

Girls in Tech™

 CATALYST CONFERENCE

## Impact Report

Bespoke | San Francisco | June 13-14, 2018

# Our Sixth Annual Catalyst Conference

Our sixth annual Catalyst Conference was a rousing success! We were thrilled to have such high caliber and inspiring speakers participate. Thank you for supporting our work and mission to help diversify the STEM fields and support women throughout their careers.

Our high level analysis of the Catalyst Conference is based on intake information, a post event survey, and social media impressions. Please do not hesitate to reach out with additional questions.

# Attendee Overview

Total Attendees	708
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**Women in tech from 5 continents around the globe attended.**

**Over 93% of attendees were women and girls, while 5% were male allies.**

**90% said they had a positive experience at the conference.**

**The Girls in Tech mission and attendee demographics, based on survey results:**

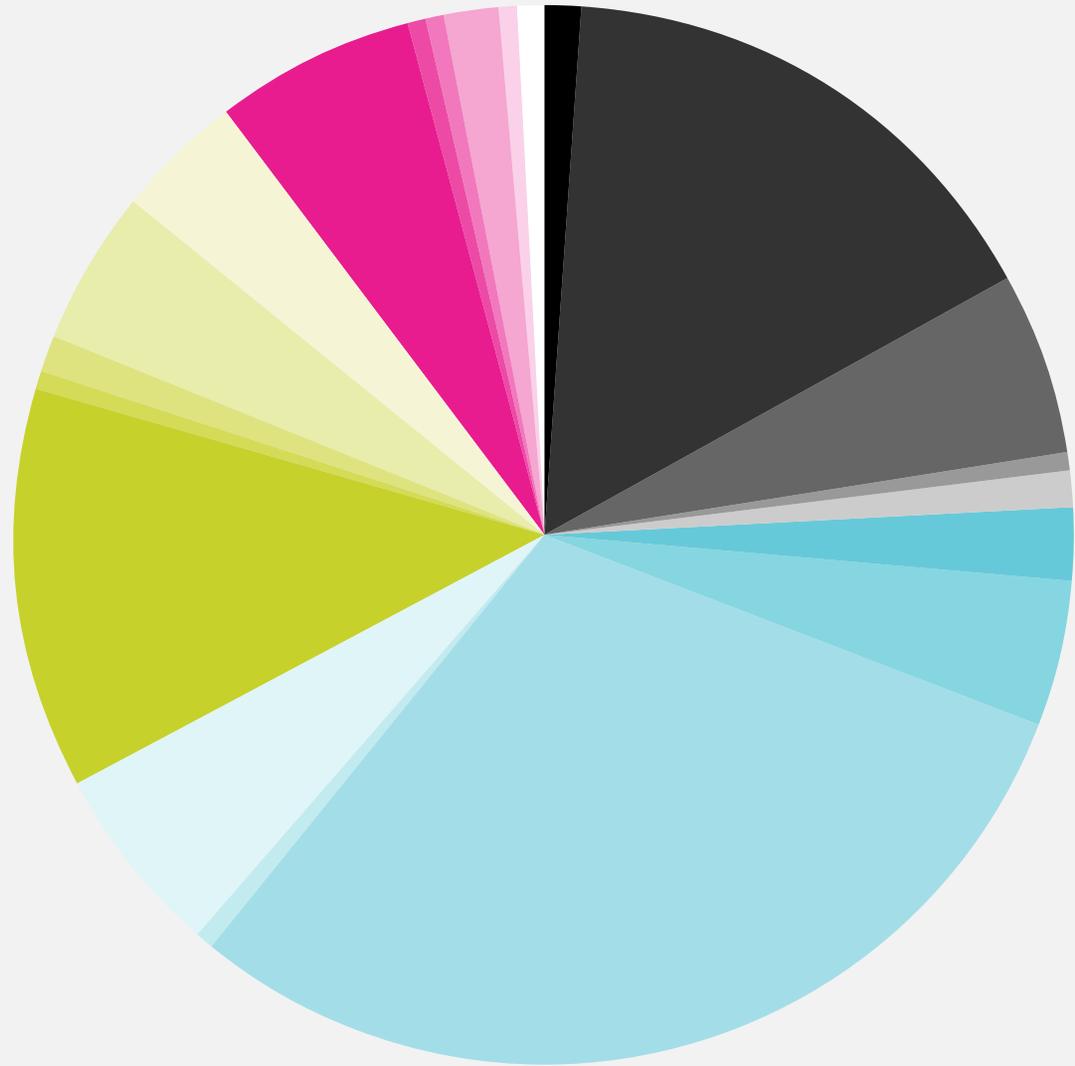
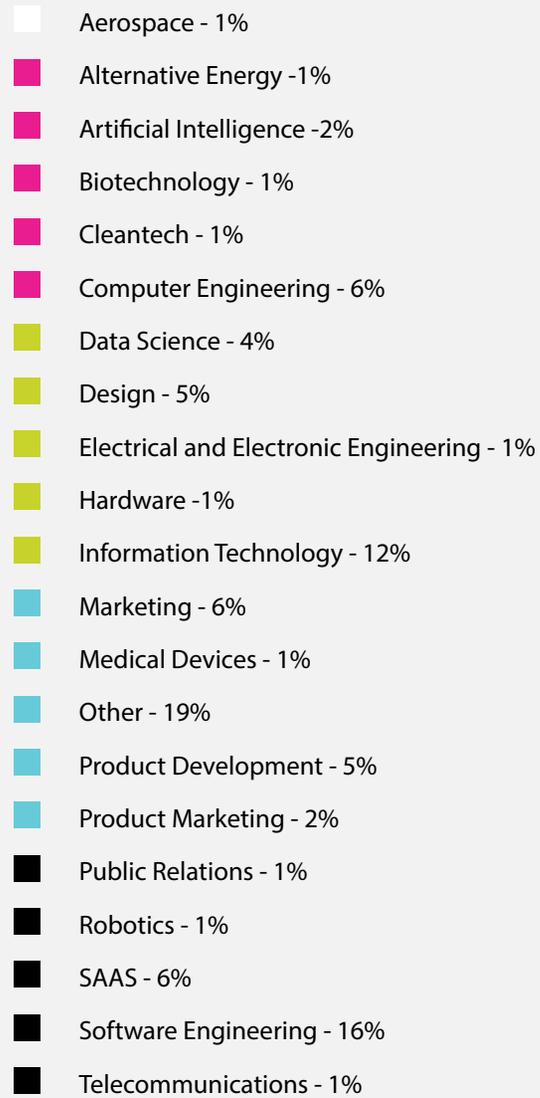
- Entry to mid-level: 60.5% of respondents are at the job level (intern-intermediate)
- Age 18-34: 63.5% of respondents fall in the core age of the Girls in Tech mission
- Diversity:
  - 60% of respondents identified as non-white
  - 12.6% of respondents identified as minority individuals (Black or African American and Hispanic, Latino, or Spanish origins)

