

# DARE TO TRANSFORM

 / ANITA B.ORG 21  
GRACE HOPPER CELEBRATION®

VIRTUAL CELEBRATION  
SEPT 27 - OCT 1, 2021

IMPACT REPORT



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Grace Hopper Celebration pushed the boundaries of diversity in 2021 like never before, hosting events in the United States, India, and, for the very first time, in EMEA (Europe, Middle East, and Africa). Connecting women and non-binary technologists, hearing from inspirational top voices in tech, and being the much-needed resource for so many...our virtual events allowed us to create an impact on a whole new level.

The past two years of virtual events have taught us a lot, not only about ourselves but also about those we work to serve. They taught us that no matter what we're facing, we cannot and will not accept the barriers keeping us from achieving our goal of a diverse and equitable future for all women and non-binary technologists.

They also taught us that the new reality of "virtual" provides an unprecedented opportunity for access. It enabled us to welcome people we never have before... people who would not have been able to attend due to work, travel, or otherwise. And, ultimately, we provided more equity than we ever could before. We're excited to continue that tradition by bringing a new Grace Hopper Celebration to life...a hybrid Celebration offering both in-person and virtual participation.

We look forward to pushing this fight forward with you by our side. Let us all live in the unique opportunity of "NOW" and be laser focused on the need for our mission. TOGETHER, we can empower with information, resources, and connection to community. TOGETHER, we can amplify voices and stories and celebrate accomplishments. TOGETHER, we can create an inclusive tech ecosystem that values women and non-binary technologists and includes those who are systemically overlooked.

*Brenda Wilkerson*

**Brenda Darden Wilkerson**  
President and CEO of AnitaB.org



# DARE TO SHOW UP

**29,120**

**TOTAL REGISTRANTS**

**90**

**COUNTRIES**

**803**

**VOLUNTEERS**

**300**

**SPEAKERS**

**47**

**POSTERS**

**49**

**ANITA BORG  
ON-DEMAND STUDIO  
SESSIONS**

**31,411  
VIEWS**

**88%**

FELT THE **ATTENDEES** AT vGHC 21 WERE DIVERSE.

**77%**

OF RESPONDENTS SAY IT IS **LIKELY** THEY WILL **ATTEND A FUTURE GHC.**

**76%**

OF ATTENDEES SAID vGHC 21 **MET** OR **EXCEEDED THEIR EXPECTATIONS.**

**76%**

OF RESPONDENTS SAY vGHC WAS ABOUT THE SAME OR **MORE SATISFACTORY** THAN **OTHER VIRTUAL EVENTS** THEY ATTENDED.

**72%**

OF ATTENDEES RATED THEIR OVERALL vGHC EXPERIENCE AS **GOOD** OR **EXCELLENT.**

**vGHC ACTIVITIES WITH THE HIGHEST SATISFACTION RATING REPORTED BY ATTENDEES**

**82%**  
KEYNOTES

**77%**  
ANITA BORG  
ON-DEMAND STUDIO

**76%** WERE MORE INSPIRED ABOUT THE CAREER OPPORTUNITIES AHEAD OF THEM.

**76%** SAID THEIR ACCESSIBILITY NEEDS WERE MET.

**62%** STATED THEY SHARED SOMETHING THEY LEARNED WITH A FRIEND OR COLLEAGUE.

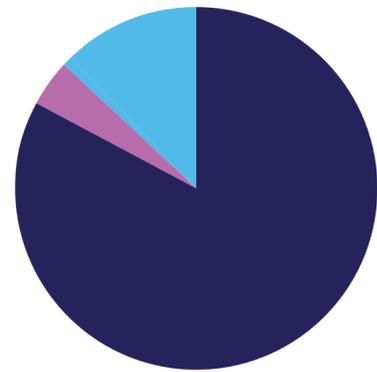
**57%** STATED THEY APPLIED WHAT THEY LEARNED IN THEIR WORK.



