SXSW® LONDON

2025 CHANGEMAKER TRENDS

SXSW LONDON

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BEAUTIFUL COLLISIONS BROUGHT TO LIFE

The theme of the inaugural SXSW London was "Beautiful Collisions", highlighting the power of convergence in fueling collaboration and growth. It's a theme that ran deep across London's East End, where diverse industries collided to talk creativity, tech, business and culture.

Across 34 venues, galleries and clubs in and around Shoreditch and East London, including many independent and community-led spaces, SXSW London 2025 was the first-ever European edition of the iconic SXSW festival, building on the brand's decades of success in Austin, Sydney and now, the global city of London.

SXSW London featured 862 conference speakers across 500+ sessions, 600 performances from 560 music artists and 114 film and TV screenings across six days, between 2-7 June, 2025.



The speaker lineup was deliberately eclectic, and featured prominent voices from AI: Sir Demis Hassabis, Laura Chambers, Victor Riparbelli; Environmental activism: Jane Goodall, Ben Lamm; Government and society: Angela Rayner, Caroline Lucas, Peter Kyle; Space exploration and science: Katie King, Paul McCarter; Health: Deepak Chopra, Joe Wicks MBE; Entertainment and the arts: Idris Elba, Katherine Ryan, Björn Ulvaeus, Nile Rogers; and Business and marketing: Mark Read, Keily Blair, Anna Bateson. The ambition was to spark inspiration and debate and boost collaboration across sectors and disciplines, even those which at first may seem uncomplimentary to one another.

Even King Charles III paid a visit.



His Majesty The King visits SXSW London Conference

From AI to altered consciousness and sports entrepreneurship to space exploration, SXSW London provided the stages where provocateurs and disrupters joined politicians and policy makers in equal billing.

This report demonstrates the power of the Festival's central ethos: Beautiful Collisions. It shows us that it is when diverse voices, disciplines and communities come together that we can expect to spark unexpected ideas, challenge stale thinking and create meaningful, powerful solutions to our greatest challenges. Through Beautiful Collisions we can move from passive consumption, to active co-creation – from isolated innovation, to collective growth. Beautiful Collisions allows us to cross boundaries, embrace differences, build resilience and redefine what's possible.

WHO JOINED:

20,505 ATTENDEES FROM **85** COUNTRIES.

The largest attendee cohorts were from the UK, USA, Netherlands, Germany, France, Brazil, Sweden, Norway, Australia and Spain.

51 different industries attended, including advertising, PR, communications, design, creative and marketing, music, technology, information & media, business consulting, events education, science, policy and politics.

"FROM HELPING TO SHAPE THE FUTURE OF TECH AND AI, TO PROVIDING A PLATFORM FOR MAJOR NEW ARTISTS, SXSW LONDON IS A SIGNIFICANT OPPORTUNITY TO GENERATE NEW IDEAS, PROMOTE OUR CAPITAL AND HELP INSPIRE THE NEXT GENERATION."

Mayor of London, Sadiq Khan



Mayor of London, Sadiq Khan

ABOUT THIS REPORT (AND HOW TO USE IT):

A crack team of writers, editors and industry experts have watched 100+ hours of live talks, digested the video footage and poured over the press coverage to bring you a summary of key insights, and most importantly: why they matter to you and what you need to do about them. The focus is on the eight big themes that emerged from the conference tracks, and we've presented these in the form of active thought-starters.

The report offers key insights, brief overviews, questions you may wish to consider and relevant sessions which inform our thought starters.

If you're concerned with the future of business, technology, creativity and society – if you're a business leader, decision maker, creator, inventor or maker – this report will furnish you with the insights necessary to succeed and thrive.



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THE THEMES

1 \ AGENTIC AI WILL TRANSFORM WORK FROM TIRING TOIL TO CREATIVE COLLABORATION

2 \ SPACE: THE NEXT BUSINESS FRONTIER IS CLOSER THAN YOU THINK

3 \ COLLECTIVE INDIVIDUALISM: A FRAMEWORK TO DRIVE BETTER IMPACT

4 \ COMMUNITY DRIVEN BRANDS: BRANDS WHO DON'T SHOW UP FOR THEIR COMMUNITIES WILL BE FORGOTTEN

5 \ BUSINESS WITH CONSCIENCE: AS GEOPOLITICS FALTER, BUSINESSES FIND THEIR CONSCIENCE

6 \ THE HEALTHCARE TECH REVOLUTION: WILL HELP US LIVE BETTER, LONGER LIVES

7 \ EXPERIENCE-LED MARKETING: IS EXPERIENCE THE ANSWER TO MORE JOYFUL MARKETING?

8 \ REDEFINING INFLUENCE & AUTHORITY: CREDIBILITY SHIFTS, AS AUDIENCES SEEK OUT NEW VOICES OF AUTHORITY

1 \ AGENTIC AI WILL TRANSFORM WORK FROM TIRING TOIL TO CREATIVE COLLABORATION

AI is moving beyond automating tasks to becoming a true digital teammate, working alongside us to lighten the load and free us up for more creative, meaningful work. Agentic AI, which can think, act and pursue goals independently, will reshape how we work and what we value. To make the most of this shift, we need to get practical: find the daily tasks we can hand over to AI, help teams build trust in the tools and focus on reskilling for the future. Human creativity, taste and judgement will become even more valuable as AI becomes more common, and businesses that combine technical expertise with original thinking will have the edge. Above all, how we choose to design, deploy and regulate AI now will shape its impact for years to come. Business leaders can't fall behind.

"THE GAP WE'RE EXPERIENCING AND CURRENTLY THE PROMISE OF COMPANIES TURNING AI INTO TANGIBLE BENEFITS IS AROUND ADOPTION AND HOW YOU BASICALLY GET AI PREVALENT THROUGHOUT THE WORKFORCE....AI PRESENTS AN INCREDIBLE OPPORTUNITY BUT THE REASON WE'RE NOT YET SEEING MASSIVE PRODUCTIVITY GAINS FROM MOST OF THE ECONOMY AS A RESULT OF AI IS BECAUSE EMPLOYEES HAVE NOT YET BEEN TAKEN ON A JOURNEY,"

said **Euan Blair, CEO, Multiverse in How business leaders can win with AI**



"The AI Voice Revolution" - SXSW London 2025 - Conference

2 \ SPACE: THE NEXT BUSINESS FRONTIER IS CLOSER THAN YOU THINK

Space is no longer a distant frontier – it's becoming essential infrastructure. What once belonged to astronauts and rocket scientists is now part of energy, mobility, biotech and defence strategies here on Earth. Space-based solar power could soon help meet growing energy demands. Orbit is opening new opportunities for manufacturing, medicine and environmental monitoring. Low-altitude airspace is set to become the next layer of urban transport, with flying taxis emerging as a real, scalable solution. Across sectors, space is shifting from exploration to integration. Businesses must start treating space as part of their value chain – because the most exciting innovations in mobility, health, security and energy may soon depend on it.



Bianca Cefalo, Katie King and Anushka Sharma speak onstage: "Space: The Next Frontier"

"WE'RE BUILDING FACTORIES IN ORBIT. IT'S JUST GOING TO BE PART OF THE SUPPLY CHAIN,"

said **Katie King, Co-Founder & CEO, BioOrbit Space in Space: The Next Frontier**

3 \ COLLECTIVE INDIVIDUALISM: A FRAMEWORK TO DRIVE BETTER IMPACT

The concept of "Collective Individualism," first theorized over a century ago, has gained fresh and prescient relevance as a model that balances individual freedom with collective action. At SXSW London, this approach was celebrated for enabling impactful progress across business, culture, and society by empowering individuals as active collaborators rather than passive consumers.



In conversation with Dr. Jane Goodall, DBE

"WE CAN'T LEAVE EVERYTHING TO GOVERNMENTS. WE CAN'T LEAVE EVERYTHING TO BIG BUSINESS. WE MUST REALISE THAT WE AS INDIVIDUALS MAKE A DIFFERENCE, AND WE CAN INFLUENCE THOSE AROUND US. YOU MATTER. YOU'RE HERE FOR A REASON. DO YOUR BIT TO MAKE THE WORLD A BETTER PLACE FOR FUTURE GENERATIONS,"

said **Dr. Jane Goodall in In Conversation with Dr Jane Goodall**

4 \ COMMUNITY DRIVEN BRANDS: BRANDS WHO DON'T SHOW UP FOR THEIR COMMUNITIES WILL BE FORGOTTEN

Brands can no longer afford to sit on the sidelines of their communities. Real loyalty now comes from active participation – not from chasing scale or surface-level engagement. Communities today want to co-create, not just consume, and they can spot fakeness a mile off. Purpose and shared values are at the heart of this shift. Brands that build deep, meaningful connections – especially within smaller, niche communities – will earn trust, advocacy and long-term loyalty. It's no longer about speaking to the masses; it's about showing up for the people who care and creating space for them to shape the story with you.

"FANDOM IS NO LONGER A MARKETING TREND OR SOMETHING RESERVED JUST FOR SPORTS OR POP CULTURE. IT'S REALLY FAST BECOMING THE MOST POWERFUL CURRENCY INVOLVED FOR BRANDING, BECAUSE ATTENTION ALONE DOESN'T CUT IT ANYMORE,"

said **Suzy Socker, Managing Director - Brand, Edelman in Cultural Capital: How Female Athletes Are Building New Fandoms and What Brands Can Learn**



Dina Asher-Smith "How the power of women in sport is influencing luxury fashion"

5 \ BUSINESS WITH CONSCIENCE: AS GEOPOLITICS FALTER, BUSINESSES FIND THEIR CONSCIENCE

In a world marked by geopolitical uncertainty and systemic disruption, businesses grounded in clear values are finding not just direction but resilience. Conscious business isn't a trend – it's a long-term strategy. Brands that move beyond storytelling to story-living, that embed impact into their operations and measure success by more than profit, are building deeper trust and lasting relevance. Purpose-led companies are proving that you can grow profits and impact side by side. But action, not aspiration, is what counts. The message is clear: in times of institutional distrust and complexity, doing the right thing is no longer idealistic – it's essential.

"PROFIT AND PURPOSE AREN'T MUTUALLY EXCLUSIVE, BUT POWERFUL PARTNERS WHEN DONE RIGHT,"

said **Sadira Furlow, Chief Brand Officer at Tony's Chocolonely in Breaking the Mould in Chocolate and in Business**



Sadira E Furlow and Olaf van Gerwen speak onstage: "Breaking the Mould in Chocolate and Business"

6 \ THE HEALTHCARE TECH REVOLUTION: WILL HELP US LIVE BETTER, LONGER LIVES

The future of healthcare is shifting fast – from treatment to prevention, from one-size-fits-all to deeply personalised care. At SXSW London, leaders across health technology, genomics and behavioural science showed how breakthroughs are helping us live not just longer, but better. Healthspan – the quality of our years – is overtaking lifespan as the new benchmark. Ageing is becoming something we can actively slow and manage, but health systems risk falling behind. Tech is outpacing infrastructure and meaningful progress will depend on open platforms, trusted data and care designed for real human behaviour, not clinical perfection. The healthcare revolution isn't just about science – it's about access, ethics and the choices we make as businesses, governments and individuals to shape what comes next.



