

VIRTUAL GRACE HOPPER CELEBRATION

EMEA: EUROPE, MIDDLE EAST, AFRICA

Impact Report

**together
we
build**



GRACE HOPPER CELEBRATION

EMEA: EUROPE - MIDDLE EAST - AFRICA

V I R T U A L

*ensemble nous
construisons*

*insieme
costruiamo*

*juntos
construimos*

סינוב ונסא דדלי



GRACE HOPPER CELEBRATION

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V I R T U A L

This year, we hosted our first ever Virtual Grace Hopper Celebration in EMEA – the Europe, Middle East, and Africa region – and it was my extreme pleasure to see the results of this groundbreaking event with more than 4,500 registrants from across 91 countries. During the Celebration, 1,500 meetings were booked, and over 28,000 minutes of networking were logged. The numbers are certainly impressive! But what is truly impressive is the opportunity we created to bring attendees and Sponsors together for attendees to increase their networks, view amazing content (did someone say Malala!?!) and meet potential employers. This Celebration helped women technologists pursue important career milestones and was a step in our collective journey to achieve global intersectional gender and pay parity in the tech industry.

The past year brought a myriad of challenges, both collective and personal, for many of us in the industry, and especially to those in the EMEA region. At the same time, I've been so encouraged by the incredible perseverance and resilience shown by this community of women technologists. They show up, they adapt, and they continue to push through the many challenges thrown at them. We look forward to continuing to empower the women technologists in the EMEA region and around the globe. With their involvement and your support, we can continue creating the movement we started – which is to ensure we are building a world of inclusive technology.

It is your partnership with AnitaB.org that supports the talent pipeline of all women in tech we work so hard to build.

Brenda Darden Wilkerson
President and CEO of AnitaB.org

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Keynote & Featured Speakers



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Malala Yousafzai

KEYNOTE

Published Author, Nobel Peace Prize Winner



Brenda Darden Wilkerson

KEYNOTE

President and CEO of AnitaB.org



Evelyn Namara

KEYNOTE

2012 Change Agent Abie Award winner



Dr. Jess Wade

FEATURED SPEAKER

2020 Change Agent Abie Award Winner



Pelagia Majoni

FEATURED SPEAKER

2020 Student of Vision Abie Award Winner



Sheree Atcheson

MC

Multi award-winning Global Diversity and Inclusion Leader, Published Author

Attendees



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V I R T U A L

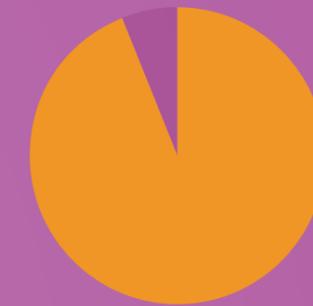
KEY METRICS



4,523
REGISTRANTS



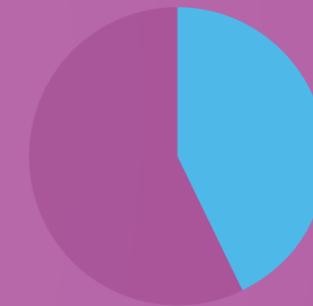
91
COUNTRIES



94%
WOMEN



of attendees reported the overall experience of vGHC as **EXCELLENT** or **GOOD**.



43%
STUDENTS

MOST SATISFIED WITH:



