



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.

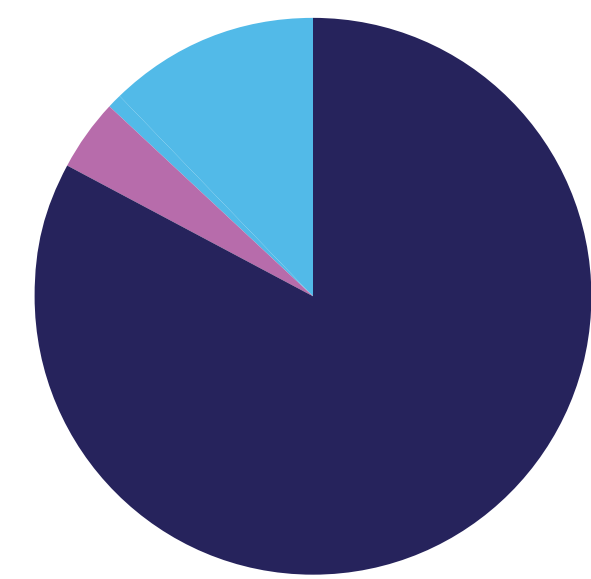
57% STATED THEY APPLIED WHAT THEY
LEARNED IN THEIR WORK.



LAYSHIA CLARENDON
KEYNOTE SPEAKER

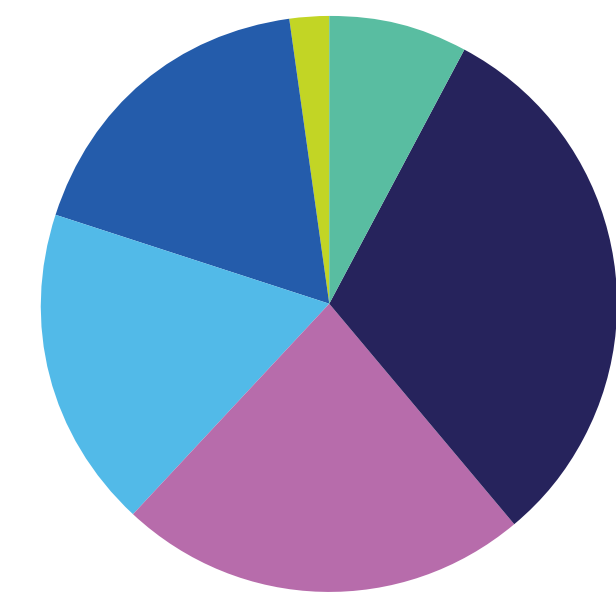
DARE TO COME TOGETHER

ATTENDEE DEMOGRAPHICS



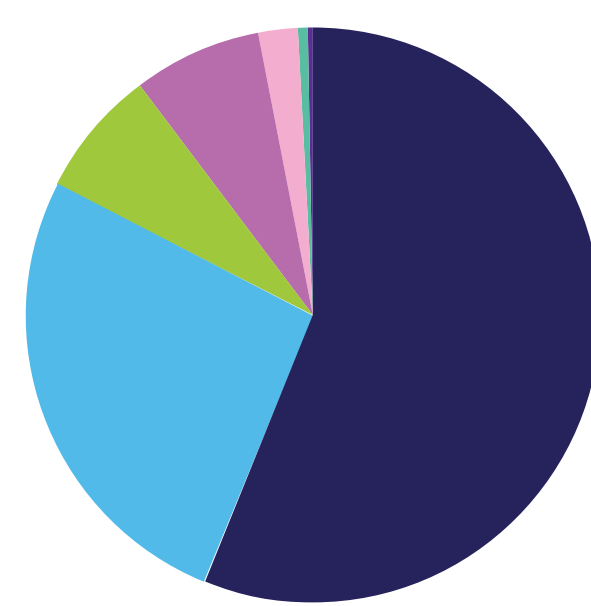
83% WOMEN

4% MEN
1% NON-BINARY



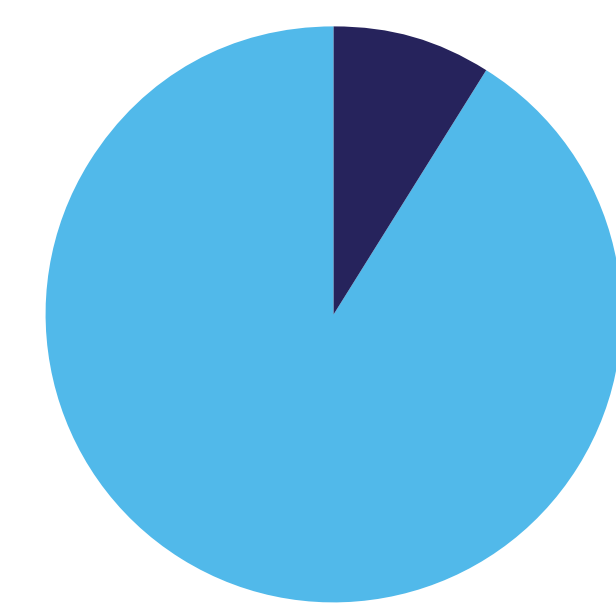
31% MID-CAREER

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+



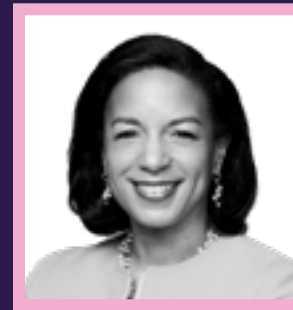


“I COULD **CONNECT** WITH AWESOME **WOMEN IN TECH**, **LEARN** ABOUT THEIR **EXPERIENCES**, AND **GET