



ANITA  
B.ORG 2023  
GRACE HOPPER  
**CELEBRATION**

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**Impact Report**  
ONE POWERFUL EVENT



# A Message from Our President & CEO

Grace Hopper Celebration (GHC), in its 23rd year, once again served as a unique opportunity for women and non-binary technologists to create lasting and impactful connections, while being inspired by motivated speakers, sessions, the newly added and highly successful braindates and much more. At this, our final event in Orlando, many of our 29,000+ attendees had an incredible experience. However, there was unprecedented demand for the recruiting elements at GHC which led to desperate and aggressive behavior from some attendees in the Expo, negatively impacting others. This prompted a thorough review and committed changes for the future to increase security, traffic flow, code of conduct enforcement, and more.

Clearly, we are living in unprecedented times. We continue to monitor trends in tech and the rollback of many prominent employers' DEI initiatives. The labor market continues to be strained and inequitable, and we recognize that alongside the many opportunities that await us, we will also need to address a myriad of challenges. It has never been clearer why organizations like AnitaB.org – with supporters like you – are needed.

Looking ahead to 2024, we at AnitaB.org are committed to making intentional changes and enhancements to GHC and other AnitaB.org events. Thank you for your continued support of AnitaB.org and those we serve. We remain vigilant in our work to further the mission of intersectional equity and pay parity in tech, and we are proud that you stand with us in this important work. Take a moment to view our incredible collective impact, as outlined in this GHC 23 Impact Report. And as always, we seek your input and feedback, and look forward to delivering on our mission again this year.

*Brenda Wilkerson*

**Brenda Darden Wilkerson**

President and CEO of AnitaB.org



# GHC 23 By The Numbers

 **29,000+**  
Total Attendees




**66%** In-Person  
**34%** Virtual



 **73%**  
First Time Attendance

 **14%**  
Black, Latine, Native American,  
Pacific Islander

 **13%**  
LGBTQ

 **28%**  
Entry Level

**30%**  
Mid-Career

**15%**  
Senior/Exec



**3.4+ MILLION**  
Minutes of Content Watched



**82**  
Countries Represented



**144**  
Group Meetings



**9,080**  
1:1 Meetings



**3,000+**  
Total In-Person  
Networking  
Reception Attendees



**540**  
Speakers

# The GHC Experience

## FOSTERING CONNECTIONS

“I've been in the tech industry for almost 20 years, and this was my first Grace Hopper. I was excited to attend and I'm very appreciative for the opportunity! This may sound cliché, but **I felt empowered and strong!** . . .

I also had the opportunity to network and meet many different technologists that share common interests and that are maneuvering in the same landscape; trying to balance personal lives and careers. **It was refreshing to see that I am NOT 'the only one'.**

– GHC 23 Attendee




# Sponsor & Exhibitor Meetings

## BUILDING DIVERSE AND EQUITABLE WORKFORCES

GHC 23 provided both corporate and non-corporate organizations with unique access to thousands of attendees, both virtual and in person. This access is a valuable aspect for organizations dedicated to building diverse and equitable workforces. Trends in the labor market caused an unprecedented demand for recruiting and access to opportunities at this year's event, presenting both benefits and challenges, but overall, many new and exciting connections were made.

 **293**  
Employers

 **144**  
Group Meetings

 **18,140**  
Resumes uploaded to the AnitaB.org  
Job Board & Resume Database

### 1:1 MEETINGS

**9,080**

1:1 Meetings

**2**

Average 1:1 Meetings  
Per Candidate



### CANDIDATES

**9,632**

Candidates

**96%**

of Candidates booked either  
a 1:1 and/or a group meeting



# Sponsor & Exhibitor Experience

## A ROLE IN THE MOVEMENT

Sponsors and Exhibitors of GHC 23 not only gained access to a diverse pool of candidates, but they also had the opportunity to share their passion for the AnitaB.org mission and their commitment to diversity, equity, and inclusion in tech.

432

Sponsors & Exhibitors



172



Corporate

90



Academic

22



Government/  
Lab Exhibitors

10



Non-Profit



Excellent pool of talent in one place – Great opportunity to showcase our organization and advertise the firm to prospective employees – **Excellent forum to interact with new talent and understand their views/goals/priorities** – Great opportunity to learn from the tech sessions.

– GHC 23 Sponsor



79%

GHC helped my organization demonstrate our commitment to supporting women and non-binary technologists.



78%

GHC helped my organization connect with potential new talent.



74%

GHC helped me identify potential internship candidates.



AnitaB.org is committed to evaluating and improving key event aspects for an optimal Sponsor and Exhibitor experience at future GHC events, including event registration and badging, enhanced crowd control and security protocols, updated attendee Code of Conduct, and much more.

