Saturday, March 10, 2012 12:30pm – 1:30pm	#waytomove
<b>Who Needs a Fashion Cycle? I've Got Social Media</b> (Anthony Santagati III)	Tuesday, March 13, 2012 11:00am – 12:00pm	#fcycle
<b>Why Karl Keeps His Shades on: Style &amp; Social Media</b> (Angela Buttolph)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#ShadesOn

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# SCREENBURN & GAMING (PALMER EVENTS CENTER)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Alternative Funding for Game Development</b> (Michael Shirley)	Saturday, March 10, 2012 12:30pm – 1:30pm	#AltFunding
<b>Bridge the Gap Between Casual vs Hardcore Games</b> (Jack Buser)	Saturday, March 10, 2012 3:30pm – 4:30pm	#GameDev

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Cloudy with a Chance of Gaming</b> (Ari Levy)	Saturday, March 10, 2012 12:30pm – 1:30pm	#CloudyWith
<b>eSports: Enabling Gaming as a Profession</b> (Anna Prosser)	Sunday, March 11, 2012 12:30pm – 1:30pm	#ignesport
<b>Surviving the Night: An International ARG Tell All</b> (Brandon Schmittling)	Saturday, March 10, 2012 5:00pm – 6:00pm	#Journey

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Power of Contemplative Play</b> (Ben Cervený)	Sunday, March 11, 2012 3:30pm – 4:30pm	#PowerPlay
<b>Unpacking the Myth of the Intuitive</b> (Matthew Boch)	Sunday, March 11, 2012 11:00am – 12:00pm	#IntuitMyth
<b>Video Games: The Supreme Court and What's Next</b> (Michael Gallagher)	Sunday, March 11, 2012 3:30pm – 4:30pm	#BrownvEMA

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# SOCIAL NETWORKS (OMNI - DOWNTOWN)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Are We Killing Social with Social?</b> (Tarah Feinberg)	Sunday, March 11, 2012 11:00am – 12:00pm	#killsoc
<b>Bridging the Lawyer-Social Media Manager Divide</b> (June Casalmir)	Saturday, March 10, 2012 12:30pm – 1:30pm	#smlawyer

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>"But is it Art?": The Aesthetics of Social Culture</b> (Tim Sheridan)	Monday, March 12, 2012 11:00am - 12:00pm	#isitart?
<b>Can You Tweet That? Social Media and the Law</b> (Dara Quackenbush)	Saturday, March 10, 2012 9:30am - 10:30am	#smlaw
<b>Confessions of a Community Moderator</b> (Annalise Kaylor)	Tuesday, March 13, 2012 11:00am - 12:00pm	#ModConfess

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Culture Networks, And the Codes That Drive Them</b> (Tim Stock)	Sunday, March 11, 2012 11:00am – 12:00pm	#culture
<b>Debate: Should Social Sites Allow Anonymous Users?</b> (Cindy Cohn)	Saturday, March 10, 2012 11:00am – 12:00pm	#anonymous
<b>Social Commerce: Not Yet Taking Off Like Farmville</b> (Craig Donato)	Tuesday, March 13, 2012 11:00am – 12:00pm	#ecommerce

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Facebook Credits: Not Just for Virtual Goods</b> (Brittany Darwell)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#NotVirtual
<b>Fighting for Your Users Without Becoming a Target</b> (Corynne Mcsherry)	Saturday, March 10, 2012 3:30pm – 4:30pm	#target
<b>Fit Together: How Fitness Goes High-Tech + Social</b> (Bob Goodman)	Saturday, March 10, 2012 5:00pm – 6:00pm	#FIT

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Greek to Geek: Classical Rhetoric &amp; The Modern Web</b> (Matt Morain)	Monday, March 12, 2012 3:30pm – 4:30pm	#greek2geek
<b>Hammurabi, Horseshoes, And Hookers in Social Media</b> (Peter Kim)	Friday, March 9, 2012 5:00pm – 6:00pm	#HHH
<b>How to Be Yourself When Everyone Else is Faking it</b> (Scott Rosenberg)	Saturday, March 10, 2012 9:30am – 10:30am	#beyrself

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How to Win Friends and Influence Space Exploration</b> (Chris Radcliff)	Sunday, March 11, 2012 12:30pm – 1:30pm	#spacetweep
<b>Intellectual Property Issues in Social Media</b> (Daxton Stewart)	Saturday, March 10, 2012 11:00am – 12:00pm	#ip&sm
<b>IRL: Improving Communities with Social Media</b> (Gretchen Rubin)	Tuesday, March 13, 2012 9:30am – 10:30am	#neighbor

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Let's Get Lost: Surprise and the Social Media Age</b> (Todd Pruzan)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#nowgetlost
<b>Marketing's Shift from Waterfall to Agile!</b> (Jennifer Zeszut)	Sunday, March 11, 2012 11:00am – 12:00pm	#AgileMktg @jenniferland
<b>Multiple Personalities– Not a Disorder But the Norm</b> (Elizabeth Sartin)	Saturday, March 10, 2012 12:30pm – 1:30pm	#theNorm
<b>NASA's Mission Possible: Tweeting Thru Space</b> (Erik Sowa)	Sunday, March 11, 2012 5:00pm – 6:00pm	#nasa