INSPIRED**. THIS WILL SURELY HELP ME IN THE TIMES OF SELF-DOUBT OF **MAKING IT AS A WOMAN IN TECH**.”

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 WANGA

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



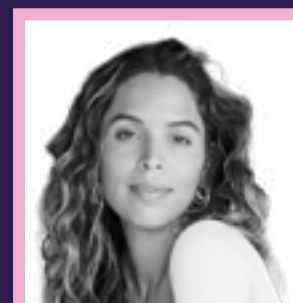
HABEN GIRMA

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



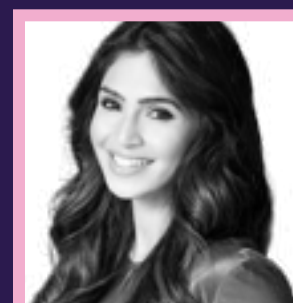
JEN EASTERLY

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
Independant Scholar



VANESSA PAPPAS

KEYNOTE SPEAKER
COO, TikTok

JEANNE SPARROW

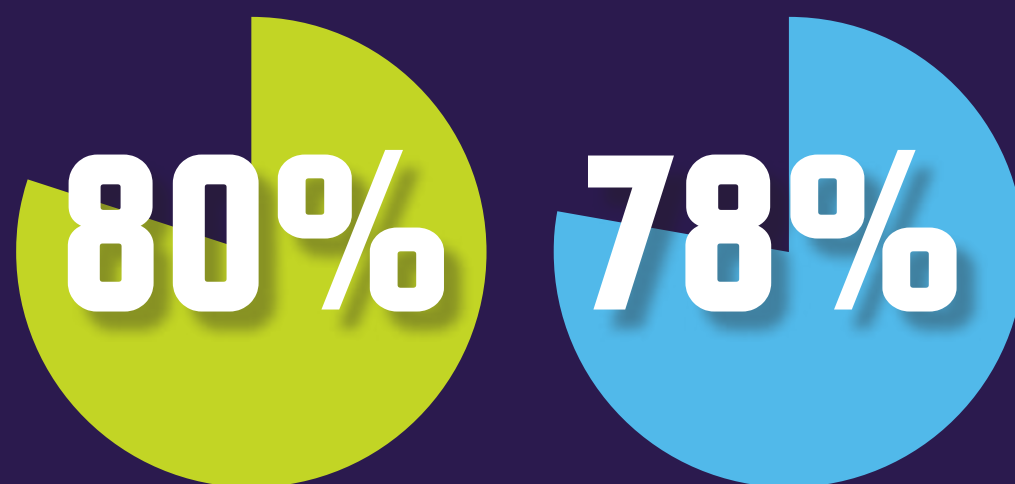
MASTER OF CEREMONIES
7x Emmy-Winning Television and Radio Personality