# Sponsor Experience

A ROLE IN THE MOVEMENT

“I would definitely sponsor **GHC** again. GHC is a great opportunity for us to reach out and recruit talented women and non-binary people. I had a nice time at the conference, even if it got a bit hectic at times and I think AnitaB.org handled the situation professionally, which reflects well on themselves.

– GHC 23 Recruiter



# Attendee Experience

## MEMORABLE MOMENTS

GHC 23 provided something for everyone! Each day was packed with nonstop activities, insights, and opportunities that inspired attendees to help further the mission of inclusive tech.



**70%**

Black, Latine, Native American, and Pacific Islander virtual participants rated their experience excellent/good.



**72%**

Women and non-binary participants who self-identified as Black, Latine, Native American, and Pacific Islander leaders rated their experience excellent/good.

## ATTENDEE AREAS OF INTEREST



1

Career



2

Diversity,  
Equity, Inclusion,  
Belonging (DEIB)



3

Artificial  
Intelligence



4

Product  
Management



5

Non-Traditional  
Tech/Emerging Tech



# Attendee Experience

## MEMORABLE MOMENTS

**66** I came to **GHC** to feel empowered, encouraged and inspired. This community helps me take a leap of faith in the industry and put myself out there to potential employers that I wouldn't otherwise have exposure with.  
– GHC 23 Attendee

## ATTENDEE GOALS

**88%**

Attend professional development workshops and sessions.

**84%**

Network and build community.

**77%**

Hear from inspiring women and non-binary leaders in technology.



The safety and overall experience of our attendees is our highest priority. We at AnitaB.org are addressing the challenges faced this past year in order to continue evolving the attendee experience.

Key changes range from implementing identification verification during the registration process, ensuring optimal attendee flow throughout the event, and more.



# Attendee Experience

## MEMORABLE MOMENTS

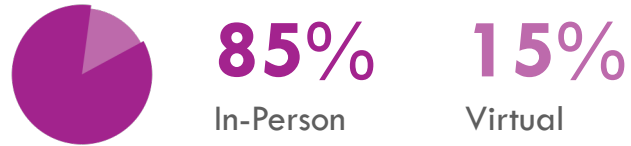
“GHC was one of the most insightful and encouraging conferences I’ve attended so far. All the recruiters were friendly. My friends and I got internships and full time offers; so happy and satisfied with GHC 23. Would definitely like to volunteer or be a mentor and guide many other girls at such an enthusiastic event.  
– GHC 23 Attendee



# Speaker Demographics

## VOICES THAT RESONATED

Our inspirational lineup of GHC 23 Speakers was composed of leaders in their respective fields, of all career levels and backgrounds, who recognize the importance of diversity in tech.



**66** I really loved to see so many industry professionals under one roof. As a first time attendee, I had a much more elevated experience being a speaker as well and while I spent months prepping for the level up lab, I learned so much more from the participants in 1hr, who opened up and went in great details to explain their experience and their design problems. Bringing a community of women technologists and giving them a safe space to speak is unique to GHC.

– GHC 23 Speaker



# Networking Sessions & Receptions

## CONNECTIONS BEYOND BORDERS

Where else can one meet and network with others just as passionate and dedicated to an inclusive future for tech? GHC 23 Networking Sessions and Receptions were planned specifically to provide spaces for technologists to meet, network, and support each other... from all around the world.

### Virtual Networking Sessions

**10** Networking Sessions      **2,470** Networking Session Attendees

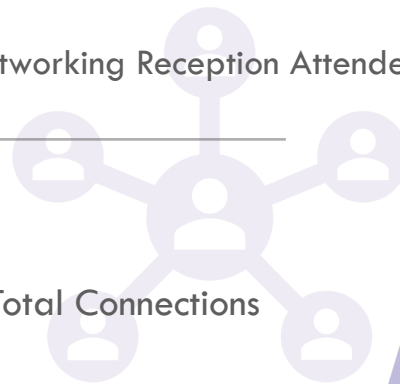
### In-Person Networking Receptions

**13** Networking Receptions      **3,000+** Networking Reception Attendees

### Braindates

**1,900+** Total Braindates      **20,000+** Total Connections

**“** I attended GHC 23 with the intention to expand my network and get inspired by the speakers. **I thought networking was going to be difficult since I attended virtually, however, my experience exceeded my expectations.** Networking events were well planned to have rich conversations.  
– GHC 23 Attendee



# Health & Care

## WELLNESS AT THE FOREFRONT

Demonstrating a dedication to and support of the various needs of attendees, GHC 23 provided many health and wellness offerings throughout the venue.