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>How Women Present Themselves in the Digital Age</b> (Margaret Johnson)	Saturday, March 10, 2012 3:30pm – 4:30pm	#huffpost
<b>Potterize it! Sharing the Magic of Fan Culture</b> (Brenda Huettner)	Friday, March 9, 2012 3:30pm – 4:30pm	#Potterize!
<b>Big Data: Privacy Threat or Business Model?</b> (Declan Mccullagh)	Sunday, March 11, 2012 5:00pm – 6:00pm	#cnet

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Saying Good Bye to Your Digital Self</b> (Alexis Rossi)	Monday, March 12, 2012 5:00pm – 6:00pm	#digitalme
<b>Sex, Dating and Privacy Online Post-Weinergate</b> (Rachel K. Bussel)	Monday, March 12, 2012 5:00pm – 6:00pm	#Weinergate
<b>Shoebox Full of Photos: Beyond Digital Storage</b> (Jesse Chan-Norris)	Saturday, March 10, 2012 12:30pm – 1:30pm	#shoebox
<b>Social Commerce: Not Yet Taking Off Like Farmville</b> (Craig Donato)	Tuesday, March 13, 2012 11:00am – 12:00pm	#ecommerce

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Social Media &amp; Young Children: Our Kids' Futures</b> (Patty Chang)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#real-time
<b>Social Media is a Bubble and SXSW is a Fad</b> (Alyson Shontell)	Sunday, March 11, 2012 12:30pm – 1:30pm	#SMBubble
<b>Star Trek and Social Media</b> (Anthony Rotolo)	Monday, March 12, 2012 12:30pm – 1:30pm	#TrekClass
<b>Still Invisible? Waging Stories with Social Media</b> (Jackie Mahendra)	Sunday, March 11, 2012 3:30pm – 4:30pm	#StoryPower

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Tech Unity Beyond the #SpecialNeeds Hashtag</b> (Jen Lee Reeves)	Monday, March 12, 2012 12:30pm – 1:30pm	#sn
<b>The Connected Company: An Inventory of the Possible</b> (Dave Gray)	Sunday, March 11, 2012 9:30am – 10:30am	#connected
<b>The Math That Matters in the Real-time Web</b> (Gilad Lotan)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#MathMatter

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The Secrets of Scaling Two-Sided Markets</b> (Adam Erlebacher)	Monday, March 12, 2012 11:00am – 12:00pm	#Secrets
<b>Time Bandits: The Next Revolution in Social</b> (Rene Pinnell)	Monday, March 12, 2012 11:00am – 12:00pm	#future
<b>Transforming Social Media for the Senior Community</b> (B. Lang)	Tuesday, March 13, 2012 9:30am – 10:30am	#sm4seniors
<b>Turning Slacktivism to Online Activism</b> (Boyd Neil)	Sunday, March 11, 2012 12:30pm – 1:30pm	#activism

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>@TVEngagement: Does Social Media Drive TV Ratings?</b> (Colin Helms)	Friday, March 9, 2012 2:00pm – 3:00pm	#tvengage
<b>What Civil Society Can Learn From Social Web</b> (Ben Berkowitz)	Sunday, March 11, 2012 3:30pm – 4:30pm	#socialweb
<b>What The London Riots Taught Us About Social Media</b> (Kevin Hartman)	Monday, March 12, 2012 3:30pm – 4:30pm	#RIOTS
<b>Why Your 5-year-old is More Digital Than Most CMOs</b> (Sean Miller)	Tuesday, March 13, 2012 5:00pm – 6:00pm	#kidCMO

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>World Domination: New Media for Global Events</b> (Alex Balfour)	Monday, March 12, 2012 9:30am – 10:30am	#WorldDom

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# STARTUP VILLAGE (HILTON AUSTIN - DOWNTOWN)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>3 Secrets to a Killer Elevator Pitch</b> (Joshua Baer)	Tuesday, March 13, 2012 9:30am - 10:30am	#KILLER
<b>Anything You Can Do, I Can Do Backwards in Heels</b> (Michelle Zatlyn)	Monday, March 12, 2012 11:00am - 12:00pm	#techwomen

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Are Free Customers Better Than Captive Ones?</b> (Doc Searls)	Tuesday, March 13, 2012 3:30pm – 4:30pm	#freedom
<b>Community First: Lessons for Early-Stage Startups</b> (Diana Kimball)	Sunday, March 11, 2012 11:00am – 12:00pm	#community
<b>How Start-Ups Do Deals w/Titans</b> (Pamela O'Hara)	Friday, March 9, 2012 5:00pm – 6:00pm	#sbweb

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Design and the Mobile Startup</b> (Ron Goldin)	Sunday, March 11, 2012 12:30pm – 1:30pm	#MobileDsgn
<b>eBay to VC: Lessons from the Trenches</b> (Jeff Jordan)	Sunday, March 11, 2012 12:30pm – 1:30pm	#eBaytoVC
<b>Explorations in Corporate Zoology</b> (Tim Hwang)	Monday, March 12, 2012 9:30am – 10:30am	#corpzoo
<b>Exploring the Top Startup Accelerator Programs</b> (Frank Gruber)	Saturday, March 10, 2012 3:30pm – 4:30pm	#accelerate