**LAYSHIA CLARENDON**  
KEYNOTE SPEAKER

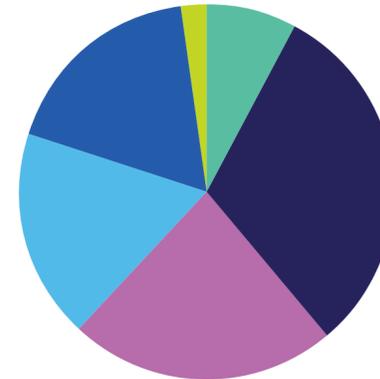
# DARE TO COME TOGETHER

## ATTENDEE DEMOGRAPHICS



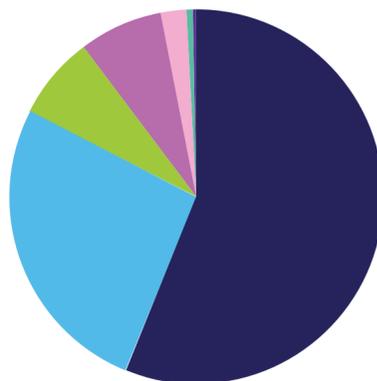
**83% WOMEN**

4% MEN  
1% NON-BINARY



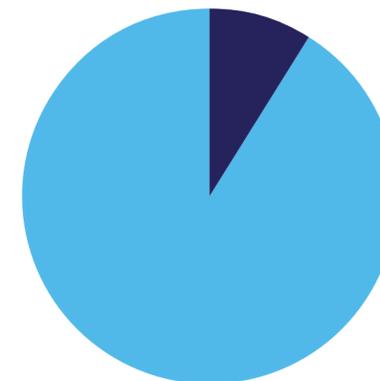
**31% MID-CAREER**

23% ENTRY  
18% INTERN  
18% SENIOR  
2% EXECUTIVE



**47% ASIAN**

22% WHITE  
6% AFRICAN-AMERICAN/BLACK  
6% HISPANIC/LATINX  
2% MIDDLE EASTERN/NORTH AFRICAN  
0.3% PACIFIC ISLANDER OR NATIVE HAWAIIAN  
0.2% NATIVE AMERICAN, ALASKA NATIVE, OR  
FIRST NATIONS



**9% LGBTQIA+**





“I COULD **CONNECT** WITH AWESOME **WOMEN IN TECH**, **LEARN** ABOUT THEIR **EXPERIENCES**, AND **GET INSPIRED**. THIS WILL SURELY HELP ME IN THE **TIMES OF SELF-DOUBT** OF **MAKING IT AS A WOMAN IN TECH**.”