Lucie Cave, Katherine Ryan, Nichola Conlon and Cat Wiles speak onstage: "Ageing and Biohacking - The Science of Immortality"

"FOR THE FIRST TIME IN HUMAN HISTORY, WE ACTUALLY KNOW THAT THERE IS SOMETHING YOU CAN DO TO REVERSE THE RATE THAT YOU WILL AGE,"

said **Dr. Nichola Conlon, Founder, Nuchido in Ageing and Biohacking - The Science of Immortality**

7 \ EXPERIENCE-LED MARKETING: IS EXPERIENCE THE ANSWER TO MORE JOYFUL MARKETING?

With Gen Z facing a loneliness epidemic, shrinking cultural spaces and the rise of micro-communities, the next wave of experiences must foster real-world connection and sensory engagement. Brands like Formula 1, Hinge and Dirt Is Good showed how thoughtful, participatory experiences can build deeper loyalty and ongoing dialogue. In this new experiential playbook, success will come to those who prioritise relevance, community and full sensory immersion.

"GEN Z SPENDS A THOUSAND LESS HOURS IN THE COMPANY OF SOMEONE ELSE AND THAT IS REALLY IMPACTING THE WAY THIS GROUP IS FEELING AND THE CONFIDENCE THEY HAVE IN SHOWING UP IN PERSON,"

said **Jackie Jantos, President and CMO at Hinge in Conquering The Loneliness Epidemic**



Jackie Jantos, Jessa Williams and Brittaney Kiefer speak onstage: "Conquering the Loneliness Epidemic"

8 \ REDEFINING INFLUENCE & AUTHORITY: CREDIBILITY SHIFTS, AS AUDIENCES SEEK OUT NEW VOICES OF AUTHORITY

Younger audiences increasingly favour lo-fi content over highly polished productions. In an era where trust beats reach, creators are becoming powerful cultural tastemakers, with brands urged to move beyond vanity metrics to value-driven partnerships. Sessions explored how creators are stepping into executive producer roles, how success measures are evolving, and why co-creation and fair pay must be prioritised in the next phase of the creator economy.



Laura Pullman and Keily Blair speak onstage: "Unfiltered: Platform Power, Policy, and the Creator Economy"

"WE'RE NOT IN THE FOLLOWER-COUNT ERA ANYMORE. WE ARE ENTERING SOMETHING NEW. SOMETHING BETTER. THIS IS THE GENUINE INFLUENCE ERA, WHERE CREATORS DRIVE EVERY STAGE OF THE CONSUMER JOURNEY. WHERE TRUST BEATS REACH. AND WHERE BRANDS FINALLY HAVE THE CHANCE TO STOP CHASING VANITY AND START CREATING VALUE,"

said **Stevie Johnson, Managing Director at Disrupt Marketing in From Vanity to Value: Genuine Influence and the Creator Economy's New Era**

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THOUGHT-STARTER \1

AGENTIC AI WILL TRANSFORM WORK FROM TIRING TOIL TO CREATIVE COLLABORATION

WHAT YOU NEED TO KNOW

If one theme was front and centre on the Shoreditch stages, it was AI and the mood was palpably optimistic. As keynote speaker Sir Demis Hassabis, CEO of DeepMind Technologies noted, there is a huge disconnect of sentiment between those working in AI and the public at large. In fact, as many as two to one of the public think AI will make the world worse, versus more than two thirds who work in the field who think it will make the world better. Clearly, there's some convincing to be done.

SXSW London brought together changemakers, policymakers and practitioners in the same room to discuss how AI and its next agentic iteration can be deployed (and regulated) to transform and even upend all industries. In his fireside chat, WPP CEO, Mark Read predicted that the AI revolution is "even faster than the internet revolution" stating, "every ad in the future will use AI".

In a pragmatic session, Practitioner Liz Bacelar, who's leading the AI charge at Under Armour, showed up to quiz the product builder William Tunstall-Pedoe, founder of Evi (the original Alexa), on the business case for AI and how to implement proper enterprise use-cases Tunstall-Pedoe was quizzed as to how we can avoid AI glitches... When asked when we will get to perfect AI accuracy, he acknowledged that "we may never get to one hundred percent" and cautioned us to question our sources and temper rampant growth with reason.

From keynotes and panels, to activations, AI was framed not as distant hype but as ubiquitous infrastructure that is and will be integrated into business, design, voice and automation tools. But what's the real game-changer here?

Agentic AI: intelligent, autonomous, goal-directed AI

Sir Demis predicted that AGI could eclipse the Industrial Revolution and internet in its impact, and this was echoed by AI optimists around the festival.

As AI continues to help us search, research and carry out tasks, agentic AI promises to take our productivity to the next level. This year, AI agents will enter the workplace as digital colleagues to proactively liberate us from toil so we can spend more time on tasks that truly matter.



Demis Hassabis speaks onstage on “The Frontiers of AI”

THE SPEAKERS EXPLORED:

1. **How AI agents free us to spend more time on work with real value**
   AI not only automates tasks but can now work alongside us. Our new always-on digital co-workers will proactively ease our cognitive load to free us up for more creative and rewarding projects.

2. **Our responsibilities as AI pioneers**
   As the generation bringing AI to the world, we have one chance to get it right. It’s our responsibility to develop and deploy technology strategically and ethically.

3. **New skills for the AI era**
   As what we think of as ‘work’ changes, we must re-skill our teams to work with agentic AI and educate children to set them up for success.

IN BRIEF

At SXSW London, speakers shared a pragmatic and future-focused approach to AI, balancing enthusiasm for what's possible with an emphasis on building trust.

- **There's an AI agent for everyone**
  Pioneers are using AI in diverse ways to enhance their output, work smarter and faster. For researchers and analysts, Jed Griffiths introduced new AI tools from Microsoft to compress years of work into days. For creatives, veteran ABBA songwriter and producer Björn Ulvaeus described how AI can be used to "bounce ideas back and forth". For now, we're still waiting for the tool Demis Hassabis of DeepMind truly wants: next-gen email to radically cut down time spent on your inbox.

- **Taste and authenticity are competitive advantages...**
  As AI-generated content floods digital spaces creating a "sea of sameness",, our human abilities to judge, be original and make creative leaps will differentiate companies from their AI-reliant peers. James Kirkham of ICONIC said, "hiring for taste is now a strategic move".

- **... and STEM subjects are still valuable**
  While Adidas' Erika Wykes-Sneyd argued that taste is now so important when working with AI that "an Art History degree looks like a good idea", Hassabis reassured that STEM subjects continue to be vital for students to understand the fundamentals of how AI systems are constructed.



Azeem Azhar speaks onstage: "AI in 2030 with Azeem Azhar"

- **AGI is over-hyped...**
  Experienced a 'feel the AGI' moment? Described at SXSW London by Matt Weaver of OpenAI, it's the delight you feel when you're blown away by what AI can do. But AI isn't yet at the level of Artificial General Intelligence (AGI), when machines are capable of performing any intellectual tasks equal to a human. According to DeepMind's Hassabis, we're five to ten years away from AGI and it's "massively overhyped in the short term". Will Douglas Heaven of MIT Technology Review agreed: "AGI doesn't mean anything, it's just AI but better".

- **... but longer term, AGI has incredible potential**
  AI could create a 'radical abundance', claimed Hassabis. "We'd get to a point where we've cured all diseases, have unlimited renewable energy, to arrive at a maximum flourishing of humanity", the audience experienced a true 'feel the AGI' moment.

- **AI alone won't magically solve the world's problems**
  Douglas Heaven countered Hassabis' optimistic view of AGI's potential with a reminder about the hard work and global cooperation needed to solve the world's problems. AI is "power hungry" (literally and metaphorically); it is not a panacea.

- **Tech's past mistakes must shape AI's future**
  Sarah Franklin of Lattice reminded listeners to consider the lessons we've learned from previous tech adoption, such as mobile phone addiction and social media's misuse of data.

Speakers urged businesses to work with global partners, governments and regulators to shape the future of AI together. As the generation responsible for releasing AI into the wild, we should foster the beautiful collisions that occur when diverse organisations collaborate.

QUESTIONS TO CONSIDER

1. **How can you ease your team's cognitive load?**
   Identify 'toil' – time-consuming tasks you can automate – and encourage teams to experiment with AI. Free up staff to focus on solving complex problems and building stronger relationships with clients.
2. **How will you build employee trust in AI?**
   Create and adapt policies to be transparent about AI use. Nominate a human responsible for AI in your company. Train your team for the future of work with AI.
3. **How will you test and refine how you use AI?**
   To make sure AI is applied in safe, robust ways, take a scientific, experimental approach. Encourage your teams to play and experiment with tools and identify those which help and add value.
4. **How will you build teams with both STEM and creative talent?**
   To drive innovation and prepare your people for the future of work with AI, build teams that combine technical expertise with creative problem-solving.
5. **How can you help champion global, adaptive regulation of AI?**
   Use your platform to contribute to the debate about AI. Businesses, government and regulators must work together to help develop governance frameworks that evolve alongside AI technology.

THREE TOP SESSIONS

1. **A conversation on AI with one of ts most Influential Figures**
   Demis Hassabis, Co-founder and CEO of Google DeepMind, described the rapid progress toward AGI, its potential to revolutionise science, industry and society, and the need for rigorous research and adaptive regulation developed through international collaboration.
2. **AI vs Human Agency**
   Speakers from Adidas, Exceptional Capital and ICONIC discussed AI's growing role in organisations, the importance of human creativity and taste, and why business leaders need to use AI thoughtfully rather than passively relying on it.



3. **Five Things you Need to Know about AI**
   In this grounded and amusing lecture, Will Douglas Heaven, Senior AI Editor of MIT Technology Review demystified AI with an emphasis on not overestimating its current state and maintaining a skeptical approach.

"I THINK IN THE NEXT FIVE TO TEN YEARS, THESE AI TOOLS ARE GOING TO SUPERPOWER, SUPERCHARGE TECHNICALLY SAVVY PEOPLE WHO ARE AT THE FOREFRONT OF USING THESE TECHNOLOGIES, BUT COMBINING IT WITH CREATIVITY AND OTHER SKILLS. I THINK THEY'RE GOING TO BE ABLE TO CREATE SOME SORT OF SUPERHUMAN THINGS."

Session: A Conversation on AI with one of its most Influential Figures
Speaker: Demis Hassabis, Co-founder and CEO of Google DeepMind

"SOCIAL MEDIA AND MOBILE PHONES ARE TWO CAUTIONARY TALES. THIS TOOK TEN YEARS. BUT WITH AI, WE DON'T HAVE THAT MUCH TIME."

Speaker: Sarah Franklin, CEO, Lattice
Session: Agentic AI & the People Powered Future

"USE AI AS A CADDY, DON'T BECOME DEPENDENT. USE AI TO AMPLIFY YOUR DAY-TO-DAY WORK LIFE."

Speaker: Marell Evans, General Partner and Founder, Exceptional Capital
Session: AI vs Human Agency



Laura Barton and Björn Ulvaeus onstage: "The Future of Entertainment"

SXSW LONDON

THOUGHT-STARTER \ 2

SPACE: THE NEXT BUSINESS FRONTIER IS CLOSER THAN YOU THINK

WHAT YOU NEED TO KNOW

Terrestrial Innovation may soon become everyday parlance. Space is no longer a distant domain reserved for astronauts and rockets. It's fast becoming an essential part of infrastructure planning, geopolitical strategy, energy security and even biomedical innovation. This includes the development of low-Earth flying taxis, which are envisioned as a mode of urban transportation that operates in the lower regions of Earth's atmosphere. From orbiting biotech labs and high-resilience satellite networks, the frontier is shifting and accelerating.

