

Next Wave of SXSW London Conference Programme Reveals Business Leaders, Tech Pioneers and Cultural Icons

- *From Alex Kendall, CEO of Wayve to Gillian Anderson, Actor, Writer and Activist*

London, UK – 6 March [South by Southwest® \(SXSW®\) London](#) today announces the latest conference programming line-up at its European debut, June 2-7, 2025. Set to become Europe's leading platform for cross-industry collaboration and networking, the SXSW London conference will bring together leaders from across the business, technology and cultural sectors for 6 days of presentations, panels and networking in Shoreditch, London.

With a focus on the unexpected conversations that take place when a broad range of industry leaders come together on and off-stage, the SXSW London conference will explore 24 tracks* with themes from AI and robotics through to fintech and the creator economy. Thought-starting sessions and speakers will include:

- **The Future of Human-AI Collaboration - CEO of Wayve, Alex Kendall**, discusses how AI-powered driving will shape the future of urban mobility.
- **The Livestreaming Economy - CEO of Twitch Dan Clancy** describes how creators and communities are changing the way we consume media.
- **The Science of Immortality** explores the evolving frontiers of ageing and human longevity with hosts Lucie Cave, Katherine Ryan and Nichola Conlon.
- **Lights Out with Formula One and the LEGO Group** discusses how to build immersive and relevant brand experiences with Julia Goldin, CMO of The LEGO Group and Emily Prazer, Chief Commercial Officer of Formula One.
- **Gillian Anderson**, actor, writer and activist is a keynote speaker at the Screen Festival, speaking to her multi-disciplinary career.
- **ABBA's Björn Ulvaeus** will reveal how technology is shaping music.
- **Stephane Decroix, VP, Tencent Games**, on how video gaming is disrupting the entertainment industry.
- **Softbank** Managing Partner, Sumer Juneja, on the new venture capital era.
- **Anna Bateson**, CEO of The Guardian, on the state of the fourth estate
- Also confirmed: **Sir Ben Ainslie**, four-time Olympic gold medallist and **Victor Riparbelli**, Co-Founder and CEO of Synthesia

The SXSW London conference is the only event in Europe to deliver a future-focused programme that brings together leaders from across the business, tech, media, entertainment, arts and fashion sectors. Technology, a core focus for the conference programme, will be contextualised by exploring its impact on a broad range of industries – with a particular focus on its role in the creative economy.

Attendees from this broad set of backgrounds will gain the opportunity to network across multiple industries, as well as within their own, creating the unexpected collaborations that SXSW London believes are key to success in today's economy. Thought-provoking conference sessions will aim to feature participants from multiple sectors, providing attendees with a unique mix of discovery and opportunity across industries, experiences and backgrounds.

Max Alexander, CEO of SXSW London, said: "By bringing together diverse disciplines and voices across our stages, SXSW London will debate the biggest opportunities, disruptions, and threats faced by business and society in a spirit of creativity and optimism. Global leaders



from multiple sectors will foster an environment where groundbreaking ideas flourish, and industries can grow. We want to inspire our SXSW London attendees to think differently.”

Katy Arnander, Director of Programming at SXSW London, said: “SXSW London will serve as a unique platform for networking, learning and collaboration in one of the most important capital cities in the world. We will offer direct access to industry leaders and pioneers from across the world and our speakers and artists will provide unparalleled insights into the trends shaping the worlds of business and culture.”

Further details on confirmed names can be found in the notes to editors below.

Tag us on:

Instagram: [@sxswlondon](https://www.instagram.com/sxswlondon)

LinkedIn: [/sxswlondon](https://www.linkedin.com/company/sxswlondon)

X: [@sxswlondon](https://twitter.com/sxswlondon)

Facebook: [/sxswlondon](https://www.facebook.com/sxswlondon)

YouTube: [@SXSWLondon](https://www.youtube.com/SXSWLondon)

Threads: [@sxswlondon](https://www.threads.net/@sxswlondon)

TikTok: [@sxswlondon](https://www.tiktok.com/@sxswlondon)

Media Contact: sxswlondon@freuds.com / Isobel Pyrke

Call: [020 3003 6300](tel:02030036300)

Press accreditation now open – apply [here](#).