vGHC 21 ATTENDEE

# THE VOICES OF vGHC 21

## KEYNOTE + FEATURED SPEAKERS



### AMBASSADOR SUSAN RICE

**GUEST SPEAKER**  
Domestic Policy Advisor to President Biden



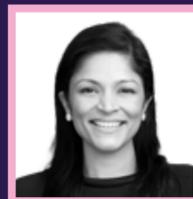
### DEB LIU

**FEATURED SPEAKER**  
President and CEO, Ancestry



### JUSTINE EZARIK

**FEATURED SPEAKER**  
AKA iJustine, Tech & Digital Creator



### APARNA BAWA

**KEYNOTE SPEAKER**  
COO & Interim Chief Legal Officer, Zoom Video Communications, Inc.



### DIANE JURGENS

**KEYNOTE SPEAKER**  
CIO, The Walt Disney Company



### KARA SWISHER

**KEYNOTE SPEAKER**  
Host, Sway and Contributing Opinion Writer, The New York Times; Co-Host, Pivot, New York Media



### CAROLINE WANG

**FEATURED SPEAKER**  
CEO, ESSENCE; Chief Growth Officer, ESSENCE Ventures



### HABEN GIRMA

**KEYNOTE SPEAKER**  
Human Rights Lawyer and Author



### LAYSHIA CLARENDON

**KEYNOTE SPEAKER**  
WNBA Basketball Player and Advocate



### CLEO WADE

**FEATURED SPEAKER**  
Writer, Poet, and New York Times Best-Selling Author



### JEN EASTERLY

**KEYNOTE SPEAKER**  
Director, Cybersecurity and Infrastructure Security Agency



### MARGARET GOULD STEWART

**KEYNOTE SPEAKER**  
VP, Product Design & Responsible Innovation, Facebook