What used to be about launch capabilities is now about deployment, utility and integration. The convergence of AI, automation, telecommunications, mobility and energy is enabling scalable solutions in space that have direct implications here on Earth. If there's one thing for certain, it's human endeavour and human thinking that will shape the future of life off-earth.

We need to reframe our thinking about the opportunity of space to make life here better and more sustainable. As we heard, space can even solve some of our biggest problems on earth, like climate change. In fact it might be our only solution. "Unlike terrestrial solar panels which are only useful during daylight hours, Space Solar provides a continuous energy baseload, with a model that's both scalable and affordable," stated the **co-CEO of Space Solar Sam Adlen**.

It might be 384,400 km away, but our speakers made the moon feel much closer to earth.

THE SPEAKERS EXPLORED:

1. Infrastructure, redefined

From the potential of 24/7 space solar power, which involves capturing solar energy in space and transmitting it to Earth, to in-orbit manufacturing, space is entering global utility supply chains.

2. Security & strategy

With space a contested domain, private-public partnerships are now vital for resilience.

3. Biotech in orbit

Microgravity environments are unlocking new frontiers in health and materials innovation.



Xavier De Kestelier, Indy Johar and Christopher Raeburn: "Lessons from Space in Climate Change Adaptation"

IN BRIEF

Each speaker, regardless of background – whether in biotech, energy, or mobility – reinforced this central idea: space is now a utility layer, not just a frontier.

- **Space is becoming mission-critical infrastructure**
  What was once science fiction, such as beaming power wirelessly from orbit or producing medicine in zero gravity, is now entering trial and deployment phases. This shift repositions space not as a niche sector but as a foundational layer of tomorrow's industrial economy.
- **Strategic autonomy is now existential**
  Europe's continued reliance on US satellite and defence systems came under scrutiny. Commercial players are calling for sovereign, diversified space infrastructure across low, medium, and geostationary orbits. In a world where Starlink can be jammed, and ViaSat hacked, this is no longer theoretical; it's a frontline defence concern.
- **Biotech and manufacturing are moving off-planet**
  Orbit is now a factory floor. Injectable drugs manufactured in microgravity could significantly reduce hospitalisation rates, while new platforms are tracking environmental radiation to protect critical infrastructure. These aren't traditional space ventures: they're biotech and defence innovations made possible by access to orbit.
- **Energy strategy is expanding to orbit**
  Land-based renewables alone won't meet surging demand from AI, electrification and global urbanisation. Space-based solar power offers 24/7 baseload energy and geopolitical advantage. With key governments investing, energy from orbit could redefine national grids within a decade.
- **Low-altitude space is next**
  We can't solve urban congestion with more roads or tunnels. The next layer of public infrastructure will be in the sky. Once the



domain of helicopters and high-cost aviation, low-altitude airspace is being transformed into a new backbone for urban mobility. With hundreds of vertiports already in development worldwide, flying taxis are emerging as a scalable, zero-emission transportation solution. Far from a luxury, they're being positioned as a practical response to one of the most urgent challenges of our time: how to keep the world's fastest-growing cities moving.

- **Unlikely partnerships are driving innovation at the frontier**
  The private sector is leading the charge – from founders building prototypes in sheds to billion-dollar deals with global manufacturers – but collaboration is essential. Across all sessions, a clear message emerged: regulation, funding and public-private partnerships must evolve to keep pace with innovation. What's powering the next era of space isn't just rocket science – it's the convergence of biotech, infrastructure and mobility experts all working across shared platforms. This multidisciplinarity will shape the future, and it's already underway.

The most transformative ideas in mobility, health, defence and energy are increasingly orbit-enabled. Businesses and governments must treat space not as a backdrop but as active terrain. Space is not 'out there': it's part of our immediate future, woven into our urban planning, resilience strategies and national infrastructure roadmaps.



Bianca Cefalo speaks onstage: “Space: The Next Frontier”

QUESTIONS TO CONSIDER

1. Can you reframe space as part of your value chain?
If you work in biotech, manufacturing or logistics space is not a distant concept; it is becoming a natural extension of operations. Microgravity research and development, orbital manufacturing and space-based environmental monitoring are opening new opportunities. Consider how these environments support your supply chain, product development or service delivery.

2. How does your expertise contribute to space development?
This next phase of space development requires input from many disciplines. Artists, designers, ethicists and engineers all have a role in shaping responsible, inclusive futures beyond Earth. Your unique perspective and expertise are crucial in shaping the future of space. Space will not be shaped by rocket scientists alone. Broader perspectives will help avoid repeating old mistakes.

3. Have you considered off-planet energy strategies?
Space-based solar power offers the potential for constant, clean energy. With support growing from the UK and other governments, this is worth monitoring, especially for organisations facing challenges with grid stability or high energy demand.

4. Can you explore opportunities for dual-use innovation?
Technologies that work across both civilian and defence contexts, such as secure communications, edge AI or space-enabled environmental data, are gaining traction. Businesses should assess whether their current platforms could be adapted to meet these needs.

5. How will you champion space as critical infrastructure?
Modern life increasingly depends on systems in space, from communications and navigation to defence and energy. Business leaders should keep pace with changes in satellite technology, regulation and public-private partnerships to remain resilient and informed.

THREE TOP SESSIONS

1. Why Space Matters: The Final Frontier for European Security

Paul McCarter, CEO of ALL.SPACE, argued that space has become a primary arena in modern conflict, using Ukraine as a case study. He called for Europe to invest in sovereign, resilient infrastructure across critical space domains, including positioning, navigation, timing, communications and intelligence. Emphasising the role of dual-use technologies, which serve both civilian and military applications, he made the case for treating space as essential national infrastructure rather than a secondary support function.

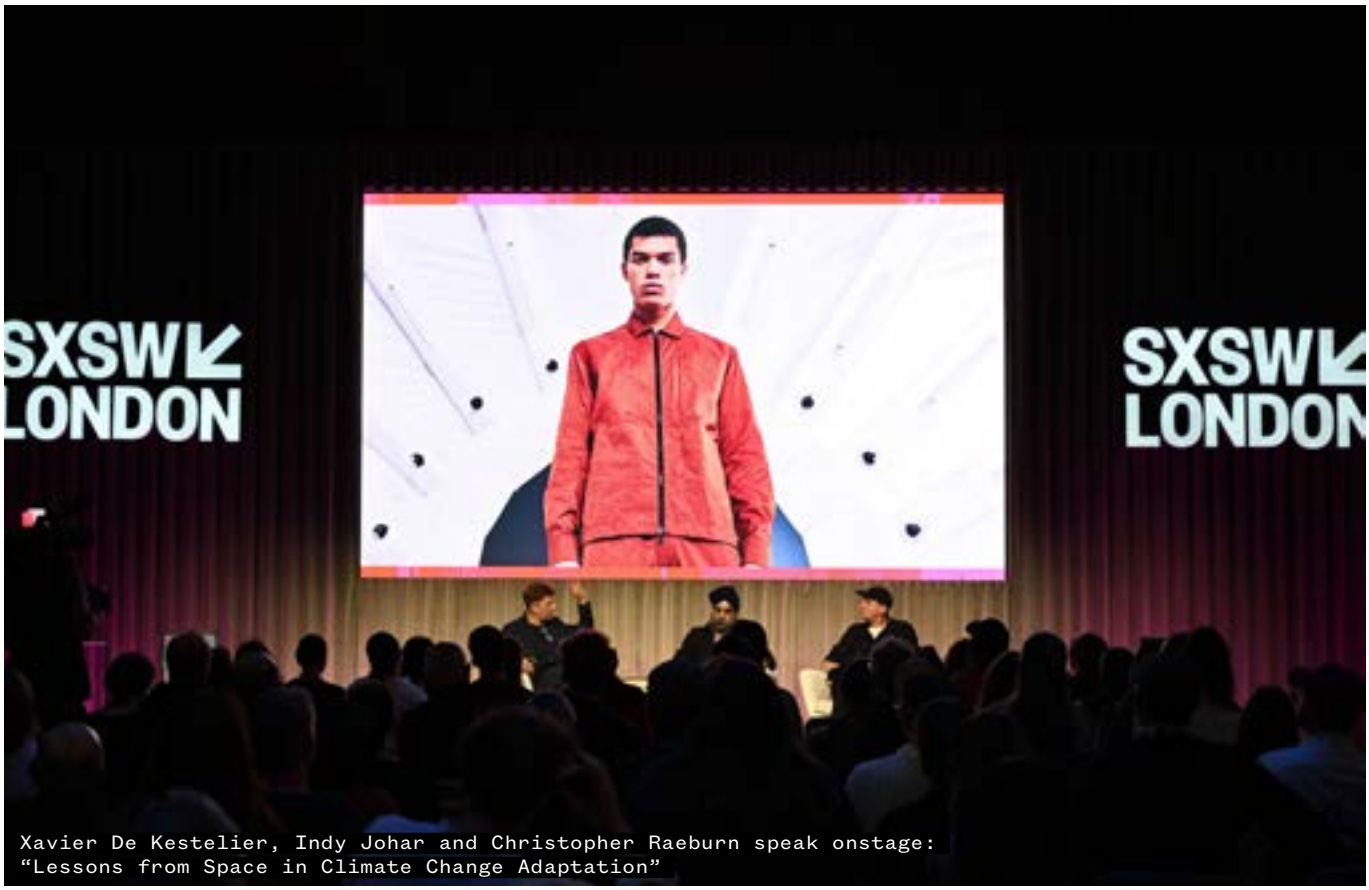
2. Space: The Next Frontier

Katie King, Co-Founder and CEO of BioOrbit Space, and Bianca Cefalo, Founder and CEO of Space DOTS, explored how space is enabling new commercial applications, from pharmaceuticals manufactured in microgravity to radiation detection with defence relevance. Their work positions space not as a distant goal, but as an active environment for innovation, intelligence and industry.

3. Flying Taxis: The Sci-fi Dream on our Doorstep

Stuart Simpson, CEO Vertical Aerospace, argued that low-altitude airspace must become part of urban infrastructure, as traditional transport networks are reaching capacity. He presented flying taxis as a scalable, zero-emission mass transit solution already gaining traction with regulators and city planners.





Xavier De Kestelier, Indy Johar and Christopher Raeburn speak onstage: "Lessons from Space in Climate Change Adaptation"

"THE MORE UNCERTAIN THE WORLD IS, THE MORE IMPORTANT SPACE IS."

Speaker: Paul McCarter, CEO, ALL.SPACE
Session: Why Space Matters: The Final Frontier for European Security

"WE'RE BUILDING FACTORIES IN ORBIT. IT'S JUST GOING TO BE PART OF THE SUPPLY CHAIN."

Speaker: Katie King, Co-Founder & CEO BioOrbit Space
Session: Space: The Next Frontier

"LAND-BASED RENEWABLES ALONE CAN'T MEET FUTURE DEMAND – WE NEED INNOVATION AT PLANETARY SCALE."