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Freefalling: Taking Your Startup to 100% Cloud</b> (Brandon Wiley)	Saturday, March 10, 2012 9:30am – 10:30am	#Freefall
<b>Give Me an Invite! Creating User Demand at Launch</b> (Eric Vishria)	Friday, March 9, 2012 3:30pm – 4:30pm	#invites
<b>How to Lose Cofounders and Alienate Startups</b> (Orlan Marx)	Friday, March 9, 2012 3:30pm – 4:30pm	#cfdisaster

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Keeping Kids off the Street: Wall St. vs Startups</b> (Zach Sims)	Saturday, March 10, 2012 12:30pm – 1:30pm	#offthetest
<b>Keeping Loyal Consumers Engaged by Shaking Sh*t Up</b> (Ben Lerer)	Friday, March 9, 2012 2:00pm – 3:00pm	#ThrillPnl
<b>Launching Companies in Regulated Industries</b> (Shamir Karkal)	Friday, March 9, 2012 5:00pm – 6:00pm	#regulated

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Learn to Code and Make the Software You Want</b> (Nate Westheimer)	Sunday, March 11, 2012 9:30am – 10:30am	#hope
<b>Making a Grand Entrance: How to Launch a Product</b>	Sunday, March 11, 2012 9:30am – 10:30am	#launch
<b>New Mafia: Rise of the Chicago Startups</b> (Zachary Smith)	Monday, March 12, 2012 3:30pm – 4:30pm	#NewMafia

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Silicon Alley: Startup Ecosystem That Never Sleeps</b> (Barry Silbert)	Monday, March 12, 2012 5:00pm – 6:00pm	#alley
<b>Software Patents: Great, Dangerous, or Pointless?</b> (R. Rodrigues)	Tuesday, March 13, 2012 11:00am – 12:00pm	#SWPatent
<b>Startup Marketing: Big Results with a Small Budget</b> (Krista Neher)	Friday, March 9, 2012 2:00pm – 3:00pm	#StartUp

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Storytelling for Entrepreneurs &amp; Startups</b> (Lyn Graft)	Friday, March 9, 2012 3:30pm – 4:30pm	#startup
<b>The Airbnb of Anything: The Growth of P2P Markets</b> (Joe Gebbia)	Tuesday, March 13, 2012 12:30pm – 1:30pm	#P2P
<b>The Secrets and Surprises of DIY Promotion</b> (Jeff Potter)	Saturday, March 10, 2012 3:30pm – 4:30pm	#diypromo

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>The UX-Driven Startup: Lessons from the Trenches</b> (Cindy Alvarez)	Sunday, March 11, 2012 11:00am – 12:00pm	#UXStartup
<b>Understanding Start-Up Equity and Compensation</b> (Justin Fishner-Wolfson)	Friday, March 9, 2012 5:00pm – 6:00pm	#equity
<b>What Makes Asset Sharing Platforms Thrive?</b> (Neal Gorenflo)	Sunday, March 11, 2012 9:30am – 10:30am	#Shareable

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# WORKSHOPS (RADISSON - TOWN LAKE)

SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Accessible HTML 5 Canvas? Really? How?</b> (Cynthia Shelly)	Saturday, March 10, 2012 11:00am - 12:00pm	#AccessHTML
<b>Building Great Games in HTML5</b> (Erik Möller)	Saturday, March 10, 2012 12:30pm - 1:30pm	#html5port
<b>Faster Design Decisions with Style Tiles</b> (Samantha Warren)	Friday, March 9, 2012 3:30pm - 4:30pm	#FastDesign

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Client-Side Templating in jQuery</b> (Fritz Onion)	Sunday, March 11, 2012 11:00am – 12:00pm	#jquerytmpl
<b>Killer App Design with Javascript and HTML 5</b> (Jonathon Morgan)	Sunday, March 11, 2012 9:30am – 10:30am	#html5
<b>Leaving Flatland: Getting Started with WebGL</b> (Luz Caballero)	Friday, March 9, 2012 5:00pm – 6:00pm	#enterWebGL
<b>Mad CSS3 Skillz</b> (Estelle Weyl)	Sunday, March 11, 2012 12:30pm – 1:30pm	#CSS3

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Mind Reading: Seeing Needs Users Don't Articulate</b> (Jacquelyn Kroner)	Saturday, March 10, 2012 9:30am – 10:30am	#userneeds
<b>Netflix and Twitter - What's Under the Hood</b> (Keith Zoellner)	Saturday, March 10, 2012 3:30pm – 4:30pm	#UnderHood
<b>Shit Code: When Good Code is Betrayed</b> (Scott Lenger)	Sunday, March 11, 2012 5:00pm – 6:00pm	#shit

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SESSION	DATE/TIME	HASHTAG/TWITTER
<b>Simplify CSS Development with Sass &amp; Compass</b> (Alex Lemanski)	Sunday, March 11, 2012 3:30pm – 4:30pm	#teamSass

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