### PAYAL KADAKIA

**FEATURED SPEAKER**  
Executive Chairman & Founder, ClassPass and Artistic Director, The Sa Dance Company



### TIMNIT GEBRU

**KEYNOTE SPEAKER**  
Independent Scholar



### VANESSA PAPPAS

**KEYNOTE SPEAKER**  
COO, TikTok



### JEANNE SPARROW

MASTER OF CEREMONIES  
7x Emmy-Winning Television and Radio Personality



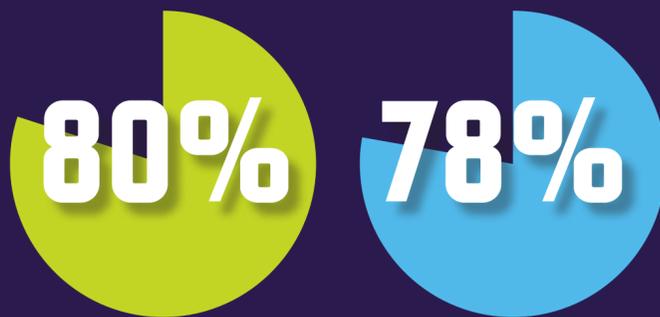
### DR. KAI TWO FEATHERS ORTON

ANITAB.ORG FELLOW IN RESIDENCE

# THE VOICES OF vGHC 21

## SPEAKERS + POSTER PRESENTER OUTCOMES

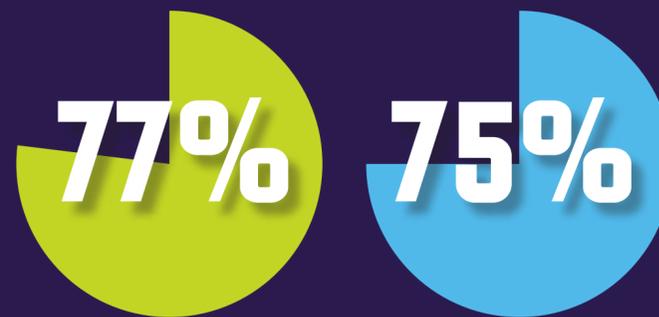
vGHC 21 MET OR EXCEEDED EXPECTATIONS



SPEAKERS

POSTER PRESENTERS

RATED OVERALL EXPERIENCE AS EXCELLENT OR GOOD



SPEAKERS

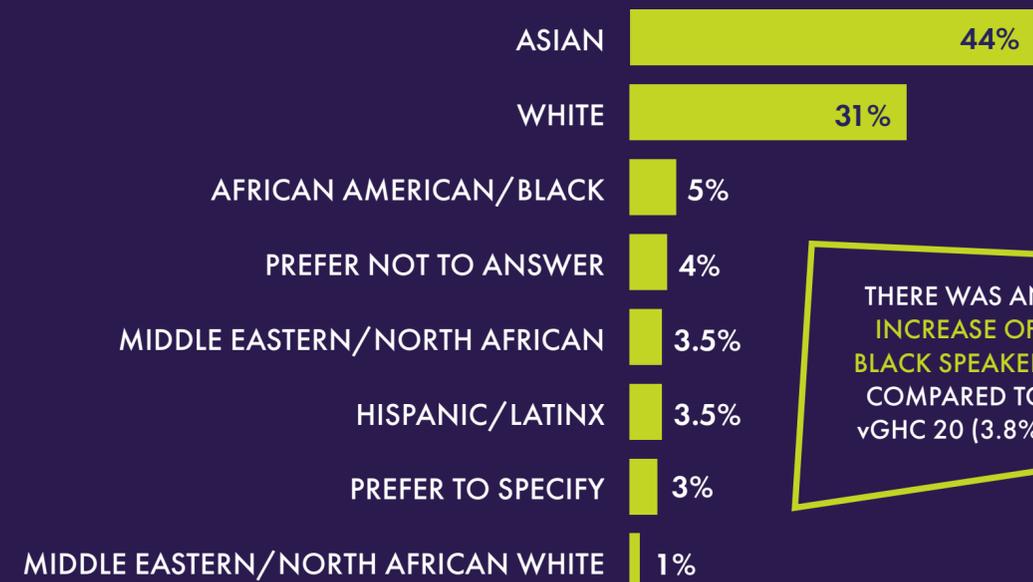
POSTER PRESENTERS

85%

SATISFACTION WITH OVERALL SPEAKER/PRESENTER EXPERIENCE

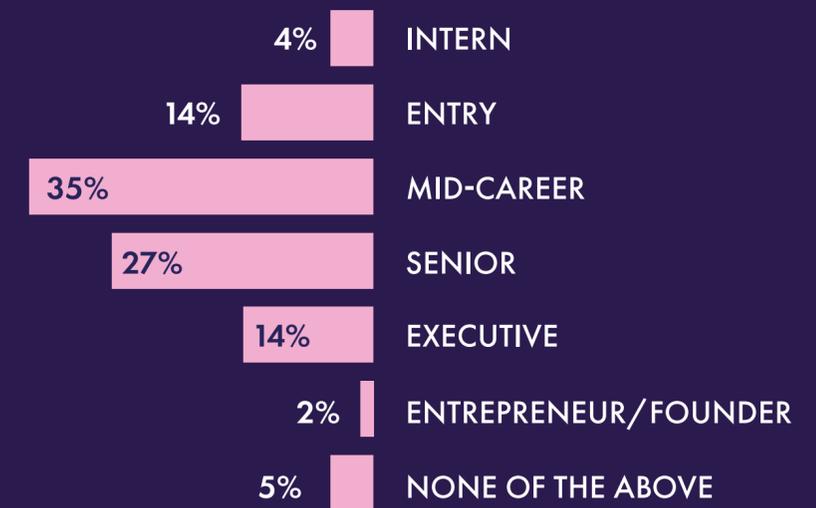
THERE WAS A 5% INCREASE OF LGBTQIA+ SPEAKERS COMPARED TO vGHC 20 (5.8%).

### RACE/ETHNICITY OF SPEAKERS

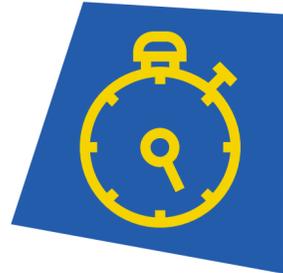


THERE WAS AN INCREASE OF BLACK SPEAKERS COMPARED TO vGHC 20 (3.8%).

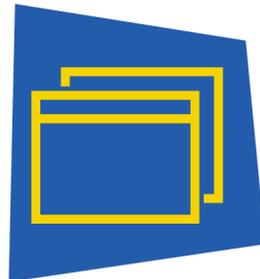
### CAREER LEVELS OF SPEAKERS



# DARE TO GET INSPIRED



**3 MILLION+**  
MINUTES WATCHED



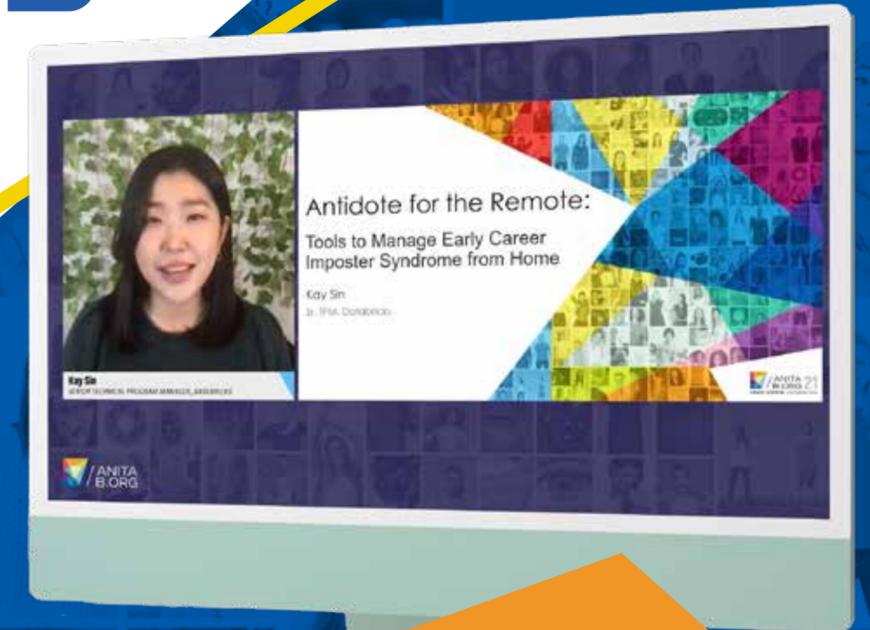
**459,196**  
TOTAL SESSION  
PAGE VIEWS