Speaker: Sam Adlen, Co-CEO of Space Solar
Session: Powering our Future Wirelessly from Space

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THOUGHT-STARTER \ 3

COLLECTIVE INDIVIDUALISM: A FRAMEWORK TO DRIVE BETTER IMPACT

WHAT YOU NEED TO KNOW

Early twentieth century intellectuals may have come up with the theory of "Collective Individualism" as a way of expressing the tension between individual freedom and autonomy, versus collective functioning. But more than 100 years later, at SXSW London, it's this kind of approach that was widely praised for delivering the kind of results that we need - in business, in culture and in society. It also provided a welcome antidote to the "we rely on algorithms" narrative.

Motivational talks on film, fashion, entrepreneurship, climate change and entertainment underscored the vitality of human agency and empowerment. Individuals were talked about as active co-creators, not just passive consumers. This new model, which links personal agency with communal action, defines a new era where collective progress can grow from its many individual contributions.

On stage, we heard less about consumers and employees and more about collaborators, communities, individuals and co-creators.

Swedish entrepreneur Carl Pei summarised it succinctly: "the definition between who is an employee and who is a community member will get less clear" .

Yes, in this decentralized world we're living in, the power lies with the people. Sounds simple, right? But simple is never easy. As many inspiring leaders told us, we need to work hard to create the conditions where equity is prized and we give a voice to the many. The more we do this, the better our lives (and legacies) will be.

As Idris Elba put it, "What young people don't realise is how expensive their imaginations are, how valuable their imaginations are when they share ideas."

So how did this theme play out across Shoreditch?

THE SPEAKERS EXPLORED:

1. Individual actions matter now more than ever

Jane Goodall's call for individual responsibility was powerful: our choices – whether in consumption, lifestyle, or activism – have the power to reshape the planet's future. Each decision counts toward a more sustainable and ethical world by 2030. She reminded us that "every single one of us must do our bit".

2. Agentic collaboration is the key to systemic change

This time, we're not talking about AI, but rather human agency. Speakers galvanised the audiences to make the change that they, themselves, want to see. We don't have to accept the status quo. It's not just the government who can call the shots: we need to work together to innovate and make a meaningful impact.

3. The Participation Principle is disrupting all industries

Aided by smart technologies, we need to create equitable systems where everyone can shape their own destiny. Creator platforms like OnlyFans embody this approach but the fact is that nowadays, anyone can get involved in almost anything. This participation principle is reframing the way we think about marketing, (from us to them to "we"), the environment and even policy.



Sophie Turner and Ben Lamm speak onstage: "Engineering the Impossible"



Jimmy Wales speaks onstage: “Building Trust in the Age of Information Overload”

IN BRIEF

- **The future of humanity lies in our collective stories**
  Storytelling is now recognised as a crucial driver for progress, not just entertainment. By 2030, human stories will be central to addressing global challenges, especially climate change. Narratives are no longer just about explaining science: they are the frameworks that will prove a way forward and guide collective action. Storytelling and sustainability collided monumentally in a session between de-extinction pioneer, Ben Lamm and Game of Thrones actress and activist, Sophie Turner - with both praising the stories we tell for captivating audiences in highly scientific endeavours.

- **Individual empowerment reaches its potential when woven into a purpose-driven collective**
  We heard it from the wise and the many: individual agency thrives when it’s channelled into something bigger. We can’t achieve everything we need to in isolation. Speakers guided us to be humble, recognise shortcomings and don’t expect to have all the answers.

- **Collaboration is no longer optional – it’s essential**
  The world’s most pressing challenges cannot be solved by any one entity alone. Collaboration across industries and sectors is critical for advancing solutions on issues like sustainability and civil rights. Collective action, particularly when multiple stakeholders unite on shared goals, has the power to make solutions more affordable and scalable.

- **Innovation is systemic, not standalone**
  Innovation is no longer about isolated breakthroughs; it’s about rethinking entire systems. Companies are transforming production processes to create more sustainable models that reduce both costs and environmental impact. By focusing on systemic change, businesses are developing technologies and strategies that contribute to long-term sustainability, not just short-term solutions.

- **Conscious participation is must be intentional**
  As AI and other technologies advance, their true value will lie in how they enhance human wellbeing. But we are the ones who design them, so we can make the changes we want. A note of caution: be careful of unconscious inequity: Jimmy Wales acknowledged that collective creations can often suffer from imbalance—in Wikipedia’s case, around 80 % of edits are by men. We need to sometimes find ways to encourage.

QUESTIONS TO CONSIDER

1. **What's the role of storytelling in your brand strategy?**
   Think about how your brand's narrative can drive positive change. In a future shaped by human stories, how are you using storytelling to inspire, lead and connect with your audience through purpose-driven narratives?

2. **How will you foster cross-industry collaboration for a better future?**
   As we face systemic challenges, collaboration is crucial. How can your organisation connect with other industries, sectors and communities to drive shared, scalable solutions for the problems of tomorrow?

3. **How comfortable are you with shifting power to the people?**
   Think about what elements of your narrative / brand / business you're willing to outsource and hand over to individuals and communities to shape. How will this transference of power affect your org charts, decision-making and priorities?

4. **How are you preparing for the ethical challenges of technological innovation?**
   With AI and other technologies shaping the future, how are you ensuring they are used to enhance human experiences and not just efficiency? Are your innovations serving a human-first model, designed with emotion and context?

5. **What personal and collective actions are you taking to make a positive impact?**
   As individuals and companies, we have a responsibility to shape the future. What steps are you taking to make a difference now, and how are you inspiring those around you to do the same?



Idris Elba onstage: "Creativity as capital for change"

THREE TOP SESSIONS

1. Creativity as Capital for Change with Idris Elba, hosted by Clara Amfo

In an energetic conversation designed to inspire the audience, Idris Elba shared his world-view: that the best asset we have is our own imagination and when we set it loose and give it the oxygen it needs, it can achieve wonderful things. He introduced the Talking Scripts app, designed for neurodivergent and dyslexic actors and creators, as well as the Akina Wallet, a blockchain-based digital wallet that enables African artists to receive international payments directly.

2. In Conversation with Dr Jane Goodall, DBE

Dr. Jane Goodall delivered a compelling call to action, stressing the urgent need for environmental change. She discussed the myth of limitless growth, the importance of individual agency and the pivotal role of youth-led movements and technology in preserving the planet for future generations.

3. Bridging Science and Spirituality for a Better Future

Deepak Chopra explored the intersection of science and spirituality, challenging the traditional materialist view of reality. He proposed that consciousness, not matter, is the foundation of existence, and that human stories, driven by imagination, will shape the future. Chopra emphasised that true progress lies in tapping into our collective consciousness and reframing how we perceive the universe and our potential.





Deepak Chopra speaks onstage: "Bridging Science and Spirituality for a Better Future"

"WE CAN'T LEAVE EVERYTHING TO GOVERNMENTS. WE CAN'T LEAVE EVERYTHING TO BIG BUSINESS. WE MUST REALISE THAT WE AS INDIVIDUALS MAKE A DIFFERENCE, AND WE CAN INFLUENCE THOSE AROUND US. YOU MATTER. YOU'RE HERE FOR A REASON. DO YOUR BIT TO MAKE THE WORLD A BETTER PLACE FOR FUTURE GENERATIONS."

Session: In Conversation with Dr Jane Goodall, DBE

Speaker: Dr. Jane Goodall (Founder, Jane Goodall Institute & UN Messenger of Peace)

"SCIENCE IS A FORM OF STORYTELLING. WE AS HUMANS HAVE THE PRIVILEGE TO ACTUALLY HAVE ACCESS TO [THAT STORY] AND CREATE NEW CONSTRUCTS THAT WILL LEAPFROG US INTO A FUTURE THAT EVEN HOMER NEVER IMAGINED, OR EVEN THE SAGES OF THE UPANISHADS NEVER IMAGINED."

Session: Bridging Science and Spirituality for a Better Future

Speaker: Deepak Chopra, Conscious Explorer, The Chopra Foundation

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"WE HAVE THIS DESIRE TO MAKE SCIENCE FOR EVERYONE. WE DON'T HAVE THIS VIEW THAT KIDS READ SCIENTIFIC JOURNALS...NOT(THING) AGAINST SCIENTIFIC JOURNALS...KIDS ARE ON INSTAGRAM, THEY'RE ON TIKTOK, THEY'RE ON ALL THESE OTHER CHANNELS. AND IF YOU WANT TO GET KIDS EXCITED ABOUT SCIENCE, YOU WANNA GO WHERE THEY ARE."

Session: Engineering the Impossible

Speaker: Ben Lamm, co-founder and CEO, Colossal Biosciences

SXSW LONDON

THOUGHT-STARTER \ 4

COMMUNITY DRIVEN BRANDS: BRANDS WHO DON'T SHOW UP FOR THEIR COMMUNITIES WILL BE FORGOTTEN

WHAT YOU NEED TO KNOW

SXSW London explored the rapidly evolving world of community-building and brand loyalty, with a focus on how creators, brands and platforms are reshaping community engagement. As Leandro Barreto from Unilever said, "Communities will become the centerpiece of everything we do … Brands belong to the people that buy them. We are the stewards."

From live streaming to niche audiences, the future of relationships is about deeper, authentic connections. Brands now need to recognise that their communities are diverse, dynamic and co-creative, but also understand what is underpinning this movement. If we take the opinion that much of marketing merely holds a window up to society and reflects back the feelings and emotions of the wider world, then something is clearly at play. Social Health is a clear priority. We need to treat it with the same reverence as we do physical and mental health.

Whilst much of the conversation was explicitly around the opportunity for commercial brands, the idea of purposeful and joyful communities, curated by well-intentioned third parties is what's needed. If it's fake, the people will feel it. As we heard in one expansive session at Rich Mix hosted by EnginePOP's Athena Witter, community = influence. Indeed 88 per cent of humans trust people rather than brands. Community can't be a bolt-on: it's an absolute necessity.

As we saw, communities are fuelled by beautiful collisions; from disparate groups, from collaborators, by creators, glued together by a common interest.



The Supercell store



Rosemarie Ryan, Cristina Diezhandino and Leandro Barreto: "The Future of Marketing 2030"

THE SPEAKERS EXPLORED:

1. Fandom is evolving into community
Communities are no longer just about passive fans – they're about active participants who shape the story. From Twitch to Formula E, brands are understanding that real loyalty is built through long-term, meaningful engagement, not quick hits.

2. Creators are now community leaders
Whether through Substack or Supercell, creators are taking ownership of their audiences. Building strong, engaged communities allows for deeper emotional connections and drives long-term success – audiences want to co-create, not just consume.

3. Purpose is the heart of loyalty
Brands must align with their community's values to build lasting relationships. Formula E's focus on sustainability shows how a shared purpose can turn fans into loyal advocates, not just customers. Authentic engagement is the new currency.



Julia Goldin and Emily Prazer speak: "Lights Out with F1 and The LEGO Group - How to Build Immersive and Relevant Experiences for Your Audience"

IN BRIEF

- **From passive fandom to active involvement**
  The future of brand engagement lies in participation, not just presence. Brands must move beyond transactional moments and invite their communities to actively shape the narrative. Whether through co-creation, live streaming, or long-form content, the shift from audience to participant builds deeper trust, emotional connection and true brand advocacy.

