SXSW LONDON

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APPLY TO TALK ENTRY GUIDE

SXSW London, taking place 1-6 June 2026, is a unique platform showcasing brave ideas, groundbreaking research, and transformative solutions.
Here is your Entry Guide with all the information needed to Apply to Talk at the Conference.

KEY DATES

Submissions Open	22nd September 2025
Final Submissions Deadline	7th December 2025
Community Voting Dates	8th December - 23rd December 2025
Successful Applicants Notified by	28th February 2026

Please finalise your speaking proposals and submit your application before the deadline. We're opening up voting to our community between 8th-23rd December, so they can have their say about the talks they want to see on stage.

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HOW TO APPLY

Craft a Strong Submission
A clear, concise and creative submission will help us to understand your proposal and distinguish it from the competition. The more specific and innovative you can be, the better.

Prepare to Apply
Select the preferred format and style for your session and confirm with your speakers their availability for the duration of the event (1st - 6th June 2026). Remember that your submission will be publicly visible when the Public Voting phase begins, so its important that you have the right use of any materials you include.

Questions on your Entry?
You can submit your entry via the Submissions Selector platform here.
Please contact the team.

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SESSION FORMATS AVAILABLE

- **Fireside Chat**
  A conversation between two speakers, discussing a specific industry topic.

- **Panel Discussion**
  A discussion between four diverse speakers maximum, including a moderator.

- **Presentation**
  A deep dive into a specific industry topic, visual presentation recommended. Sales pitches will not be considered.

- **Workshops & Experiences**
  Hands-on learning activities and experiences, anything from coding to chess playing or cocktail making. Length can vary.

THE SXSW LONDON CONFERENCE AUDIENCE

Our audience includes thought-leaders and senior professionals in the tech and creative industries. They are drawn to unconventional storytelling, innovative next-generation products and technologies, creative solutions for addressing global challenges, and exploring new ways to harness technology for positive impact.

When you apply to talk at SXSW London, you will be speaking directly to our audience.

CONFERENCE TRACKS

AI & The Human Experience
Will the humanities survive artificial intelligence? Will your business still exist if you choose to ignore it? This track is all about disruption at scale. From predictive analytics, generative and agent AI, automation, and human-machine intelligence to immersive storytelling, discover how deploying next-gen tools will help you to stay competitive and agile.

HealthTech & MedTech
The HealthTech and MedTech track at SXSW London presents a comprehensive exploration of the groundbreaking innovations in drug development which are redefining healthcare delivery, personalised medicine, and the future of wellbeing. Engage with thought leaders, innovations, and experts as they delve into transformative topics that are revolutionising health systems and patient care.

Frontier Technologies:
Frontier technologies will play host to the latest advancements redefining industry landscapes and human potential. Get stuck into materials science, robotics, quantum computing, space and biotech with insights from pioneering experts and innovators.

London 2050
Set your sights on London 2050, a visionary exploration of how innovation, policy and technology are shaping the future of our host city. Hear from the tech-founders, policymakers, and philanthropists who are dedicated to transforming London into a sustainable, connected, and vibrant urban ecosystem.

Unreal Realities
Where does the IRL and virtual intersect? Unreal realities delves into the immersive and intangible and how storytelling has never been more equipped to entertain across mediums. Hear from those creating the art and the tech that makes it possible.

Society Rewired
Society Rewired is where technology, geopolitics, and society converge to shape a new era of global interconnectedness and engagement. Hear from the world experts, lawmakers, and thinkers as they explore the profound shifts transforming our societal landscape.

Creator Economy

Today's creators are more than just recognisable faces - they operate a mini studios, intellectual property owners, and end-to-end business operators. As the creator economy evolves, we're seeing traditional revenue streams become obsolete, and fresh ones emerge. Hear from the platforms amplifying voices, the largest and most engaged communities and discover how creators are crafting long-term, profitable ventures.