# Attendee Overview (cont.)

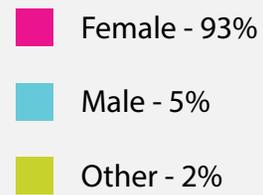
**Attendee respondents shared their overall sentiment and impact on professional development goals post event:**

- 90% said they had a positive experience at the conference.
- 76% of respondents said the Catalyst Conference helped increase their confidence as a tech professional.
- 74% said the conference helped them identify new ways or approaches to advancing their career.
- 61% said it allowed them to network and build community with peers.
- 57% said it introduced them to new interest areas & opportunities.
- 57.3% said the event was of high value to their careers.
- 86.6% said the conference was valuable.

# Attendee Overview - Job Role

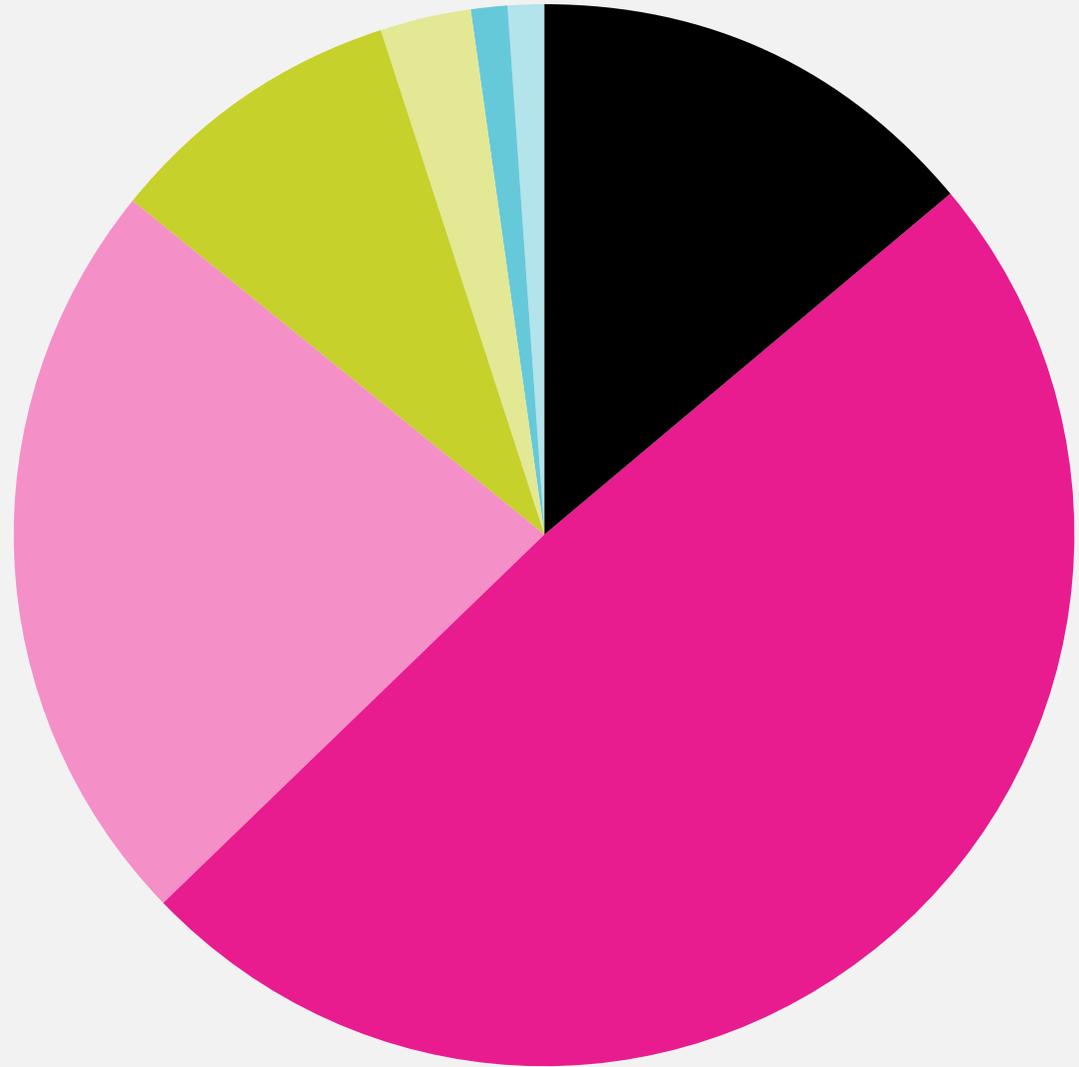


# Attendee Overview - Gender Identification

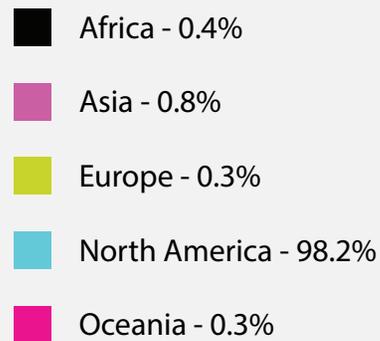


# Attendee Overview - Age

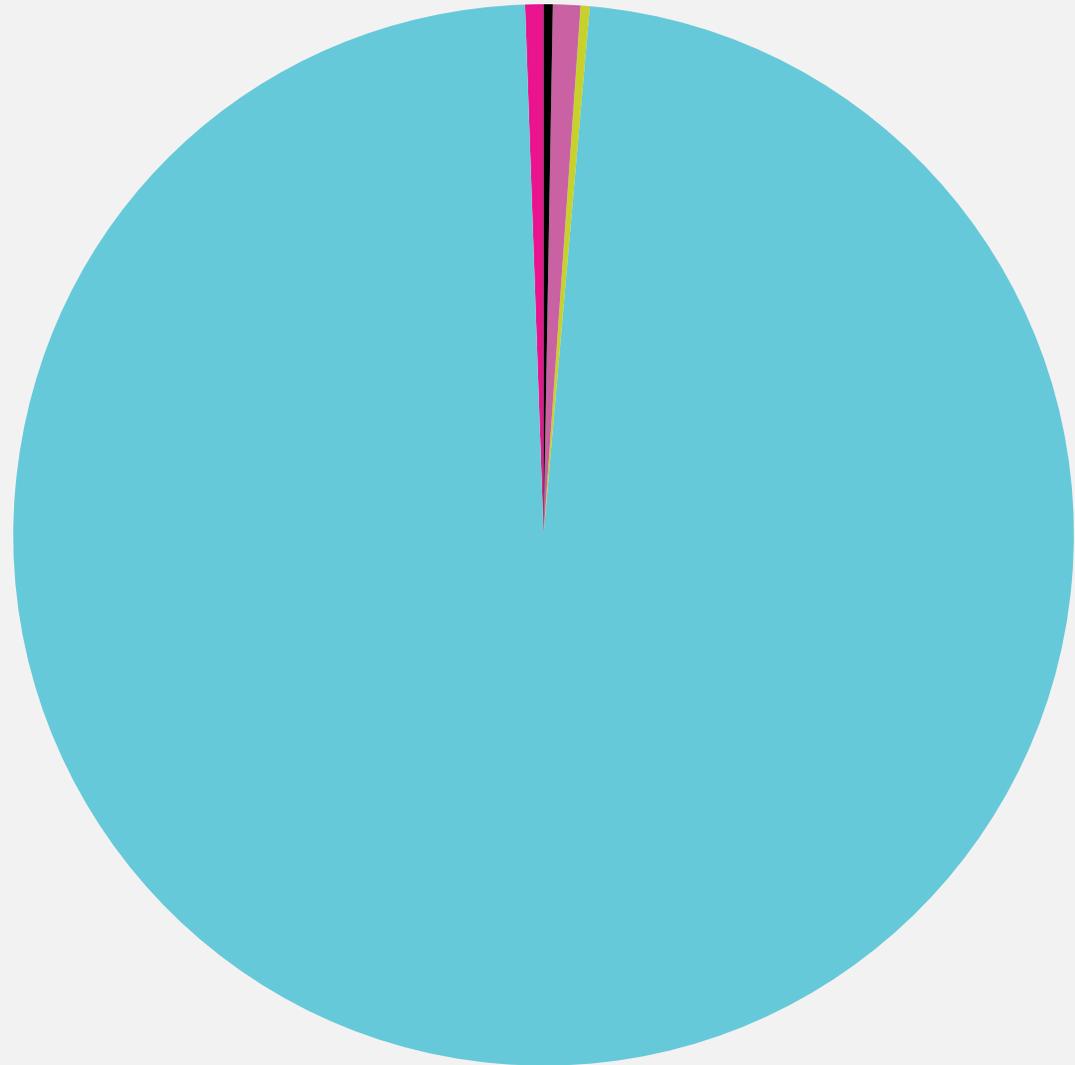
- 18 to 24 years - 14%
- 25 to 34 years - 50%
- 35 to 44 years - 23%
- 45 to 54 years - 9%
- 55 to 59 years - 3%
- 60 to 64 years - 1%
- 65 to 74 years - 1%



# Attendee Overview - Continent of Origin



Attendees from 11 countries and 5 continents:  
*United States, Canada, India, South Africa, Mexico, United Kingdom, Philippines, New Zealand, Singapore, Japan and Australia.*