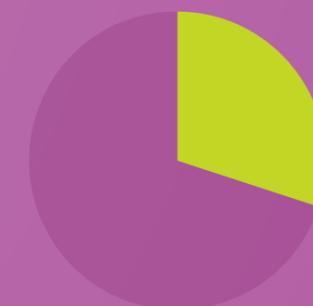
CAREER-FOCUSED
SESSIONS



KEYNOTES



TECHNICALLY
FOCUSED SESSIONS



30%
MID-CAREER



Attendees

KEY METRICS

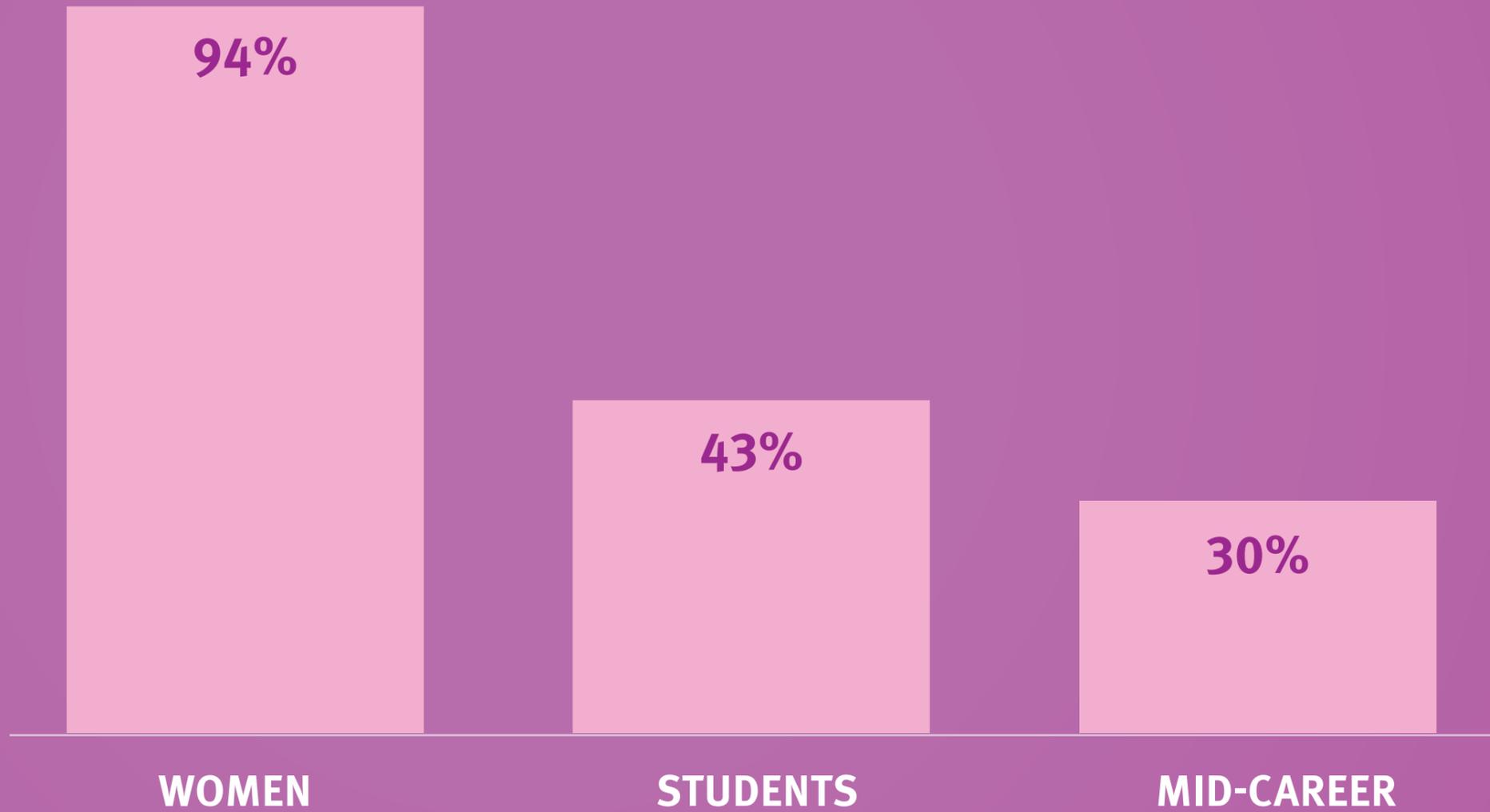


GRACE HOPPER CELEBRATION

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V I R T U A L

REGISTRANT DEMOGRAPHICS BY EVENT



Attendees

KEY METRICS



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MOST AGREED UPON STATEMENTS

vGHC EMEA was worth the time I invested attending.

My commitment to the field of technology has increased.

I feel people like me were well represented.

My accessibility needs were met.

My commitment to completing my current degree program has increased.

I feel more inspired about the career opportunities ahead of me.

