

Central Texas (CTX)  
**Learning Festival**  
**Mar 5 - Mar 9, 2025**



# Meeting Goals



**Festival Planning Status**



**CTX + Partner Promotion activities**



**What's Next...**



**Q & A**

# Central Texas Learning Festival

---

**An opportunity to collectively  
celebrate learning in all its forms  
across Central Texas**

---

---

---

---

---

## **Vision**

**Central Texas has a vibrant culture of learning that supports stronger communities and greater economic opportunity for all.**

## **Mission**

**Foster a culture of learning in our Central Texas communities through formal and informal learning experiences for both adults and youth.**

# **Build A Culture of Learning**

---

# 2024 Central Texas Learning Festival

6 days

3,500 square miles

260+ learning experiences

thanks to 50+ partners



# CTX Learning Fest 2025 — Projected Timeline

Virtual Meeting  
Dec

Soft Deadline for  
Event Submissions  
Jan 17

In-person Meeting  
Feb

Last Meeting  
Feb

In-person Meeting  
Jan

Start Promoting  
Jan 20

Hard Deadline for Event  
Submissions  
Feb 24

CTX Learning Fest 2025

March Wed 5th - Sun 9th

**ADD your** learning  
experiences for the  
**2025 CTX Learning  
Festival Calendar!**



<https://forms.gle/TXR6vLEjF3v9YA7h8>

<https://ctxlearningfestival.com>



# Want to get connected? Join the Directory!

In need of a space for your learning experience?

Have space to offer?

Want to get connected with other partners?

Groups offering free spaces  
Georgetown, Pflugerville,  
North, Central & South Austin,  
Smithville + more!



<https://forms.gle/3EyirpV5oGqE5xdc6>



# Partner Engagement **NOW** for the CTX Festival

**ADD** your event or learning experience to the so we can highlight through our networks

- Connect with CTX Learning Festival Social Media

Facebook: **@ctxlearningfestival**

Instagram: **@ctx.learningfestival**

- Post about your participation in the Festival
- Connect your partner network to the Festival

**People - Partners - Places**



<https://forms.gle/TXR6vLEjF3v9YA7h8>

# Partner Engagement **January - March** for the CTX Festival

## *COLLECTIVE PROMOTION JANUARY 20*

Promote your partnership and learning experiences and the festival

### **Post - Tag - Like - Share**

- Weekly post suggestion with messaging through calendar invite  
“Reminder Post for Week 1 - Jan 20...”
- Link to [Media Resources](#) with the weekly post/message suggestion
- <https://ctxlearningfestival.com/>

**What else should be included to support your media needs?**

# Updates and NEXT

## January Meetings

Virtual - Poll - Week of January 13

## February Person Meetings -TBD - LAST MEETINGS

## SXSW EDU - Booth and NextStage (Show & Tell)

Free and Open day March 5

## Committees - update

## What we still don't know:

How to incentivize people to attend Festival and more than one event?

Final plan to track Festival reach and track the festival impact?

# Open Discussion

Questions about Submission Form?  
Ideas? Comments?