DR. KAI TWO FEATHERS ORTON
ANITAB.ORG FELLOW IN RESIDENCE

THE VOICES OF vGHC 21

SPEAKERS + POSTER PRESENTER OUTCOMES

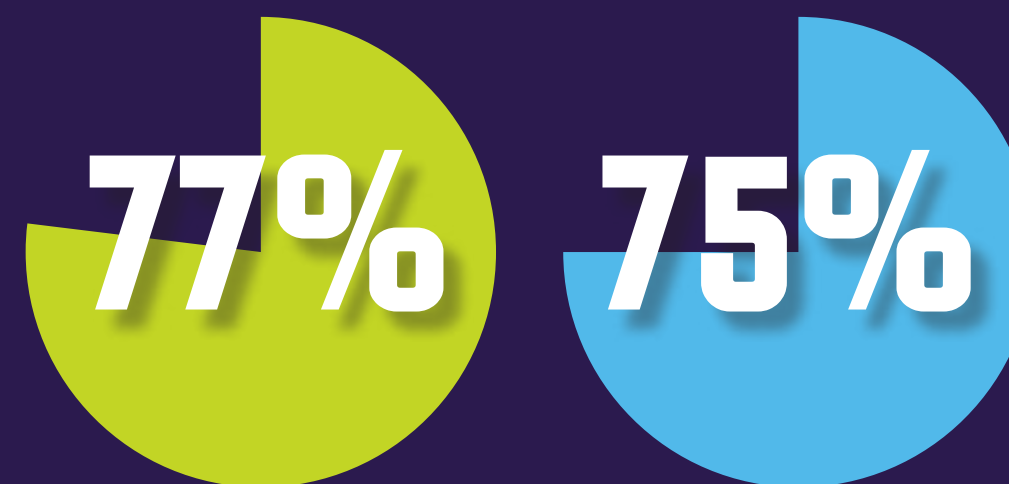
vGHC 21 MET OR EXCEEDED EXPECTATIONS



SPEAKERS

POSTER PRESENTERS