### Childcare

**75** Childcare Spots



### Lactation Rooms

**3** Lactation Rooms



### Wellness Rooms

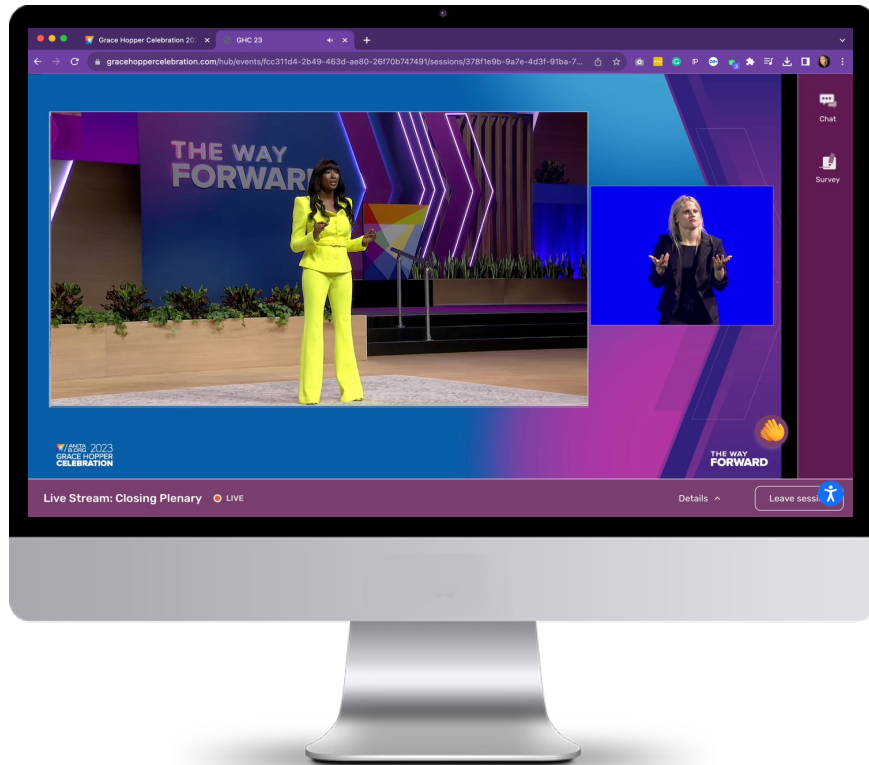
**2** Wellness Rooms



# Accessibility

## EMPOWERING EVERY ATTENDEE

DEIB is at the heart of the AnitaB.org mission and making GHC 23 accessible was a priority to ensure every attendee felt empowered and enriched throughout the entire GHC experience.



**GHC 23 Event App**

**19,100+** Downloads



**ASL Interpreters**

**3 Hours** Of Content Interpreted



**Closed Captioning**

**100%** Of the virtual content had closed captioning capabilities

# Mobility

## NAVIGATING WITH EASE

With thousands of attendees excitedly making their way to various aspects of GHC 23, effective and highly-visible mobility installations allowed everyone to navigate their experiences with ease.



### Shuttles

13 Shuttles

33 Shuttle Location Stops

75% Satisfied with Shuttle Services



### Scoters

13 Scooter Rentals

“The in-person GHC experience covers a lot of ground, and AnitaB.org has been very intentional about making sure that mobility limitations never stand in the way of getting the most out of all aspects of the celebration. **Mobility scooters helped ensure that, as someone with a physical disability, I was able to keep up with the crowds and manage the distance and quick pace between events and activities.**

– GHC 23 Attendee



# Marketing Campaign Snapshot

## POWERFUL MARKETING IMPRESSIONS

Marketing a mission as crucial as the AnitaB.org mission and a lifechanging event like GHC 23 is sure to leave an “impression.” Our reach and audience span the globe in many ways, uniting a community dedicated to The Way Forward.



**Email Open Rate**  
Above Industry Standards!\*



## Email Messages

**555K** Emails Sent

**322K** Emails Opened

**62%** Average Open Rate\*



## Media Impressions

**2.6M** Paid Media Impressions

**2.6M** Impressions from Paid Media Ads

**182K** Impressions from Influencer Campaign



## Website Impressions (between 7/1/23-9/29/23)

**415K** Website Users for GHC.AnitaB.org

**2.1M** Total Website Views for GHC.AnitaB.org



# Save the Date

FOR ANOTHER INCREDIBLE EVENT!

 ANITA  
B.ORG 2024  
**GRACE HOPPER  
CELEBRATION**

PHILADELPHIA, PA + VIRTUAL  
**OCTOBER 8-11, 2024**

For more information visit:

[GHC.AnitaB.org](https://GHC.AnitaB.org)





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For more information on:

**Becoming a Sponsor or Exhibitor:** [CorporateDevelopment@AnitaB.org](mailto:CorporateDevelopment@AnitaB.org)

**How to Donate:** [Giving@AnitaB.org](mailto:Giving@AnitaB.org)