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 Darden Wilkerson
President and CEO of AnitaB.org
DARE TO SHOW UP

29,120 TOTAL REGISTRANTS
90 COUNTRIES
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%** 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.
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+

31% MID-CAREER
23% ENTRY
18% INTERN
18% SENIOR
2% EXECUTIVE
"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

- APARNA BAWA
  Keynote Speaker
  COO & Interim Chief Legal Officer, Zoom Video Communications, Inc.

- CAROLINE WANGA
  Featured Speaker
  CEO, ESSENCE; Chief Growth Officer, ESSENCE Ventures

- CLEO WADE
  Featured Speaker
  Writer, Poet, and New York Times Best-Selling Author

- PAVAL KADAKIA
  Featured Speaker
  Executive Chairman & Founder, ClassPass and Artistic Director, The Sa Dance Company

- DEB LIU
  Featured Speaker
  President and CEO, Ancestry

- DIANE JURGENS
  Keynote Speaker
  CIO, The Walt Disney Company

- HABEN GIRMA
  Keynote Speaker
  Human Rights Lawyer and Author

- JEN EASTERLY
  Keynote Speaker
  Director, Cybersecurity and Infrastructure Security Agency

- TIMMIE GEBRU
  Featured Speaker
  Independant Scholar

- APARNA BAWA
  Keynote Speaker
  COO & Interim Chief Legal Officer, Zoom Video Communications, Inc.

- DIANE JURGENS
  Featured Speaker
  CIO, The Walt Disney Company

- JUSTINE EZARIK
  Featured Speaker
  AKA iJustine, Tech & Digital Creator

- KARA SWISHER
  Keynote Speaker

- LAVISHIA CLARENDON
  Keynote Speaker
  WNBA Basketball Player and Advocate

- MARGARET GOULD STEWART
  Keynote Speaker
  VP, Product Design & Responsible Innovation, Facebook

- VANESSA PAPPAS
  Keynote Speaker
  COO, TikTok

- DR. KAI TWO FEATHERS ORTON
  ANITAB.ORG Fellow in Residence

- JEANNE SPARROW
  Master of Ceremonies
  7x Emmy-Winning Television and Radio Personality

- TIMNIT GEBRU
  Featured Speaker
  Independent Scholar
THE VOICES OF vGHC 21
SPEAKERS • POSTER PRESENTER OUTCOMES

vGHC 21 MET OR EXCEEDED EXPECTATIONS

80% SPEAKERS
78% POSTER PRESENTERS

RATED OVERALL EXPERIENCE AS EXCELLENT OR GOOD

77% SPEAKERS
75% POSTER PRESENTERS

SATISFACTION WITH OVERALL SPEAKER/PRESENTER EXPERIENCE

85%

RACE/ETHNICITY OF SPEAKERS

- ASIAN: 44%
- WHITE: 31%
- AFRICAN AMERICAN/BLACK: 5%
- PREFER NOT TO ANSWER: 4%
- MIDDLE EASTERN/NORTH AFRICAN: 3.5%
- HISPANIC/LATINX: 3.5%
- PREFER TO SPECIFY: 3%
- MIDDLE EASTERN/NORTH AFRICAN WHITE: 1%

CAREER LEVELS OF SPEAKERS

- INTERN: 4%
- ENTRY: 14%
- MID-CAREER: 35%
- SENIOR: 27%
- EXECUTIVE: 14%
- ENTREPRENEUR/FOUNDER: 2%
- NONE OF THE ABOVE: 5%

THERE WAS A 5% INCREASE OF BLACK SPEAKERS COMPARED TO vGHC 20 (3.8%).

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

- Pool of sponsors at vGHC: 94%
- Quality of group meeting(s) with sponsors: 88%
- Quality of 1:1 meeting(s) with sponsors: 86%
- Job/internship opportunities at vGHC: 83%
- Overall job seeking experience: 81%

1:1 Meetings with Sponsors

- 34,919 bookable slots
- 28,225 meetings booked
- +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
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.

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.
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
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!
CONGRATULATIONS TO THE 2021 WINNERS!

Top Companies
for Women Technologists

READ THE KEY FINDINGS AND INSIGHTS REPORT!

SIGN UP NOW!

PARTICIPATE IN TOP COMPANIES 2022!

SMALL TECHNICAL WORKFORCE <1,000

MEDIUM TECHNICAL WORKFORCE 1,000 – 10,000

LARGE TECHNICAL WORKFORCE >10,000
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:
AXIOS
CNBC
THE HILL
Inc.
CNet

linisamazing: Amazing 5 day event! Inspirational and uplifting to connect and hear like-minded women.

siliconDancer: 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

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

SEPTEMBER 20-23, 2022
ORLANDO, FL, USA
VIRTUAL + IN-PERSON PROGRAMMING

INTERESTED IN PARTICIPATING?
BUSINESSDEVELOPMENT@ANITAB.ORG
"I WAS ABLE TO INTERVIEW FOR A FULL-TIME POSITION POST-GRADUATION THROUGH THE CONFERENCE, AND JUST ACCEPTED MY OFFER!"

vGHC 21 ATTENDEE