RATED OVERALL EXPERIENCE AS EXCELLENT OR GOOD



SPEAKERS

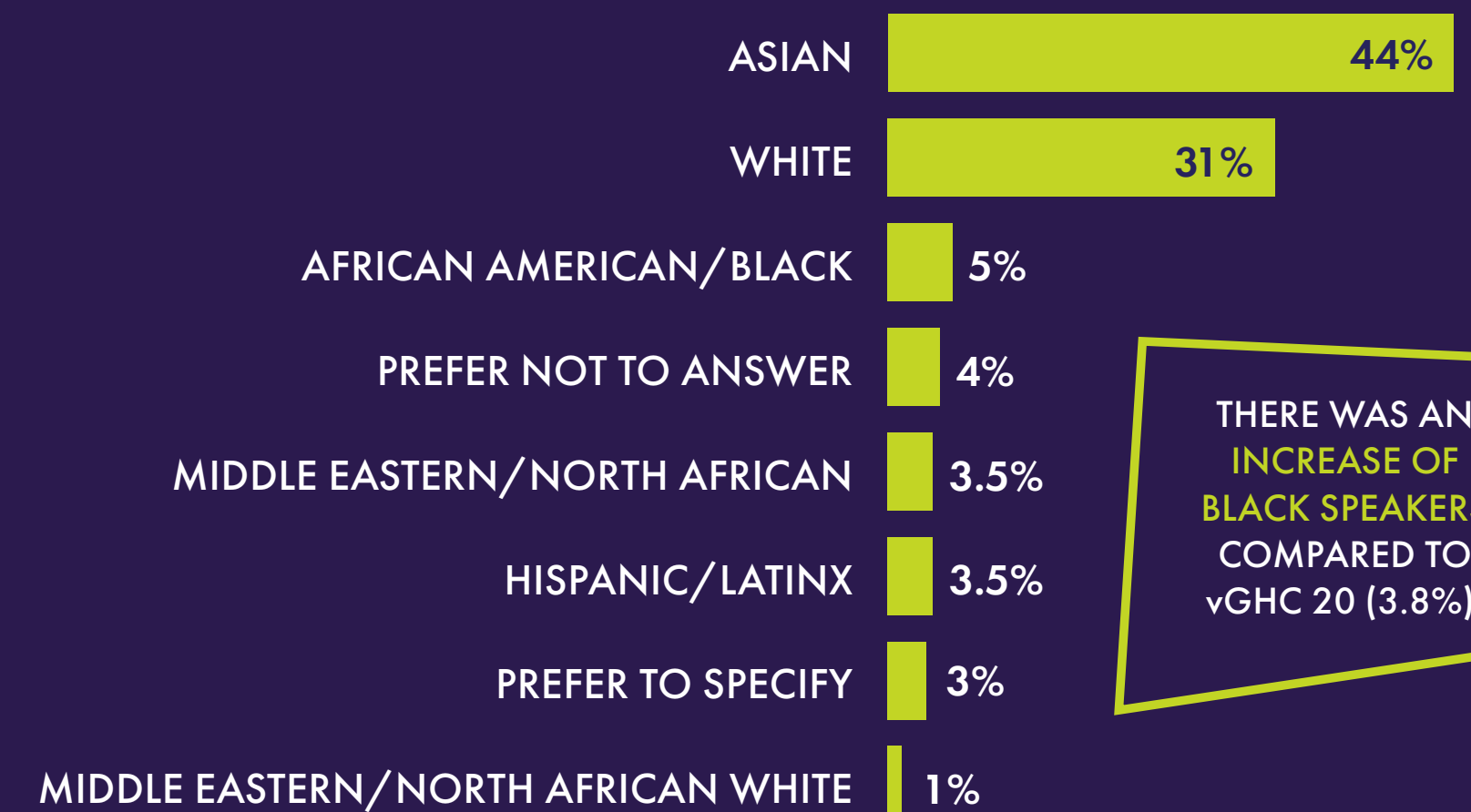
POSTER PRESENTERS

85%

SATISFACTION WITH OVERALL SPEAKER/ PRESENTER EXPERIENCE

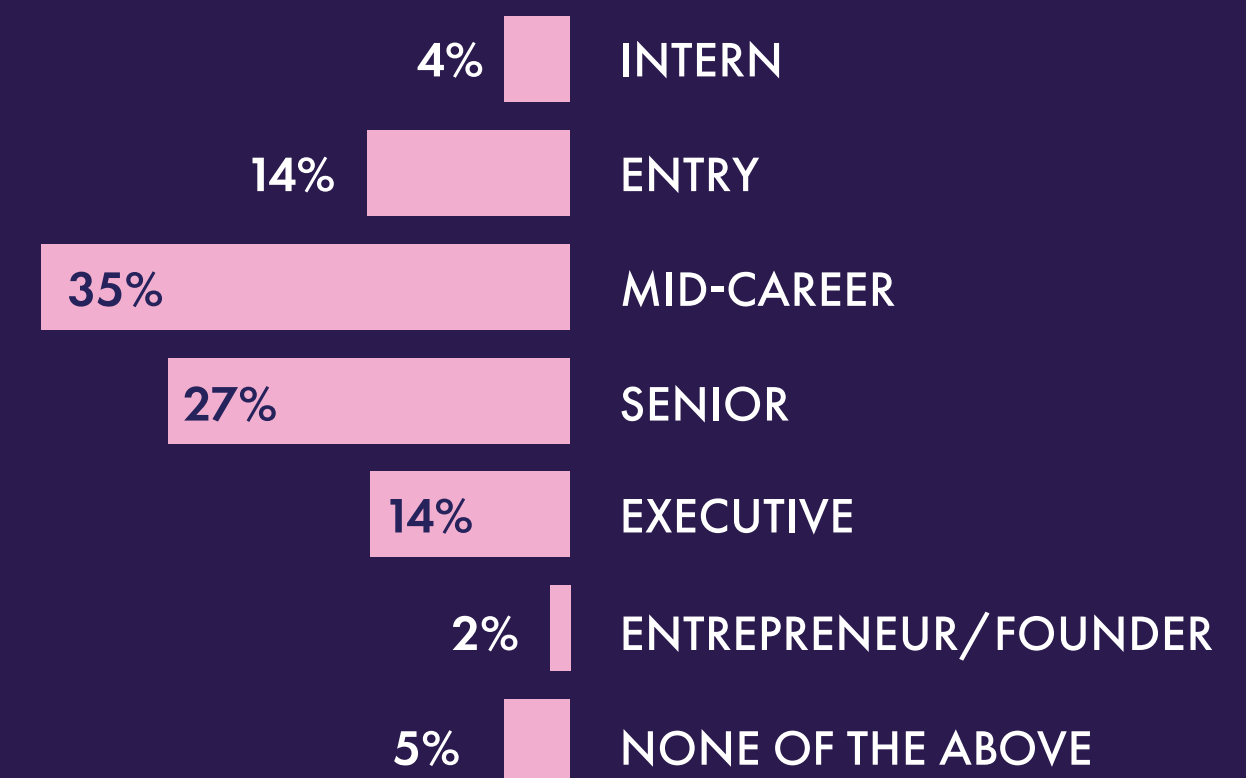
THERE WAS A 5% INCREASE OF LGBTQIA+ SPEAKERS COMPARED TO vGHC 20 (5.8%).

RACE/ETHNICITY OF SPEAKERS

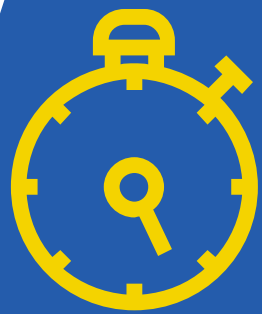


THERE WAS AN INCREASE OF BLACK SPEAKERS COMPARED TO vGHC 20 (3.8%).

