



The City of Raleigh in partnership with Wake County Economic Development and the Greater Raleigh Convention and Visitors Bureau participated and exhibited at the [South by Southwest \(SXSW\)](#) interactive trade show. For this year's activation, the goal was to showcase Raleigh as a diverse and inclusive community as it relates to culture, business, industry, and people. Throughout the four-day trade show, attendees were asked to "[Picture Yourself in Raleigh](#)" and were invited to engage with the 12-foot mural which was created by local designers of the Assembly and Connect with [Nate Sheaffer](#), neon artist at [Glas](#). The Raleigh booth also hosted local Raleigh makers to share their stories of entrepreneurial success and offer samples of Trophy Brewing beer and Slingshot Coffee.

Each day of the trade show was documented by a different guest blogger on the trip. Below you'll find the links to each blog:

[Day 1: Representing Raleigh at the SXSW Trade Show](#) (Jen Miller, WCED)

[Day 2: Turning Tourists into Talent: Why Tourism Matters](#) (Loren Gold, GRCVB)

[Day 3: How SXSW Has Changed for The Better](#) (Jenn Bosser, Economic Development, City of Raleigh)

[Day 4: Our Final Day at SXSW](#) (Jen Miller, WCED)

Additionally, [Raleigh Magazine](#) featured an article capturing the story of the mural and the overall project.