**84%**  
OVERALL  
SATISFACTION WITH  
ALL SESSIONS



**2,169**  
VIEWS

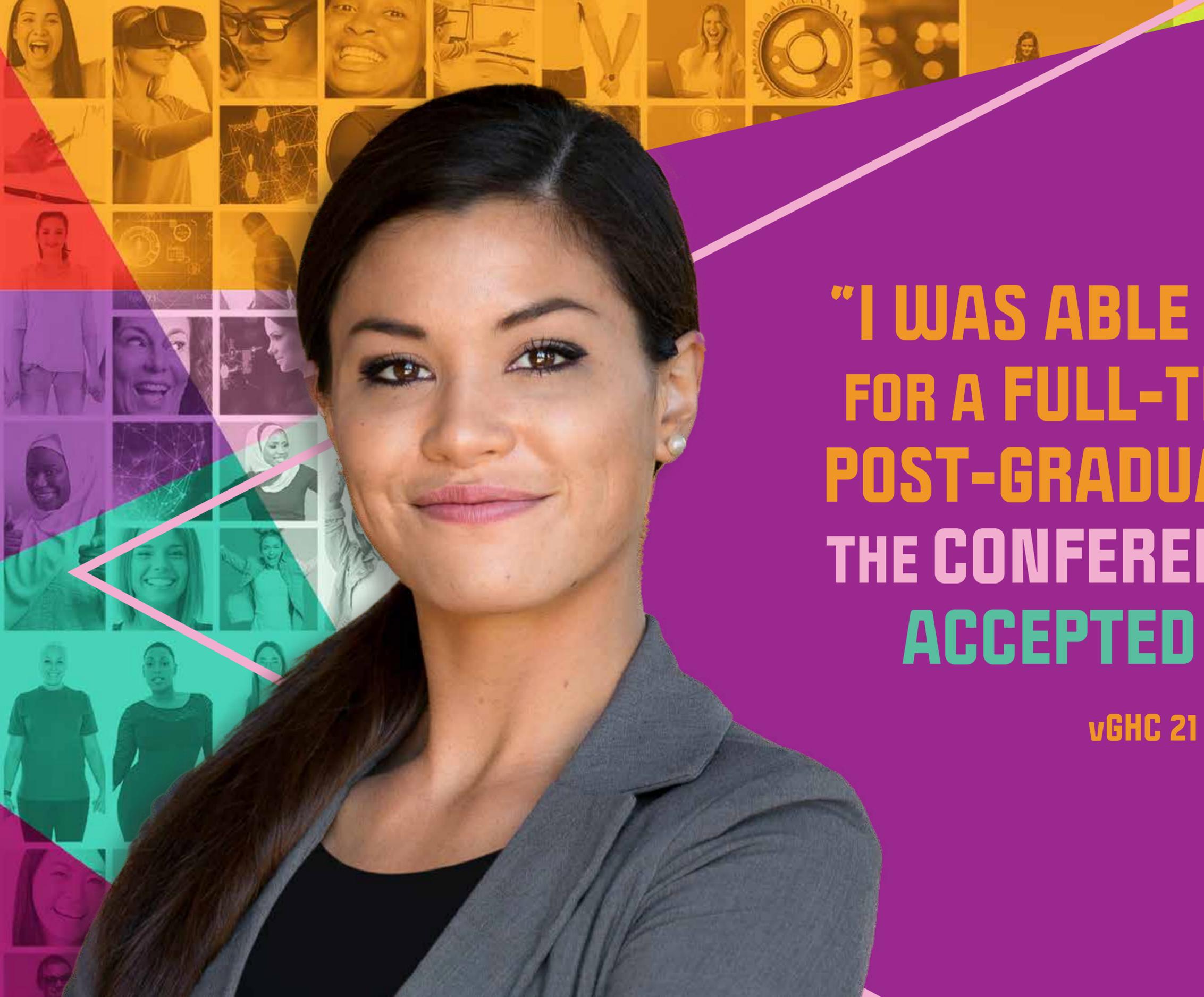


**2,397**  
VIEWS

**ANTIDOTE FOR THE REMOTE:  
TOOLS TO MANAGE EARLY CAREER  
IMPOSTER SYNDROME FROM HOME**

**HOW TO MAKE FEEDBACK  
YOUR SUPERPOWER**

**MOST POPULAR  
SESSIONS**



**“I WAS ABLE TO INTERVIEW  
FOR A FULL-TIME POSITION  
POST-GRADUATION THROUGH  
THE CONFERENCE, AND JUST  
ACCEPTED MY OFFER!”**