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

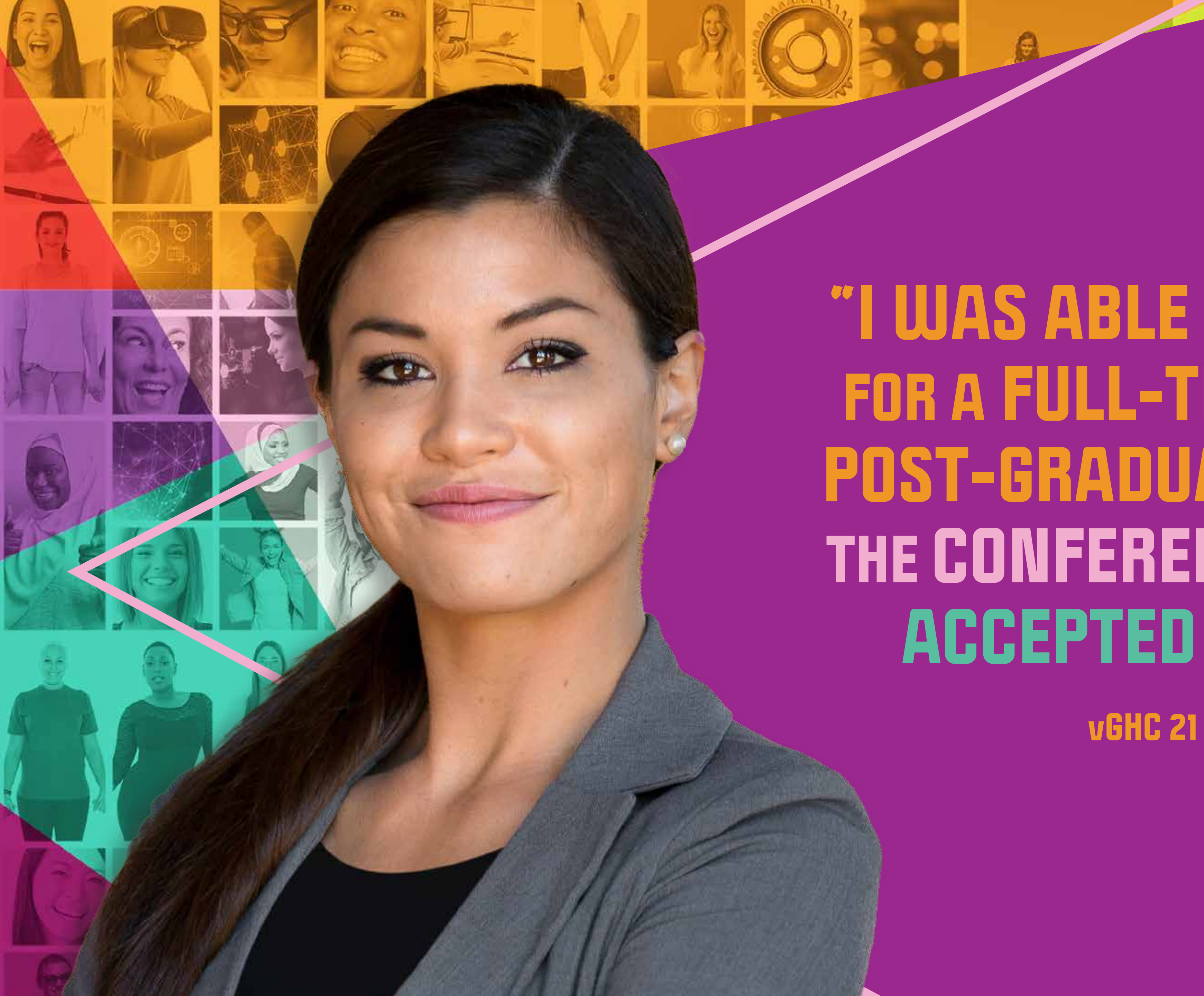
HOW TO MAKE FEEDBACK
YOUR SUPERPOWER



2,397
VIEWS

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

**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

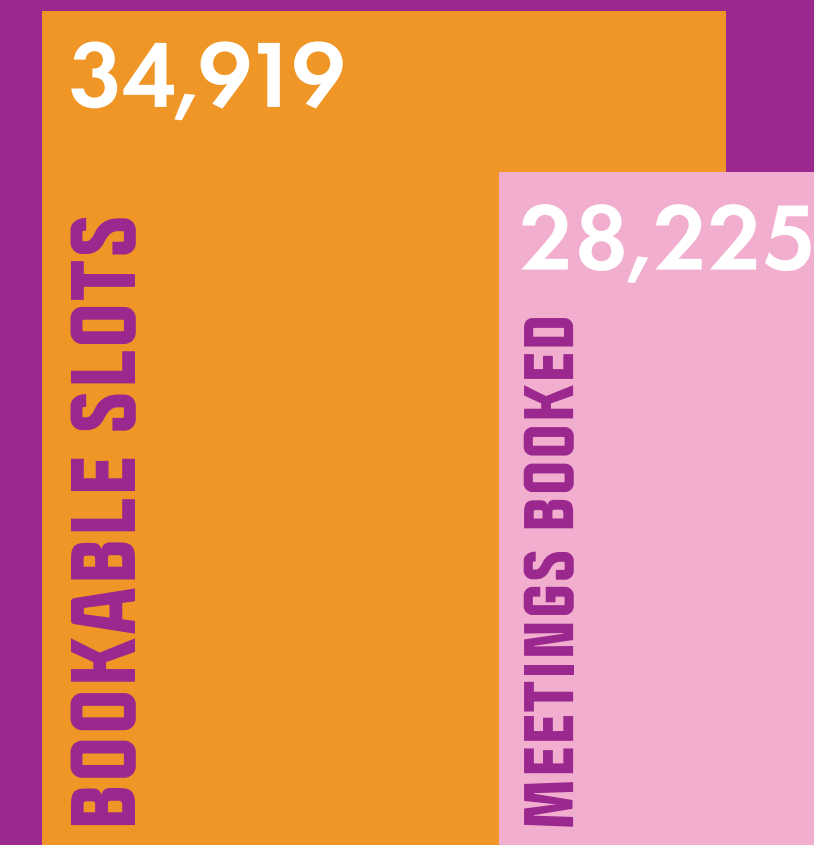
DARE TO SEEK OPPORTUNITIES

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



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

vGHC 21 ATTENDEE

4,939

LOUNGE
ATTENDEES

24

LOUNGE
MODERATORS

12

NETWORKING
LOUNGES



EARLY CAREER NETWORKING LOUNGE

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



TECHNICAL LEADERSHIP
DR. NURIA OLIVER



EDUCATIONAL INNOVATION
LISA HAUSER



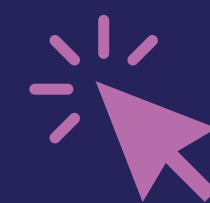
EMERGING TECHNOLOGIST
EDEN CANLILAR



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



The New York Times
Company

MEDIUM TECHNICAL WORKFORCE
1,000 – 10,000

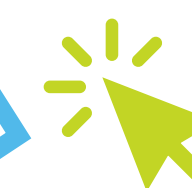