For any questions related to press accreditation please contact press@sxswlondon.com

NOTES TO EDITORS

***The Conference will feature 24 tracks across 6 key themes:**

- Humanity, Machines, and the Future of AI
- Our Future Health
- New Tech Frontiers
- Tech, Governance, and the Future of Society
- Business Matters: Navigating Business in a Changing World
- Innovation Meets Imagination: The Future of Creativity

Speakers include:

Alban Dechelotte, CEO, G2 Esports

Alex Hirschi a.k.a. Supercar Blondie, Founder, SB Media Group and SBX Cars

Alex Kendall, Co-Founder & CEO, Wayve.ai

Amy Peck, Founder & CEO, EndeavorXR

Anna Bateson, CEO, Guardian Media Group

Azeem Azhar, CEO, Exponential View

Ben Lamm, Founder & CEO, Colossal Biosciences

Björn Ulvaeus, Musician, Singer, Songwriter and Producer

Callum "Callux" McGinley, Founder & Creator, notwoways & After Party Studios

Carl Pei, CEO, Nothing

Cristina Diezhandino, CMO, Diageo

Dan Bugar, Founder & CEO, Frontier Collective
Dan Clancy, CEO, Twitch
Deepak Chopra, Consciousness Explorer
Douwe Kiela, Co-Founder & CEO, Contextual AI
Emily Prazer, Chief Commercial Officer, Formula One
Euan Blair, Founder & CEO, Multiverse
Gillian Anderson, Actor, Writer and Activist
Hamish McKenzie, Co-founder & Chief Writing Officer, Substack
Harry Stebbings, Founder, 20VC
Idris Elba, Actor, Filmmaker, Philanthropist, Music & Founder
Jackie Jantos, Chief Marketing Officer, Hinge
James Vowles, Team Principal, Williams Racing
Jane Alexander, Partner, CapitalG
Jenn Nkiru, Artist & Director
Jessica Sibley, CEO, TIME
Joe Wicks, Founder & CEO, The Body Coach
Julia Goldin, Global Chief Product and Marketing Officer, The Lego Group
Katherine Maher, CEO, NPR
Katherine Ryan, Comedian
Keyun Ruan, Chief of Global Security, Google
Lawrence Lek, Artist
Linda Lian, Co-Founder & CEO, Common Room
Louise Johnson, CEO, Fuse
Nina Hajikhanian, GM, EMEA, Patagonia
Rana el Kaliouby, Co-Founder and Managing Partner, Blue Tulip Ventures & Pioneers of AI Podcast
Richard Davies, CEO, Allica Bank
Sadira E. Furlow, Chief of Global Brand & Comms Officer, Tony's Chocolonely
Sarah Franklin, CEO, Lattice
Sean Doyle, CEO & Chairman, British Airways
Sehr Thadhani, CDO, Nasdaq
Sir Ian Livingstone, Founder of Games Workshop
Stewart Copeland, Founder & Drummer of The Police, Seasoned Composer
Thibault Imbert, CPO, Picsart
Trinny Woodall, Founder & CEO
TS Anil, CEO, Monzo
Victor Riparbelli, Co-Founder & CEO, Synthesia
Wyclef Jean, Musician & Songwriter

Community Engagement

As part of its commitment to celebrating the rich diversity of East London and ensuring access for attendees from all backgrounds, SXSW London will give 500 complementary passes to local charities and community groups. Two of the charities confirmed to be involved in this



initiative are Music Mind Matters and East London Arts and Music (ELAM), which have each been gifted 20 platinum passes.

About SXSW London

A global platform celebrating the convergence of creativity, culture and innovation, SXSW's inaugural European edition SXSW London builds on the brand's decades of success in Austin and now Sydney.

Between June 2-7 2025 SXSW London will take over dozens of venues, galleries, clubs and spaces around Shoreditch in east London, including many independent and community-led spaces. In addition to the inspiring keynotes, music showcases, and innovations in tech, gaming and screen that fans have come to expect from SXSW, SXSW London will introduce new arts and culture programming in a first for the brand globally. SXSW London will also feature a particular focus on creative sectors and talent from across Europe, and is anticipated to generate over £75M in direct economic benefits for London and the UK.