**vGHC 21 ATTENDEE**

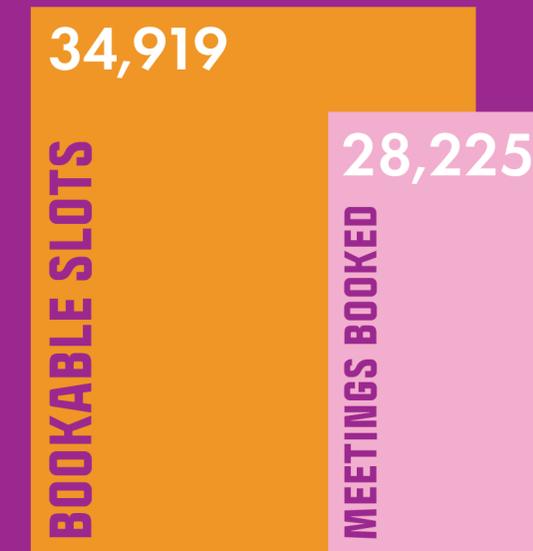
# DARE TO SEEK OPPORTUNITIES

## JOB-SEEKING OUTCOMES

### PERCENT OF ATTENDEES WHO SAY THE FOLLOWING MET OR EXCEEDED THEIR EXPECTATIONS



### 1:1 MEETINGS WITH SPONSORS



**+17,624**  
MEETINGS BOOKED  
COMPARED TO 2020



**97%**  
OF CANDIDATES\*  
BOOKED AT LEAST  
1 MEETING

**72%**  
SATISFIED WITH  
NETWORKING  
OPPORTUNITIES  
WITH SPONSORS

**5**  
AVERAGE  
MEETINGS BOOKED  
PER CANDIDATE

\*"CANDIDATES" REFERS TO 5,145 ATTENDEES WHO PARTICIPATED IN MEETINGS WITH SPONSORS ON THE CAREERFAIR+ PLATFORM.

# DARE TO SHARE THE KNOWLEDGE

vGHC SCHOLARS

93%

OF SCHOLARS REPORT IT IS LIKELY THEY WILL ATTEND A FUTURE GHC.

88%

OF SCHOLARS REPORT vGHC MEETING OR EXCEEDING THEIR EXPECTATIONS.

84%

OF SCHOLARS RATE THEIR OVERALL EXPERIENCE AS EXCELLENT OR GOOD.

83%

MET AND CONNECTED WITH OTHER vGHC SCHOLARS.

82%

AGREED THE vGHC SCHOLARSHIP HELPED ADVANCE THEIR ACADEMIC OR PROFESSIONAL CAREER.

81%

FEEL THEY CAN TURN TO OTHER vGHC SCHOLARS FOR PROFESSIONAL ADVICE.

# DARE TO JUMPSTART FUTURES

## SPONSOR RESULTS



**80%** OF RECRUITERS AGREED THAT vGHC 21 HELPED THEIR ORGANIZATION **CONNECT** WITH POTENTIAL NEW TALENT.

**78%** OF SPONSORS SAID vGHC 21 WAS ABOUT THE SAME OR **MORE SATISFACTORY** THAN OTHER **VIRTUAL EVENTS**.

**74%** OF SPONSOR/RECRUITER/BOOTH MODERATORS SAID vGHC 21 MET OR **EXCEEDED THEIR RECRUITING EXPECTATION**.

**74%** OF SPONSOR/RECRUITER/BOOTH MODERATORS SAID vGHC 21 MET OR **EXCEEDED THEIR OVERALL EXPECTATION**.



“THE **SENIOR LEADERSHIP SUMMIT** (SLS) WAS A **LIFE-CHANGING EXPERIENCE** FOR ME... THE INFORMATION THAT WAS PROVIDED HELPED REINVIGORATE MY GOALS OF **PURSUING A LEADERSHIP ROLE** IN MY ORGANIZATION.”