LARGE TECHNICAL WORKFORCE
>10,000



READ THE KEY FINDINGS
AND INSIGHTS REPORT!

**SIGN UP
NOW!**



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



vGHC 21
FEATURED
IN:



INSIDER

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!

DARE TO AMPLIFY THE MESSAGE

MARKETING + BRANDING



NEWSLETTERS

129,343
AUDIENCE REACH

72%
AVERAGE OPEN RATE

57%
AVERAGE CLICK RATE

SOCIAL MEDIA



OUR FRIENDS
SPREAD THE
WORD!

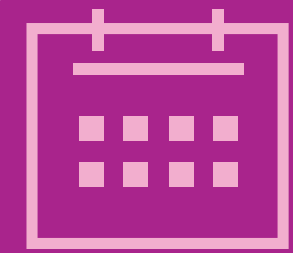


DARE TO BELONG

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



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

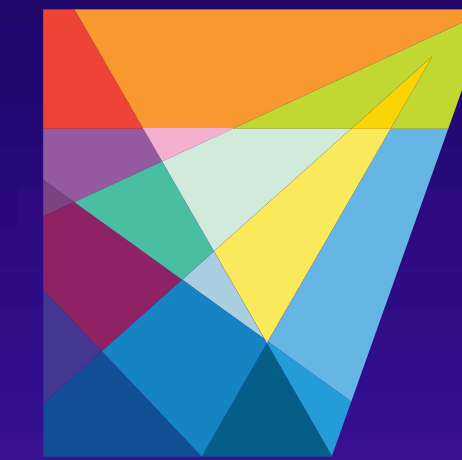


**EVENTS AND WORKSHOPS: LEVEL UP LABS,
CAREER CONVERSATIONS, AND LOCAL
NETWORKING EVENTS!**



**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

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FOR A FULL-TIME POSITION
POST-GRADUATION THROUGH
THE CONFERENCE, AND JUST
ACCEPTED MY OFFER!"**

vGHC 21 ATTENDEE