1:1 Meetings

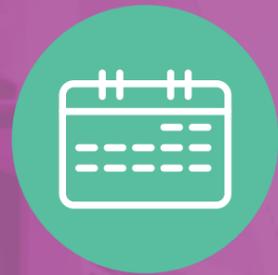


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KEY METRICS



1,668
MEETINGS BOOKED

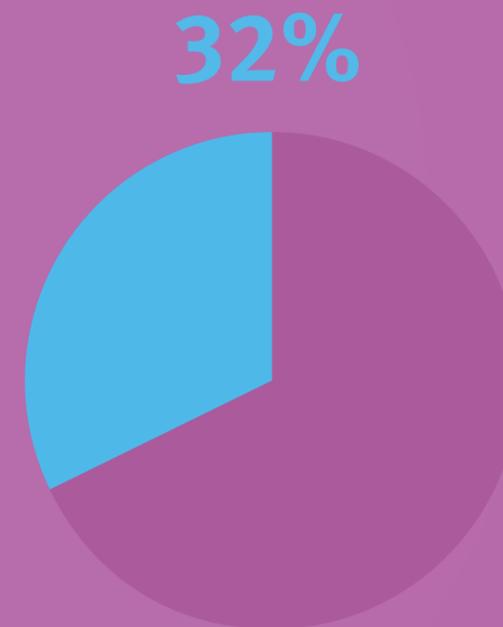


346
CANDIDATES

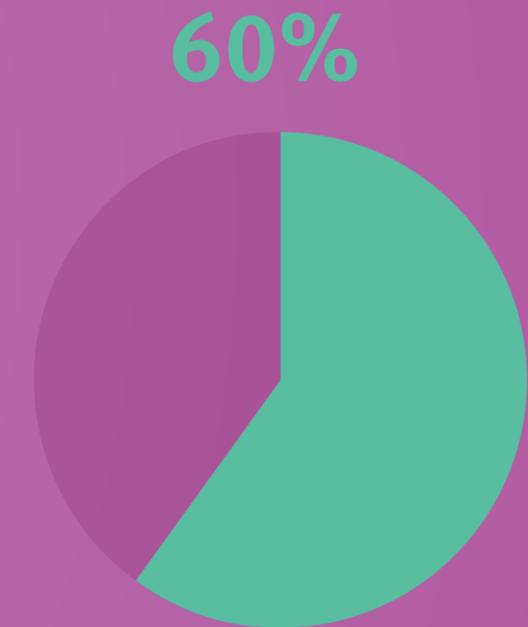


23
SPONSORS
AVAILABLE FOR 1:1 MEETINGS

PERCENTAGE AT 1:1 MEETINGS



PERCENTAGE 1:1 MEETINGS BOOKED



1:1 Meetings

KEY METRICS

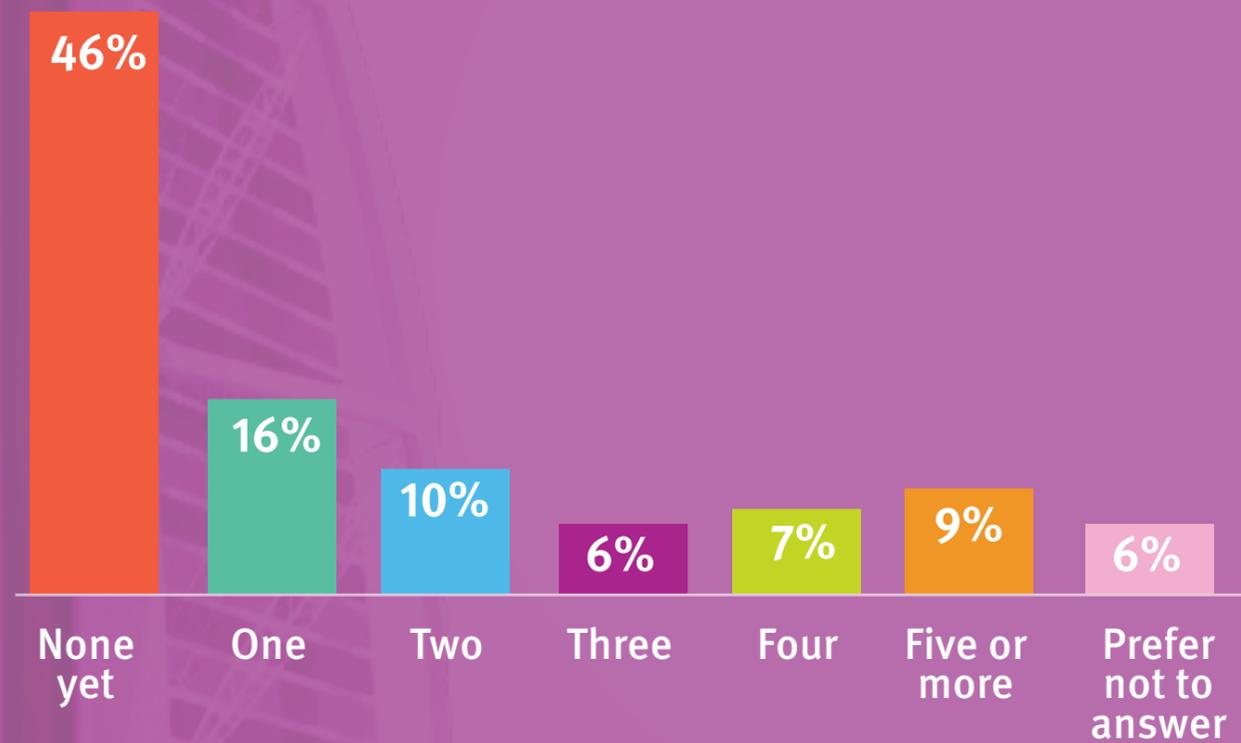


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FOLLOW-UP MEETINGS SCHEDULED



Sessions

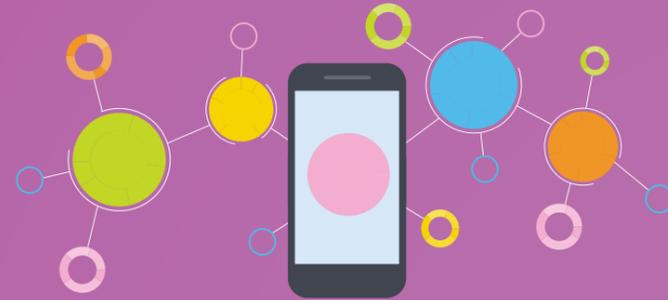


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KEY METRICS



28,093

TOTAL MINUTES NETWORKING



2,594

VIDEOS WATCHED TO 100%

TOP 3 LEARNING/TECHNICAL SESSIONS

1

Transformers:
Past, Present, and
Future

2

A Day in the Life:
Google Career
Stories

3

Build Back Better:
Our Role in Creating a
Fairer Online World

SESSION ATTENDANCE



Sessions

KEY METRICS



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TOP NETWORKING SESSIONS



Sponsors

KEY METRICS



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239,459
TOTAL MINUTES
SPENT IN BOOTHS



840
TOTAL BOOTH
VISITORS



22
TOTAL NUMBER
OF BOOTHS



4.75 HOURS
AVERAGE TIME
EACH VISITOR
SPENT IN BOOTHS

74% of Sponsors responded that vGHC EMEA met or exceeded their recruiting expectations.

71% agree participating in vGHC EMEA had a good return on investment.

59% agree the years of experience of the talent pool at vGHC EMEA met my organization's needs.

Sponsors

KEY METRICS



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MOST MET GOALS:

81%

Demonstrated organization's commitment to supporting women technologists

81%

Aligned organization as a partner of AnitaB.org

71%

Provided a service or amenity for attendees

65%

Increased brand awareness amongst women in technology

62%

Networked and built relationships with women in technology

MOST SATISFIED WITH:

79%

vGHC EMEA overall

79%

vGHC EMEA communication during the event

76%

1:1 Meetings with attendees

72%

Purchasing/contracting

70%

Sponsor page offerings



Thank you to our Sponsors!



Founding Sponsor



Platinum Sponsor



Gold Sponsors



Silver Sponsors



Thank you to our Sponsors!



Bronze Sponsors



MPO Sponsors



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