



Brand  
Trust

Strategy  
Consultants

# Learning Journey to SXSW and NASA

📅 MARCH 10–15, 2026 📍 AUSTIN and HOUSTON, TEXAS

*3 days at the world's largest digital festival in Austin and  
2 days pre-program in Houston*

This series of immersive data paintings  
imagines a future where machine  
intelligence, human memory and organic life  
co-exist.

Created by [illegible] Studio in  
with [illegible] Future, Earth  
the nat





Join us on a transformative journey of discovery to Texas and recharge your batteries and find inspiration for the whole year ahead.

### **2-day pre-program in Houston, March 10–11**

In a program designed especially for us, you will visit Space Center Houston (NASA), discover flagship stores, and meet inspiring CEOs, founders, and influencers.

### **3 days of South by Southwest in Austin, March 12-15**

South by Southwest (SXSW) is the world's largest digital festival. With a wide range of program items focusing on the most important trends and developments in technology, business, and culture, SXSW proves that the most exciting discoveries arise when different topics and people come together. This event will celebrate its 40th anniversary in 2026.

Spend 3.5 days at SXSW, soak up inspiration, experience trends, and make exciting contacts.

Look forward to exchanging ideas with executives, entrepreneurs from various industries, and BrandTrust experts during the trip and reflecting on your experiences.

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*Guaranteed boost to your productivity through a curated trip and group exchange instead of an individual visit. SXSW/Austin is one of the best places in the world to find inspiration, recharge your batteries, and think in terms of solutions rather than problems.*

Horst Brinkmann, CEO of STABILO International GmbH



## Experience an unforgettable journey of discovery

### Agenda\*

- 9. März ☐ Individual arrival in Houston  
*Dinner together and getting to know each other*
- 10. und 11. März ☒ **Pre-program in Houston focusing on space travel, energy, and AI:**
  - #Space travel: NASA tour
  - #Energy: including Thyssenkrupp Nucera, The Ion, and discussions with experts
  - Business in Texas: Round table with economic development representatives and the Consul General
  - Insights Sports Enterprise Leadership: Houston Professional Sports Team
  - Supporting program: Texas Rodeo and sporting highlights*Updates will be announced in a timely manner.*
- 12. März ☐ **Group transfer from Houston to Austin, including site visits**
  - Rice University
  - Stop at Buccee's
  - Badge pickup & initial SXSW check
- 13. bis 15. März ☒ **SXSW in Austin: Visit the world's largest digital festival**
  - Top-level speakers such as Amy Webb
  - Exhibitions at the SXSW Expo and throughout Austin
  - Special events
  - Over 20 topics: including 2050, AI, brand experience, culture, tech industry, workplace, XR
- 16. März ☐ Individual departure from Austin

#### Daily:

- Morning briefing by BrandTrust
- Summary of findings in the evening
- Exchange and discussion
- Joint dinner and evening program

\*) Program subject to change

# Join us!

The participation fee of €11,950 (net) includes:

- Two-day pre-program in Houston, including a highlight visit to the Space Center (NASA)
- SXSW Platinum Badge for attending the world's largest digital festival.  
The Platinum Badge is the most comprehensive and exclusive festival pass: early activation of Fast Passes, primary access to all conference sessions and exclusive networking events
- Support from BrandTrust on site and afterwards, including
  - Accompaniment by experienced Austin and SXSW travelers
  - Daily Morning Overview: You will receive an overview of the upcoming day and expert tips for SXSW so you don't miss a thing
  - Learnings: We summarize the insights every evening
  - Afterwards, you will receive an executive summary of the trip and we will present the insights exclusively to your company
- Travel group with executives and entrepreneurs from various industries
- Accommodation in Houston and Austin in a \*\*\*\*\* hotel, including breakfast
- Seven group dinners in different and inspiring locations with time for discussion and reflection
- Group lunch during the pre-program
- Transfer from Houston to Austin
- Shuttle during your stay



*For me, it was an absolutely worthwhile learning journey from a 360-degree perspective. Starting with vibrant, modern Austin with its many highlights, a great group of participants, a varied pre-program, short distances through the convention center in the middle of the city, top international voices, a good balance between tech and cultural topics, top brand presentations in the city, first-class support from BrandTrust, ...*

Daniel Galle, Head of Global Sales at STABILO International GmbH



# Register now for the Learning Journey

Register [here](#) for an unforgettable journey of discovery.  
Alternatively, scan the QR code or visit our [website](#).



## Terms and conditions:

The participation fee does not include flights or transfers to/from the airport. If you cancel by December 15, 2025, 50% of the booking price will be refunded. Unfortunately, no refunds are possible after this date. You are welcome to name a "replacement" to participate in the Learning Journey for you. We charge approximately 150 euros (SXSW service fee) for rebooking the ticket.



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