- **Why smaller communities can drive bigger impact**
  It's no longer about millions of followers, it's about the few who truly care. Brands often chase scale, but real influence comes from depth: the strength of connection, not the size of the crowd. As one speaker put it, even a community of 1,000 deeply engaged people can be enough to sustain a business or movement. These micro-communities are where trust is built, ideas are stress-tested and advocacy is born. For brands, focusing on fewer but more invested participants leads to richer feedback, stronger loyalty and more meaningful long-term impact.

- **Purpose drives authentic loyalty**
  As branding becomes increasingly community-first, alignment on values is no longer optional, it's the foundation of future brand growth. Shared values are emerging as the new competitive edge, with audiences gravitating toward brands that actively reflect their beliefs. This shift is transforming followers into allies. In the noise of modern marketing, authenticity cuts through and purpose that feels real, lived and local will define the next era of loyalty.

- **The future belongs to niche communities**
  Understanding and embracing the diversity within your community is essential for growth. As audiences become more specific in their interests, brands must move beyond one-size-fits-all content and create personalised experiences that speak directly to niche, passionate groups. By tapping into these distinct subcultures, brands can drive greater cultural relevance and real-world impact.

- **Community engagement drives business growth and redefines impact**
  Communities are a key driver of long-term business growth. A community-first approach builds authentic relationships that transform audiences into advocates, driving sustained success. True impact lies in emotional connections, influence and loyalty, not surface-level metrics. Brands must rethink how they measure community engagement, moving beyond traditional metrics to capture the real value of these relationships. By embracing this deeper understanding, brands can create resilient, growth-driving communities.

QUESTIONS TO CONSIDER

1. **How can your brand move from passive engagement to active community-building?**
   Focus on fostering authentic, participatory communities that co-create value with your audience, rather than simply onsuming content.
2. **Are you tapping into the full potential of your audience's diversity?**
   Recognise that your community is made up of different subcultures and diverse voices. How can you tailor your strategies to reflect this?
3. **What is your brand's true purpose and how does it resonate with your community?**
   Ensure your mission aligns with the values of your audience. How can your brand show up authentically and engage deeply with fans over the long term?
4. **How are you measuring community impact, beyond surface metrics?**
   Rethink traditional engagement metrics – are you tracking real connections, influence and long-term value?
5. **Are you creating pathways for your fans to become co-creators, not just followers?**
   Consider how you can invite your community to shape the narrative and contribute to the creative process, enhancing loyalty and advocacy.



THREE TOP SESSIONS

1. The Livestreaming Economy

Dan Clancy, CEO of Twitch, discussed how live streaming is revolutionising audience engagement, turning passive viewers into active community members. He highlighted the power of real-time, shared experiences and the growing role of live streaming as the cornerstone of authentic connections in the creator economy.

2. Creator-Led, Community Driven

A fireside chat with Substack's Hamish McKenzie and author Emma Gannon explored how independent platforms and newsletters are continuing to forge deep connections—no spam, just trust. The session reinforced that community is the engine powering sustainable creator-led media, and this is why Substack exists. Peer to peer exchange and finding "your people" is what brings people back time and time again.

3. Why fandom's the future of brand loyalty

Jeff Dodds, CEO of Formula E, explored how brands can build deeper, purpose-driven fan communities. He discussed how aligning with values like sustainability fosters loyalty and turns fans into long-term advocates. This session revealed how fandom is evolving from passive consumption to active participation.





"WE DON'T WANT TO HAVE A HUMAN CONNECTION WITH AI. EVERYONE THAT THINKS THAT'S THE FUTURE, I THINK THAT IS JUST CRAZY. WE WANT TO HAVE A CONNECTION WITH OTHER HUMAN BEINGS."

Session: The Livestreaming Economy
Speaker: Dan Clancy, CEO, Twitch

"63% OF PEOPLE TRUST THEIR PODCASTERS MORE THAN THEY DO SOCIAL MEDIA INFLUENCERS... IT SPEAKS TO THE WAY THAT CREATORS ARE APPROACHING PODCASTING... THEY'RE THINKING ABOUT HOW THEY CAN BE VERY AUTHENTIC. AND BECAUSE OF THAT AUTHENTICITY... RELATIONSHIPS ARE LONG LASTING."

Session: It's a Creator's World
Speaker: KAY HSU, Global Head of Creative Lab, Spotify

"ALL SPORTS ARE CHASING THE CASUALS AND NEXT GEN ... BUT DO CULTURAL RELEVANCY AND FLEETING MAINSTREAM MOMENTS TRANSLATE TO GROWTH?"

Session: Growing Sport: The Battle for Fans
Speaker: Adam Kelly, President, IMG



SXSW LONDON

THOUGHT-STARTER \ 5

BUSINESS WITH CONSCIENCE: AS GEOPOLITICS FALTER, BUSINESSES FIND THEIR CONSCIENCE

WHAT YOU NEED TO KNOW

Against a backdrop of instability and complicated geopolitics, businesses that stay true to their values are finding a clearer direction and greater confidence in their decisions. Speakers at SXSW London showed that 'conscious business' is not just a nice-to-have, but a resilient, forward-looking strategy. It's action-orientated businesses that will win in this new framework. As counselled by business leaders at the likes of SoftBank, LEGO and Revolut (the most valuable private tech company in Europe) told us, you need to look inwards, not at your competitors and keep a laser focus on shorter growth targets; not the next 10 years. But never at the expense of being a "good citizen". Diageo's CMO Christina Diezhandino also noted this shift - and talked about how Diageo constantly strives to be additive in their consumers' lives. Noting hat brands who are relevant and meaningful in culture grow up to six times more quickly than those that aren't, Diageo looks for ways to move culture forward and enrich people's lives. As highlighted in the "communities" thought-starter further up, business is now held to a higher standard by younger generations who lack faith in traditional institutions like government - and are far more vocal about what they think. If you want to see how people really feel, check out your reputation on any LLM. "You're not who you think you are... your brand is what LLMs say about you," said Jim McKelvey, Co-founder of Square.



Ian Wright, Tico Fernandez, Tati Lindenberg and Jeanette Kwakye speak onstage during the "Varzenal: Arsenal FC Reimagined in Brazil"



Antoine Le Nel speaks onstage: "Revolut: Building a Category of One"

THE SPEAKERS EXPLORED:

1. **Why values matter – but action matters more**
   Values should be more than just words painted on office walls. To create a cohesive and positive culture, leaders must define and model behaviour in line with values.

2. **Transformational vs transactional economics**
   Business metrics should go beyond finances to measure benefit to society and the environment. Ethical, purpose-driven organisations demonstrated that it's possible to be profitable as well as impactful.

3. **How tech and society must evolve together**
   To encourage safe tech use and responsible business practices, schools and regulators must develop appropriate education and 'tech agnostic' rules to create a society of conscious consumers and responsible citizens.

IN BRIEF

Speakers at SXSW London representing businesses, governments, law firms, investors and charities urged listeners to make bold, conscious choices in the pursuit of profit to make sure their actions empower people and benefit the planet.

- **Aiming to be sustainable? Aim for 'responsible' instead**
  Alex Beasley of Patagonia noted that it's near impossible to achieve sustainability as defined by the UN in 1987: meeting current needs without impacting future generations' ability to meet theirs. Instead, Patagonia endorses 'responsibility': being accountable for successes and failures, and improving conditions for future generations.

- **Move beyond brand storytelling to story-living**
  Tati Lindenberg explained how Dirt Is Good is embedding mission-driven principles into teams, moving from storytelling to 'story-living': actively embodying and living the brand's mission. She described how this approach builds belief in the brand's principles, making work more joyful and meaningful.

- **The future economy will be transformational, not transactional**
  Yasmine McDougall Sterea of Free Free predicts that businesses will shift from profit-focused, transactional models and metrics to transformational approaches that prioritise creativity, benefit to society and human flourishing.

- **Impact can grow alongside profits**
  Carsten Brinkschulte of Dryad Networks noted that companies should make impact a core part of their business plan: "not just a nice PR slide that's painting everything green". He explained how Dryad incorporates impact metrics into financial projections to make sure impact scales alongside business growth.

- **Our home planet takes priority**
  Think colonising Mars is a good idea? You've got the telescope the wrong way around, says Alex Beasley of Patagonia. In 2023, the company was restructured "to make Earth the only shareholder". Because without a healthy Earth, there would be no customers, employees or resources, and ultimately no business

- **Tech should empower people – not lead to passive or harmful consumption**
  Dr Keyun Ruan of the Happiness Foundation noted that technology itself is neutral – it's humans who shape how it impacts society. Businesses, tech and society must consciously decide how to evolve together.

- **Digital literacy is essential for the next generation**
  Parents and schools must teach children critical thinking, digital literacy and responsible citizenship. Young people who engage consciously with tech and environmental challenges will form the next generation of responsible business leaders.

- **There's risk in using new tech – but not doing so is a bigger risk**
  Conscious governments and public services must modernise their use of tech, otherwise our experience of interacting with these organisations will feel frustratingly out of step. Equally, to remain relevant for customers and to have more time for impactful work, businesses must innovate rather than being paralysed by risk-aversion.

- **Regulation should be 'technology agnostic'**
  Even though more companies aim to do the right thing, society still needs a robust regulatory framework. William Richmond-Coggan of Freeths reminded us that just as GDPR was written to apply regardless of the technology being used, new rules should be similarly designed to adapt with the fast pace of tech change.

QUESTIONS TO CONSIDER

1. **What behaviours demonstrate your values?**
   To embed purpose and values into your company culture, clarify what the values look like in action. Shift from storytelling to 'story living' to encourage employees to believe in and live the values.

2. **How does your company's success align with long-term impactful goals?**
   As well as traditional profit-based measurements, explore alternative metrics which focus on your mission, the environment and personal wellbeing.

3. **How will you design products and campaigns for depth, not dopamine?**
   To make sure your business contributes positively to mental wellbeing, develop marketing and digital strategies that prioritise meaningful engagement over addictive behaviours.

4. **Do you need to reassess your risk appetite for tech change?**
   With modern AI tools, your staff can offload repetitive tasks and gain time for impactful work which benefits customers, communities and the planet. The risk of not adopting new tech is likely to outweigh the risk of adopting new systems and retraining staff.

5. **How will you promote digital literacy and conscious use of tech?**
   Train employees to understand the pros and cons of new technology and to develop their critical thinking. Encourage conscious tech use by creating tech-free spaces and promoting healthy digital habits.



Peter Kyle speaks onstage: "Government & AI"

THREE TOP SESSIONS

1. **Embedding Consciousness into Business for Global Impact**
   Speakers from Free Free, the Happiness Foundation and Dirt Is Good discussed shifting to transformational economics, how to create deeper human connections and how to lead companies to do good as well as make a profit.
2. **Business Unusual at Patagonia**
   Alexander Beasley urged the audience to align their actions with values, using powerful examples to show Patagonia's approach to environmental responsibility in action.
3. **Move Slow and Fix things: Regulating at the Frontier of Technology**
   A call-to-action from William Richmond-Coggan of law firm Freeths who argued that the same human ingenuity that powers tech innovation can anticipate and prevent the harms that could come with it.



"WE'RE SEEING SYSTEMIC COLLAPSE AROUND THE WORLD. LIKE A DETOX PROCESS, SOMETHING NEW AND MORE BENEFICIAL IS GOING TO EMERGE."