SLS ATTENDEE



**DARE TO  
LEAD**

# TECHNICAL EXECUTIVE FORUM (TEF) AND SENIOR LEADERSHIP SUMMIT (SLS)

**140+**  
TEF AND SLS  
ATTENDEES

**100%** OF REPORTING TEF PARTICIPANTS AGREED THEY CAN APPLY WHAT THEY LEARNED TO THEIR WORK.

**100%** OF TEF PARTICIPANTS INDICATE THAT TEF MET OR EXCEEDED THEIR EXPECTATION.

**80%** OF REPORTING TEF PARTICIPANTS RATED THEIR OVERALL EXPERIENCE AS GOOD OR EXCELLENT.

ONE OF THE MOST IMPORTANT WAYS WE MOVE THE ANITAB.ORG MISSION FORWARD IS THROUGH OUR CONNECTIONS TO C-SUITE EXECUTIVES VIA THE TECHNICAL EXECUTIVE FORUM (TEF) AND THE SENIOR LEADERSHIP SUMMIT (SLS), BOTH OF WHICH ARE HELD AT GRACE HOPPER CELEBRATION.

# OPEN SOURCE DAY

89%

OF OSD PARTICIPANTS SAID OSD MET OR **EXCEEDED** THEIR EXPECTATIONS.

89%

AGREED THAT OSD WAS WORTH THE TIME INVESTED.

82%

OF OSD PARTICIPANTS RATED THEIR **EXPERIENCE** AS **GOOD** OR **EXCELLENT**.

81%

AGREED THEY ARE MORE FAMILIAR WITH OPEN SOURCE AFTER PARTICIPATING.

"I LIKE HOW THE ENVIRONMENT IS SO FRIENDLY AND SUPPORTIVE. EVERYONE WILLING TO HELP ONE ANOTHER, IT'S IMMENSELY INCLUSIVE. AMAZING WORK, PLEASE KEEP ORGANIZING SUCH EVENTS."

OSD ATTENDEE



4,789  
ATTENDEES

18  
PROJECTS

13  
SPEAKERS

11  
WORKSHOPS

2  
TRACKS



**4,939**

**LOUNGE  
ATTENDEES**

**24**

**LOUNGE  
MODERATORS**

**12**

**NETWORKING  
LOUNGES**

**“THE NETWORKING  
EXPERIENCE WAS  
UNPARALLELED.”**

**vGHC 21 ATTENDEE**



**EARLY CAREER NETWORKING LOUNGE**

# CONGRATULATIONS TO THE 2021 **ABIE AWARD** WINNERS!



**TECHNICAL LEADERSHIP**  
DR. NURIA OLIVER



**EDUCATIONAL INNOVATION**  
LISA HAUSER



**EMERGING TECHNOLOGIST**  
EDEN CANLILAR



**STUDENT OF VISION**  
AINURA SAGYN



**SOCIAL IMPACT**  
DR. DIEUWERTJE KAST



CLICK EACH WINNER'S IMAGE TO LEARN  
HOW THEY'RE IMPACTING THE FUTURE OF  
WOMEN IN TECHNOLOGY!



# Top Companies for Women Technologists



## CONGRATULATIONS TO THE 2021 WINNERS!



SMALL TECHNICAL WORKFORCE  
<1,000



MEDIUM TECHNICAL WORKFORCE  
1,000 – 10,000



LARGE TECHNICAL WORKFORCE  
>10,000



READ THE KEY FINDINGS  
AND INSIGHTS REPORT!



PARTICIPATE IN  
TOP COMPANIES 2022!