Marketing & Advertising

What's in the brand if nobody remembers it tomorrow? Hear from the culture-hackers and algorithm-crackers working at the bones of brand relevance in the attention economy. Discover how the smartest brands and agencies are reaching consumers, engineering loyalty and making messages impossible to ignore.

Innovation & Transformation

Explore how organisations are redefining their boundaries and reinventing themselves to thrive in the rapidly evolving landscape of technology and society. The forward-looking track brings together industry leaders, strategists, and entrepreneurs dedicated to shaping the future of corporate innovation, work, and organisation design.

Venture

Navigate the evolving landscape of finance and investment with the venture track, gathering investors, founders, and industry leaders to explore the latest trends in capital, funding, and innovative financial models.

Startup Academy

Think you have what it takes to build the next unicorn? Startup academy is where aspiring founders, early-stage disruptors, and fearless investors collide. From bootstrap hacks to scaling strategies and funding playbooks, this is your front-row seat to the ideas, tools, and mindsets that separate dreamers from doers.

Fintech & Digital Commerce

Explore the transformative power of financial technology and digital commerce at SXSW London. This track brings together fintech leaders, POS innovators, and industry regulators to examine the emerging trends of finance and commerce.

Gaming & Interactive Worlds
Switch on and discover how the gamified world is redefining entertainment and connection. Hear from visionary developers, studios, and software providers as they explore the technologies, communities, and creative forces shaping the future of play. From immersive world building to crafting the biggest IPs, how can you captivate and keep players coming back for more.

Screen, Story & Sound
Jump into the worlds of film, television, and music at SXSW London. Saddle up next to the acclaimed directors, producers, musicians, studios and innovators powering change, as they detail the craft, technology, and business shaping what we watch and listen to.

Design
Dive into current creative ideas across design disciplines, from architecture to user experience. Join visual and technical experts sharing fresh perspectives and best practices to deliver world-class products and design across physical, virtual and digital worlds.

FAQs

- **How many proposals can I submit?**
  - There is no limit to the number of submissions you can make.

- **Can I edit my proposal?**
  - If you need to edit your proposal, please email conference@sxswlondon.com

- **How do I enter details on behalf of my client?**
  - If you are not organising the session yourself, you should enter the name of the person who will be responsible for the session in the Primary Contact section. This person will oversee every aspect of the proposed session if it is selected.

- **Do speakers need to meet certain criteria?**
  - SXSW London aims to achieve a diverse mix of ideas and backgrounds. Each speaker can participate in a maximum of two sessions. If your proposal is accepted, you may be asked to substitute some of your speakers.

- **Can I propose a session that promotes a product or service?**
  - You can, however, sales pitches will very rarely be successful. We are of course interested in hearing about the latest innovations. If you are interested in showcasing your product or service, please contact partnerships@sxswlondon.com

- **Will all the information I submit in my proposal be publicly visible?**
  - No. We ask for extra information to help us properly evaluate all submissions. However, only a select amount of information about your idea will appear in the public interface. This excludes any contact or personal information.

- **What are the session organiser's responsibilities?**
  - The session organiser is considered the primary contact for the session. They are the ultimately responsible for making the proposal come to fruition. All SXSW London communications will go through the Primary Contact, and you are responsible for communicating this information to your speakers (if applicable). The Primary Contact can also be a speaker on the session.

- **Do speakers receive complimentary registration?**
  - Yes, all the accepted speakers will receive complimentary passes.

- **Who can vote for session proposals?**
  - Any member of the public who registers can vote.

- **Can I encourage my network to vote for my proposal?**
  - Yes you can, you are very welcome to promote your session proposal to your network.

- **Are there any age restrictions to participate at SXSW London?**
  - Applicants must be 16+, however they may be required to attend with someone over the age of 18, dependent on venue restrictions and licensing.

Please note: The entry process does not include proposals to be a Mentor.
If you are interested in mentoring only at the Conference, please email: conference@sxswlondon.com

We can't wait to see you at SXSW London 2026!