Session: Embedding consciousness into business for global impact
Speaker: Dr Keyun Ruan, Happiness Foundation

"YOU'LL ALWAYS BE DISTRACTED BY CAPITAL AND PROFITABILITY, BUT KEEP IMPACT AT THE CORE OF THE COMPANY."

Speaker: Terry Doyle, Managing Partner, TELUS Global Ventures
Session: Putting impact before income

"YOU'RE NEVER WRONG FOR DOING THE RIGHT THING."

Speaker: Alex Beasley, Regional Manager for Northern Europe, Patagonia
Session: Business unusual at Patagonia

SXSW LONDON

THOUGHT-STARTER \ 6

THE HEALTHCARE TECH REVOLUTION: WILL HELP US LIVE BETTER, LONGER LIVES

WHAT YOU NEED TO KNOW

From biohacking and behaviour change to AI-powered diagnosis and genomics, health innovation is being rewritten from the inside out. Leaders in science, policy and healthtech explored the cultural, technological and biological breakthroughs set to reshape how we prevent, diagnose and treat illness.

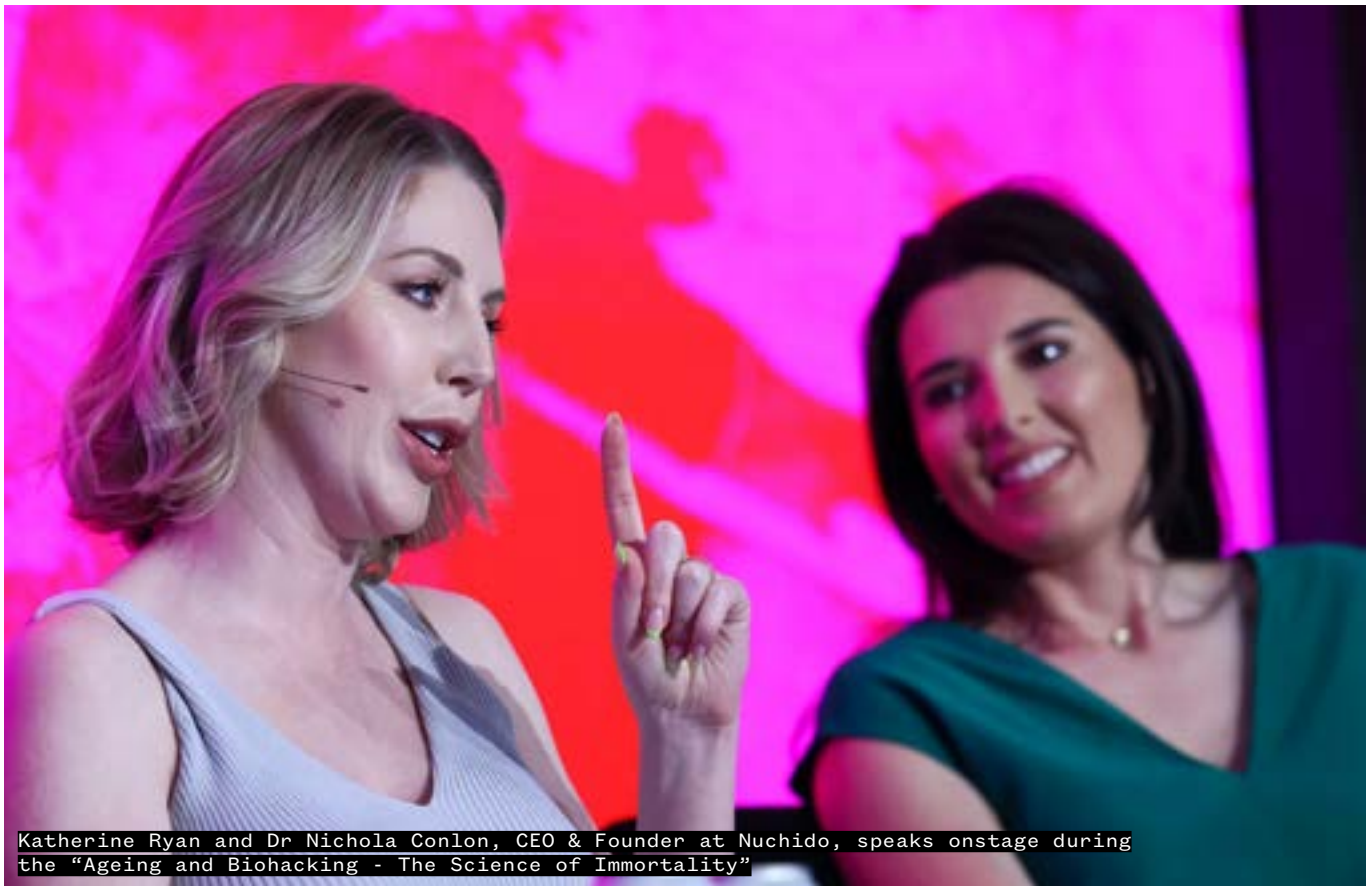
The Health & Wellness Conference Track – notable in its depth and breadth; from complex science to everyday therapeutics – was particularly mindful of how a revolution in healthcare must be a revolution for everyone, not just the rich elite. It's new advanced technologies and research – improving by the day – that will level-up accessibility, meaning the better living will not just be reserved for Silicon Valley billionaires.

Sir Demis Hassabis predicted that AI will revolutionise healthcare by drastically accelerating drug development – from years to weeks – and will potentially cure all diseases within a decade. We got the sense that, for him, it's the most exciting part of what DeepMind is working on right now.

In the shorter term, we learnt that there's so much more we can do to improve our social, mental and physical health and that it's our biological age (NOT chronological age) that matters most. Dr Nichola Conlon summed this up: "we have two ages – chronological and biological – and they often don't match." We learnt that in a few years time everyday wearables will be able to track calorie intake and digestion but most important? Reduce cortisol, get more sleep and embrace more joy.



David Cameron, John Bell and Tom Standage onstage: "A Healthcare Revolution"



Katherine Ryan and Dr Nichola Conlon, CEO & Founder at Nuchido, speaks onstage during the “Ageing and Biohacking - The Science of Immortality”

THE SPEAKERS EXPLORED:

1. The new longevity playbook

Forget lifespan. Healthspan is the new goal. From microbiomes to menopause, health leaders are turning to personalised, tech-enabled approaches to help people live better for longer.

2. The care system is cracking and being rebuilt

AI is already reducing clinical decision time from hours to minutes. But change is patchy. If health systems don’t adapt, infrastructure may become the bottleneck.

3. Drug discovery is entering the platform era

The promise is profound: we’re witnessing the early stages of a fundamental shift in how we discover medicines, with AI serving as a powerful accelerator in humanity’s quest to unlock new treatments for previously intractable diseases.

IN BRIEF

SXSW London revealed a new vision for the future of health, one driven by data, systems thinking and a deeper understanding of human behaviour.

- **We're shifting from treatment to prediction**
  Speakers across sessions emphasised a shared goal: catching illness before it starts. Genomic sequencing, microbiome analysis and behavioural tech are enabling earlier interventions, from fertility and menopause to cardiovascular risk.
- **Healthspan is overtaking lifespan**
  Living longer isn't enough. From supplements to wearables to preventive diagnostics, health innovators are now focused on maximising quality of life in later years. Ageing is no longer fixed, it's modifiable. Biomarkers, molecular interventions and personalised tracking are making the promise of slower ageing real.
- **The science-backed habits to reverse your age**
  Biological age is largely shaped by lifestyle rather than genetics, with 80 percent of ageing influenced by daily habits. Improving sleep, reducing stress, eating an anti-inflammatory diet, and using targeted supplements such as NAD+ boosters can reverse aging at the cellular level. Ageing is no longer inevitable: it can be actively managed.
- **The NHS could be our greatest asset**
  With a single-payer system and rich longitudinal data, the NHS is uniquely positioned to lead in genomic medicine and personalised health, if it can overcome regulatory and infrastructure challenges. But implementation remains uneven, with cutting-edge diagnostics still limited to select centres.
- **We need to design for real human behaviour**
  Information alone doesn't change habits. As speakers from Flo Health and Sweatcoin noted, successful digital health tools must harness behavioural science to nudge users toward sustained change.
- **Health infrastructure is years behind the tech**
  Many current systems are vendor-locked, fragmented, or built for compliance, not speed. AI can help, but only if data is interoperable and standards are enforced.
- **Open platforms beat closed systems**
  From genomic data to triage AI, leaders urged a shift to open standards and shared infrastructure. Without this, transformation will remain siloed and slow.
- **AlphaFold is speeding up drug discovery**
  AI tools like AlphaFold are revolutionising the early stages of drug discovery, accelerating protein structure prediction from months to days and transforming how researchers identify promising therapeutic targets.
- **Microbiomes are the next frontier of real-time health insight**
  The panel on microbial therapeutics forecast a future where tracking your microbiome will be as routine as checking the weather, guiding what you eat, how you sleep and how you manage stress.



THREE TOP SESSIONS

1. A Healthcare Revolution

Former Prime Minister David Cameron and Professor Sir John Bell reflect on how genomics is transforming rare disease care, particularly in children. This session explored how large-scale sequencing efforts and AI-driven data analysis are now able to deliver answers in days, and not decades, for patients who previously faced diagnostic limbo. But scaling that promise across the NHS requires more than scientific progress: it demands national coordination, open data standards and updated regulation that can keep pace with personalised therapies.

2. Are You Prepared for the Tech Revolution in Healthcare?

AI is no longer a future concept in health care, it's a working reality. From real-time hospital triage to AI-augmented diagnosis, this session unpacked how automation, data, and machine learning are already reshaping care delivery. Yet despite the promise, barriers persist: siloed systems, infrastructure gaps and a lack of integration remain persistent challenges. Speakers called for health leaders to rethink procurement, policy and cultural readiness to match the speed of innovation.

3. Ageing and Biohacking: The Science of Immortality

This provocative session challenged the inevitability of ageing. Dr Nichola Conlon and Kat Wiles explored how longevity science, supplements and biomarkers are shifting public perception, and biological reality, around ageing. The discussion extended beyond science into access and ethics, raising questions about who gets to benefit from the biohacking revolution, how we validate emerging interventions and what it truly means to age well in the era of personalised health.

QUESTIONS TO CONSIDER

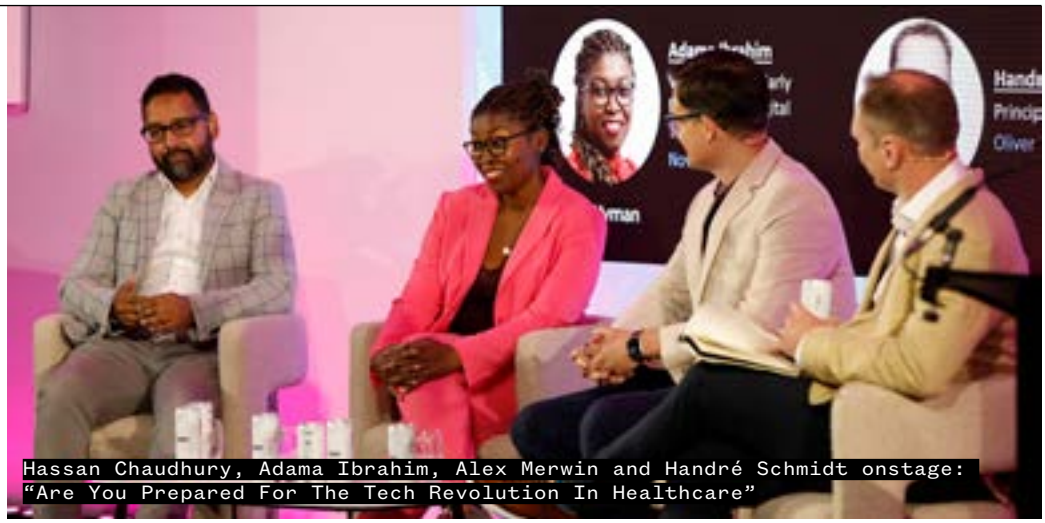
1. **Are you treating health as a strategic priority?**
   Living longer is no longer the benchmark. The real advantage – whether you're building a business, a workforce or a life – is in helping people stay healthy, mobile and mentally sharp for longer. In a future where longevity is expected, how are you improving the quality of those extra years?