# DARE TO AMPLIFY THE MESSAGE

MARKETING + BRANDING



**1.55B**  
TOTAL IMPRESSIONS

**\$5M**  
AD EQUIVALENCY

**1,639,154**  
WEBSITE PAGE VIEWS



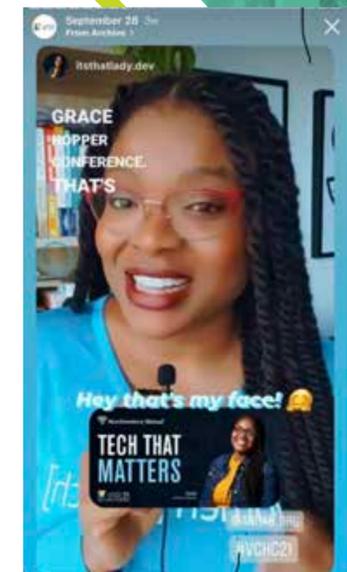
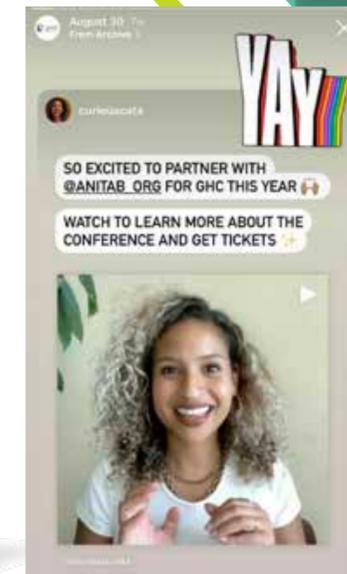
OUR FIRST EVER  
INFLUENCER  
CAMPAIGN!

570,650  
FOLLOWERS

61,121  
POST IMPRESSIONS

24,114  
STORY VIEWS

17  
INFLUENCERS



 linisamazing Amazing 5 day event! Inspirational and uplifting to connect and hear like-minded women 🙌❤️🙏

 silicondancer I had a blast 🌟 at this conference thank you for putting it together!

vGHC 21  
FEATURED  
IN:



AXIOS

Forbes

Inc.

INSIDER

# DARE TO AMPLIFY THE MESSAGE

MARKETING + BRANDING



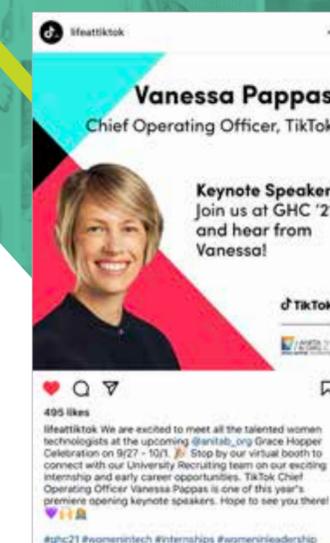
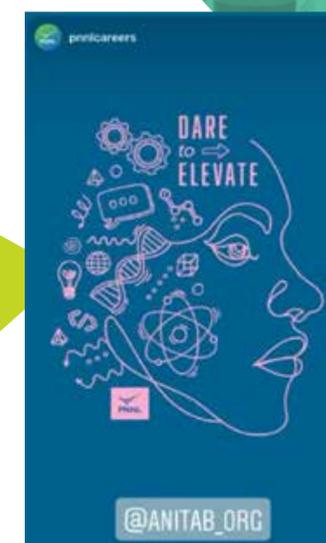
## NEWSLETTERS

**129,343**  
AUDIENCE REACH

**72%**  
AVERAGE OPEN RATE

**57%**  
AVERAGE CLICK RATE

## SOCIAL MEDIA



# DARE TO BELONG

**ONE YEAR PREMIUM  
MEMBERSHIP  
INCLUDED WITH vGHC 21  
REGISTRATION!**



**MENTORSHIP: SPEED MENTORING, 1:1 GROUP MENTORING, AND MENTORING CIRCLES, EVERY MONTH!**



**EVENTS AND WORKSHOPS: LEVEL UP LABS, CAREER CONVERSATIONS, AND LOCAL NETWORKING EVENTS!**



**CONTENT LIBRARY: vGHC 21 SESSIONS, INCLUDING vGHC 20, vGHC EMEA, AND vGHC INDIA ALL IN ONE EASY PLACE TO VIEW WHENEVER AND WHERE YOU'D LIKE!**

# JOIN US FOR THE NEXT



**ANITA  
B.ORG**

**GRACE HOPPER CELEBRATION**

**SEPTEMBER 20-23, 2022**

**ORLANDO, FL, USA**

**VIRTUAL + IN-PERSON PROGRAMMING**

**INTERESTED IN PARTICIPATING?**

**[BUSINESSDEVELOPMENT@ANITAB.ORG](mailto:BUSINESSDEVELOPMENT@ANITAB.ORG)**

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**“I WAS ABLE TO INTERVIEW  
FOR A FULL-TIME POSITION  
POST-GRADUATION THROUGH  
THE CONFERENCE, AND JUST  
ACCEPTED MY OFFER!”**

**vGHC 21 ATTENDEE**