2. **How are you designing for real behaviour, not ideal behaviour?**
   Consumers say they want to eat better, move more and sleep longer, but behaviour rarely follows intention. The future belongs to businesses that remove friction, build better defaults and make healthy choices the easy ones. Are you helping people do what they already want to do?

3. **Do you know where your health data goes?**
   From wearables to genetic profiles, our lives generate increasingly sensitive health data. As care becomes more predictive and preventative, consent isn't just a one off, it's an ongoing conversation. Whether you're building tools, designing policy or just trying to stay well, the question is the same: are we building systems people can trust?

4. **Are you ready to drop one-size-fits all thinking?**
   Personalised interventions from microbiome-based diets to AI informed treatment paths will become more commonplace. As an individual that means questioning blanket solutions and understanding your own health profile.

5. **How do you see your contribution to health innovation?**
   Breakthroughs in health won't come from science alone. They'll come from the way we live, work and care for each other. The future of health is something you help build, whether you're investing in new technologies, shaping policy or as a citizen: health innovation isn't only technical, it's a reflection of our culture and values too. What do you want it to be?



Hassan Chaudhury, Adama Ibrahim, Alex Merwin and Handré Schmidt onstage: "Are You Prepared For The Tech Revolution In Healthcare"

"FOR THE FIRST TIME IN HUMAN HISTORY, WE ACTUALLY KNOW THAT THERE IS SOMETHING YOU CAN DO TO REVERSE THE RATE THAT YOU WILL AGE."

Speaker: Nichola Conlon, Founder Nuchido
Session: Ageing and biohacking - the science of immortality

"IN A FEW YEARS' TIME, WE'LL BE CHECKING OUR MICROBIOME JUST AS WE CHECK THE WEATHER: WHAT TO EAT, WHEN TO SLEEP, HOW TO MANAGE STRESS..."

Speaker: Alice Ko, Investment Partner, Joyance Partners
Session: Can Microbiomes Deliver?

"CHILDREN SHOULD HAVE THEIR GENOME SEQUENCED WHEN THEY END UP IN INTENSIVE CARE... IT'S HAPPENING IN THE BEST HOSPITALS. IT'S NOT HAPPENING EVERYWHERE."

Speaker: David Cameron, Former Prime Minister, Foreign Secretary and Chairman of the Harrington Centre
Session: A Health Care Revolution



SXSW LONDON

THOUGHT-STARTER \ 7

EXPERIENCE-LED MARKETING: IS EXPERIENCE THE ANSWER TO MORE JOYFUL MARKETING?

WHAT YOU NEED TO KNOW

That the next generation are experience-driven may not be new news, but the challenges driven by post-pandemic isolation are only just emerging. The next wave of experiences need to be richer, more meaningful and wholly immersive to command interest in the attention economy. SXSW London embodied this approach through its own audience-led programming, immersive installations and cross-sector mashups. Serving up a feast for all the senses across East London, it was a bold reinforcement of the fact that IRL is back.

As with all macro-societal trends, there are many forces at play here driving this collective shift: the need for community, a move away from solo hyper-digital living and a desire for less material (unaffordable) living being critical considerations. Sir Ian Livingstone, a pioneer and legend of the global video game industry, talked of joy as being an imperative: “joy isn’t just a nice-to-have. It’s a critical part of human experience – and a powerful force for change.”

Joy, generosity and kindness are brand differentiators and will turn consumers into fans.



Kate Marlow and Oriele Frank speak onstage: “Beautility; Making Good Choices Desirable”

THE SPEAKERS EXPLORED:

1. **How brand experiences can deliver joy**
   As an alternative to digital or data-driven marketing, experiential can create joyful moments of IRL connection.

2. **The role of sound**
   We are already living in an immersive experience, claims Deepak Chopra, so the next-level experiences need to replicate that in sounds and surrounds.

3. **The power of thoughtful collaborations**
   Whether it's partnering with an aligning brand or seeking out a community with shared values, strategic collabs are reaping the rewards.



IN BRIEF

From harnessing sounds and captivating senses to championing new spaces, how to sustain an experiential programme of events that command attention for chosen audiences was a key part of the discussion at SXSW London.

- **We need to bring joy back to marketing**
  Diageo CMO Cristina Diezhandino underscored the opportunity that brands can create when joyful brand connections are rooted in culture. She highlights that when brands are relevant in culture, they are six times more likely to be successful.

- **And yet for GenZ, loneliness is commonplace**
  Conversations on isolation are often around older people, but current data trends show that GenZ are disproportionately impacted by feelings of loneliness and isolation. This has been significantly exacerbated by the pandemic. Experience designers need to be cognisant of these challenges while brands can take inspiration from Hinge's One More Hour impact initiative, a campaign designed to foster IRL connection by funding the creation of more social spaces and groups for your people.

- **There's a micro-community for everyone**
  Tati Lindenberg, SVP Marketing, Dirt Is Good at Unilever spoke candidly about both the joy of working with micro communities and overcoming brand identity constraints to create a cultural moment that resonated with all parties and audiences.

- **But the spaces to meet are shrinking**
  From Day 1's City Sounds 2050, where the discussion centred on the creation of cultural districts such as East Bank London, where London College of Fashion sits by VNA East, through to Day 5's stark warning from The Night Time Industries Association regarding the closure of nightclubs, spaces were top of the agenda. The organisation used the festival to flag The Last Night Out campaign, highlighting that 37% of nightclubs had closed across the UK since the pandemic, losing vital spaces needed for people to connect and for brands to use as the backdrop for experiences.

- **And festivals continue to fall**
  Traditionally a popular stomping ground for brand activations, festivals are also in decline, as the sector continues to struggle post-Covid, with 249 UK festivals disappearing since 2019. Organisers were advised to experiment with hybrid formats, dropping surprise sets online and off and to not fully replace the physical but to instead "go beyond the field" and extend the experience beyond one magical day or weekend.

- **But sensory surrounds abound**
  Adam Nicolas, Director of Polygon Productions spoke about spatial audio, asking people to consider how you feel music and the difference between experiencing it through headphones at home versus within an arena for a concert. The panel at The Future of Immersive urged the audience to remember that designing physical spaces isn't about mere designs, but a full physical UX, from the senses and how people move, to the materials chosen all affecting audiences and resulting in a deep visceral emotional experience. The best upcoming experiences will consider full immersion with music coming from all around.

Across the week, speakers were excited by the innovation and creativity that an experience-rich approach can offer. However, in the battle for attention, only the carefully-curated immersive experiences will prevail.



Julia Goldin speak onstage: "Lights Out with F1 and The LEGO Group - How to Build Immersive and Relevant Experiences for Your Audience"

THREE TOP SESSIONS

1. Building Immersive and Relevant Experiences for your Audiences

Two brands with one mission – to explore the shared values of innovation and precision that drive them both. Julia Goldin, Chief Product and Marketing Officer for The Lego Group and Emily Prazer, Chief Commercial Officer, Formula 1 shared how brands can go beyond pure licensing to create a long-term strategic alliance blending the adrenaline of racing with the imaginative play of a best-loved toy.

2. The Future of Immersive

Live shows, art installations and brand experiences are on the rise, with sound often a potent part of the vision and design. Hannah Marshall, conceptual artist and Adam Nicolas, Director at Polygon Productions joined Carolina Vallejo, Executive Producer, Marshmallow Laser Feast, to explore the power of sound.

3. Varzenal: Arsenal FC Reimagined in Brazil

Across Brazil's grassroots 'varzea; football leagues, local teams have adopted the Arsenal name despite no official ties, just through shared values and pride. Tati Lindenberg, SVP Marketing, Dirt Is Good at Unilever together with Tico Fernandes, Creative Director at Konzilla and Arsenal legend Ian Wright delivered a session celebrating the eight community-led clubs that started a tournament in Brazil which ended in a once-in-a-lifetime experience at the Emirates Stadium.

QUESTIONS TO CONSIDER

1. **Will micro communities fuel the next wave of experiences?**
   While fandoms aren't a thing of the past, micro communities allow brands to adapt their experiences to niche yet passionate audiences. Ask yourself which emergent micro communities might be the next audience for your live experiences.

2. **How immersive will your next experiences be?**
   Will you build teams to include specialists in spatial audio and experiment with sensory technologies to break new boundaries in your next live experiences?

3. **How will you help GenZ foster IRL connections?**
   Dubbed by some as the 'loneliness generation', this is a generation still adapting to post-pandemic IRL socialising. Consider how your brand shows up and maintains a conversation pre-event and ensures an ongoing conversation post-event, to help GenZ feel welcomed back to IRL experiences.

4. **How will you explore AI-driven interactions?**
   With advancements in AI, experiences are becoming more personalized, tailored to the needs or actions of the individual participant. Consider how you can use personalisation in a non-intrusive fashion, with everything from bespoke music playlists through to AR-responsive interactions based on facial expressions.

5. **What kind of experience can you legitimately own?**
   Experiment but remember what your brand stands for. Don't be gimmicky.



"ABBA VOYAGE IS PART OF WHAT I THINK IS A WIDER TREND WHERE PEOPLE ARE BUYING INTO AN EXPERIENCE, AND NOT JUST A TICKET FOR AN EVENT."

Speaker: Paul Westwood, Design Director, RIOS
Session: City Sounds 2050

"WHAT HAPPENED WHEN WE ACQUIRED THIS NEW AUDIENCE THROUGH DRIVE TO SURVIVE WAS THAT YOU HAVE TO KEEP THEM INTERESTED IN DIFFERENT WAYS: IT'S NOT JUST ABOUT LINEAR TV BROADCAST, IT'S ABOUT EXPERIENCES AND MAKING SURE PEOPLE CAN FEEL IT."

Speaker: Emily Prazer, Chief Commercial Officer, Formula 1
Session: How to build immersive and relevant experiences for your audiences

"TODAY MORE YOUNG MEN ARE SPENDING TIME ALONE THAN 65-YEAR-OLD MEN THAN EVER BEFORE, WHICH COULD LEAD TO FURTHER SOCIETAL DISENGAGEMENT."

Speaker: John Burn-Murdoch, Chief Data Reporter at the Financial Times
Session: Young women are outpacing men



SXSW LONDON

THOUGHT-STARTER \ 8

REDEFINING INFLUENCE & AUTHORITY: CREDIBILITY SHIFTS, AS AUDIENCES SEEK OUT NEW VOICES OF AUTHORITY

WHAT YOU NEED TO KNOW

With the next generation adopting authentic, DIY content, the creator economy continues to swell, boosted by platforms including YouTube. Furthermore, in an AI age, polished content is likely to be questioned in terms of authenticity, with viewers gauging lo-fi content as more credible. SXSW London gave the sense that creators are leading the charge and brands that need to catch up with a population who are not only moving culture forward, but also have the trust, the following and distribution that most brands can only dream of.

The Creator Economy is growing exponentially and the sense was that barely anyone can keep up. Advice from all eminent creators and experts, including Munya Chawawa, Jamie Laing and Charlotte Stavrou was to accept creator autonomy and allow them freedom of expression, experimentation (and the odd failure). If creators haven't been taken seriously, SXSW London changed that.

Behemoth platform OnlyFan's CEO Keily Blair explored the platform's transformative role in the creator economy, highlighting its commitment to empowering creators through direct monetization and strong safety protocols. She emphasized the platform's unique 80/20 revenue split and its staggering £20 billion payout to creators, noting that the business has become a UK tech success story, surpassing the UK fishing industry in terms of revenues. As Liam Parkinson from inflverse summed it up, "you're not hiring a person for one post, you're partnering with a company."

Yes, creators are in control.



Jordan North speaks onstage: "The Sexted Factor Building A Hit Multichannel Podcast"



Laura Pullman and Keily Blair speak onstage:
“Unfiltered: Platform Power, Policy, and the Creator Economy”

THE SPEAKERS EXPLORED:

1. Younger generations preference for content that doesn’t look like TV

More premium content was questioned, with speakers debating younger audiences’ preference towards authentic-looking content, often with a more homemade look.

2. The surge in long-form

Munya Chawawa discussed the transition that he and many creators are making from short-form content to longer-form narratives, in his TikTok to Tolstoy talk.

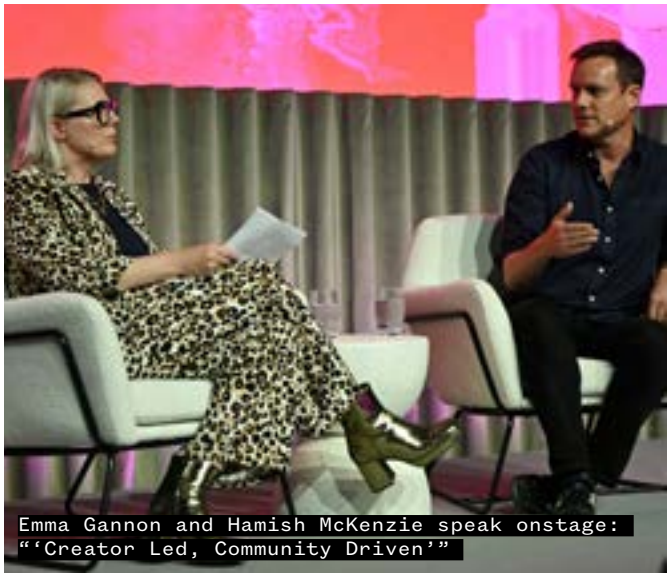
3. Sustainable payment structures for creators

The metrics of ‘influencer marketing’ of the past, with a focus on follower count and reach came under scrutiny as brands were urged to look beyond ‘vanity metrics’.

IN BRIEF

SXSW London hosted impassioned debates about legacy TV versus the creator economy, the threats and opportunities around AI and the continued interest in creators as tastemakers.

- **Legacy TV production's place in the era of the creator economy**
  As YouTube and other social video platforms increasingly become the playground for creators, the role of TV production is coming under scrutiny, with talent now being able to create and produce on their own.
- **Creators are moving into the executive producer role**
  Major streamers are already talking directly to content creators who have proven concepts on platforms such as YouTube, and with the likes of Sidemen and other creators "moving more into that executive producer role" rather than necessarily being simply on-screen talent.
- **Young audiences reject inauthentic content**
  Creator content is set to soar in popularity as younger generations, already deeply sceptical of AI-generated content, reject overly produced shows in favour of a more DIY approach. This in turn is set to have a dramatic impact on what is currently viewed as 'premium' content.



Emma Gannon and Hamish McKenzie speak onstage: "'Creator Led, Community Driven'"

- **The recurring theme of co-creation**
  A shift toward co-creation was a recurring theme across sessions. Discussing future trends in The Future of Marketing 2030, Cristina Diezhandino Diageo's Chief Marketing Officer championed the brand's dedicated 'Guinnfluencers' – Guinness' key brand advocates who act as valued stewards of the brand and co-creators.
- **New ecosystems are set to evolve**
  Discussing the Africa-facing side of his business, Idris Elba outlined a vision to support African creators, powered by the Akuna Wallet, a blockchain-based financial platform designed specifically for Africa's creative industries. His ambition is to create a new ecosystem designed to support creators from the region at the start of their production journey, as well as those looking through to marketing to global partners.
- **Success measurements need a rethink**
  In his keynote, From Vanity to Value: Genuine Influence and the Creator Economy's New Era, Stevie Johnson, Managing Director of Disrupt, implored the industry to embrace new success measurements as the creator economy evolves, looking beyond reach and followers as currency. This was a sentiment that recurred at SXSW London with measurable outcomes of creator partnerships being scrutinised and brands implored to look beyond 'vanity metrics'.

Seismic shifts are clearly underway across the creator landscape as it reshapes for 2025 and beyond. While the opportunities currently appear limitless, brands that fail to explore the rapid acceleration of this next age of the creator economy risk being left behind.



Jamie Laing speaks onstage: “Creator Led Businesses”

QUESTIONS TO CONSIDER

1. **Will you diversify the platforms and formats you use?**
   To stay agile and resilient in a changing economy, encourage your teams to experiment and expand across platforms.
2. **How will you encourage risk and experimentation?**
   Create and adapt current formats to embrace a more DIY approach, building teams ready to respond to rapidly shifting audience consumption patterns.
3. **Are you ready to provide tailored support for talent?**
   Establish strong relationships with creators, offering personalised support to make sure individuals feel valued, safe and empowered to innovate and co-create.
4. **Will you champion fair pay?**
   Are you ready to ditch the metrics of old as we enter a new age of the creator economy?
5. **How much are you willing to empower creators?**
   Remember that creative people respond to creative freedom. Loosen the leash and you’ll get a better partnership.

THREE TOP SESSIONS

1. What am I Worth – Rethinking Fair Pay for Creators

What is fair pay and what are creators truly worth? Leading voices shaping the creator economy including Creator and Comedian Max Fosh and Charlotte Stavrou, Founder and CEO of SevenSix Agency explored the challenges facing creators when it comes to fair compensation while debating the potential of pricing standardisation as new data-powered valuation technologies launch.

2. How Companies and Talent are Evolving to Stay Ahead

Grace Campbell, Comedian, Writer, Director, and Podcaster, David Page, CEO at Viewture, Alex Segal, Managing Director at InterTalent and Liam Parkinson, Co-founder & Chief Growth Officer, inflverse discussed how to adapt to succeed in the creator economy through IP ownership, diversification, AI and holistic support. The panel discussed empowering talent and harnessing the data to support business practices and sustain success.

3. It's a Creator's World: Navigating Brand Experiences in the New Creator Economy

Are the new tastemakers content creators? That was the key question under discussion as Kay Hsu, Global Head of Creative Lab at Spotify shared the stage with Kate Bird, Senior Director of Marketing for EMEA at Snapchat. With content creators helping consumers discover everything from their favourite beauty products through to trending food and experiences, brands can leverage these trends to reach new audiences across the globe.



"INFLUENCERS ARE AN ABSOLUTELY CRUCIAL PART OF WHAT WE DO. AT DISNEY WE DON'T JUST USE THEM FOR THEIR REACH, WE'LL USE THEIR CONTENT ON OUR OWN FEED AND WORK WITH THEM IN A MORE HOLISTIC WAY."

Speaker: Lucy Amos, Head of Social Media & Influencers/Creators (UK & EMEA), Disney
Session: Building Brand Love with Localised Social Storytelling

"I THINK YOUNGER AUDIENCES ARE MOVING MORE TOWARDS LO-FI, MORE TOWARDS DIY, AUTHENTIC-LOOKING CONTENT THAT DOESN'T LOOK LIKE TV."

Speaker: Jordan Schwarzenberger, Co-founder of Arcade Media
Session: Building a Powerhouse

"LEGACY MEDIA ISN'T DEAD – BUT IT'S NO LONGER THE SOLE GATEKEEPER. CULTURE IS BEING CO-CREATED, NOT BOUGHT."

Speaker: Luke Hyams, Co-founder, Pangaea, The Sidemen Story
Session: Community and Influence: The Disruptors




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WHAT THE
MEDIA SAID

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WHAT THE MEDIA SAID

The Observer

"IF YOU'RE NOT HERE IN THE BUILDING, YOU'RE MISSING OUT BECAUSE SXSW IS ONE OF THE MOST EXTRAORDINARY GATHERINGS OF PEOPLE AND IDEAS THAT'S HIT THIS CITY..."

CBS

"I THOUGHT IT WOULD FEEL SCALED DOWN, BUT IT DOESN'T. SAME ENERGY, SAME EXCITEMENT... I'VE MET SOME REALLY RAD PEOPLE, MADE SOME GREAT CONNECTIONS. EVERYONE'S SUPER FRIENDLY."

Elite Business Magazine

"SXSW LONDON IS MORE THAN A FESTIVAL; IT'S A CATALYST FOR THE CAPITAL'S CREATIVE AND TECH RESURGENCE"

Made in Shoreditch

"DAY ONE HAS PROVEN THAT SXSW LONDON ISN'T JUST ANOTHER FESTIVAL – IT'S A COLLISION COURSE OF GOVERNMENT MINDS, GLOBAL MUSICIANS, FITNESS REVOLUTIONARIES, AI WIZARDS, AND CULTURAL COMMENTATORS. AND WHERE BETTER FOR THIS CHAOS OF BRILLIANCE TO UNFOLD THAN SHOREDITCH?"

The Upcoming

"FROM PEWS TO PARLOURS, THE SXSW LONDON MUSIC CRAWL UNFOLDED LESS LIKE A CHAOTIC SPRINT AND MORE LIKE A SPIRITUAL DRIFT THROUGH SHOREDITCH'S MOST ATMOSPHERIC VENUES."

Financial Times

"THE [BROAD-RANGED] PROGRAMME REFLECTS WHAT IT MEANS WHEN WE SAY LONDON IS A GLOBAL ART CENTRE"

SXSW LONDON

WHAT THE MEDIA SAID



Music News

"... A POWERFUL PLATFORM TO SHOWCASE THE CITY'S DIVERSITY AND CREATIVITY..."

- Joseph Fiennes

UK Music

"...HOSTING A STELLAR NEW TALENT SHOWCASE ON THE FIRST TWO NIGHTS OF THE EVENT..."

Cinerama

"A HOST OF INFLUENTIAL PUBLIC FIGURES OPEN DAY ONE OF THE INAUGURAL SXSW LONDON FESTIVAL IN SHOREDITCH"

WE CAN'T WAIT TO SEE YOU IN 2026.

THANK YOU FOR READING
THE SXSW LONDON CHANGEMAKER TRENDS REPORT.



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