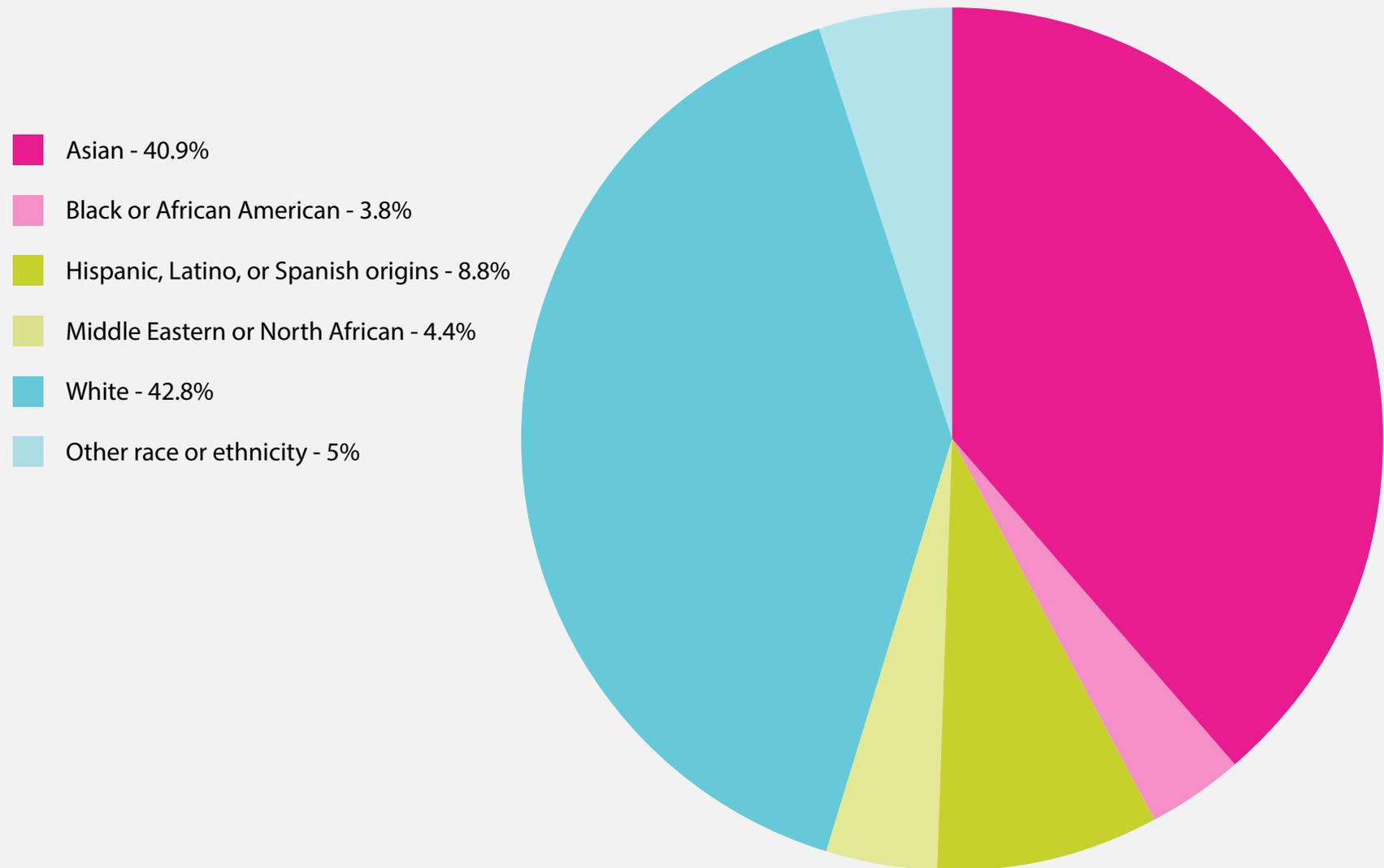


# Attendee Overview - Seniority Level

- Intermediate - 39%
- Middle Management - 19%
- Entry Level - 14%
- Senior Management - 11%
- Owner/C-Level - 8%
- Intern - 7%
- Retired - 1%



# Attendee Overview - Ethnicity



# Social Media Impact

## Twitter Impact

- 34.06 million impressions with 24,680 on average per Tweet
- 4.19 million accounts reached
- 1,380 Tweets; 902 Retweets and 10 Replies
- Speaker content (images followed by takeaway quotes) drove the majority of engagement

## Most Retweeted Content

 @AwsNonprofits  
"There is no compression algorithm for experience."  
- Charlie Bell, SVP, @awscloud #GITCatalyst  
<https://t.co/HvgxJjZO3E>

 @linuxfoundation  
We're calling on the women in our community to share their #OSSStory! What brought you to open source? How has it changed your life and career? Use that hashtag+#GITCatalyst to share and be entered to win career-advancing Linux Foundation training!  
<https://t.co/Cn0Q2hqwD6>

 @latinas\_tech  
Latinas in Tech representing at the @GirlsInTech Catalyst Conference! #GITCatalyst  
<https://t.co/DQ7kI7oPEI>

## Most Liked Content

 @AwsNonprofits  
"There is no compression algorithm for experience."  
- Charlie Bell, SVP, @awscloud #GITCatalyst  
<https://t.co/HvgxJjZO3E>

 @latinas\_tech  
Latinas in Tech representing at the @GirlsInTech Catalyst Conference! #GITCatalyst  
<https://t.co/DQ7kI7oPEI>

 @GirlsInTech  
Someone who knows a whole lot about making things that seem impossible come to life is Director of Photography for Lighting @DisneyPixar @dafeinberg. She's our role model and she's at #GITCatalyst!  
<https://t.co/vRWDpCddMJ>

# Social Media Impact

## Instagram Impact

- 507 posts to #GITCatalyst
- 34,598 impressions
- Highest impact post is below

## Top Instagram Post



## Facebook Impact of #GITCatalyst

- 154,000 page impressions
- 53,505 page reach
- 10,175 Facebook Live speaker video views
- 2,900 engagements; including 2,329 reactions, 283 shares, and 246 comments
- 10,175 video views
- Speaker content (videos followed by takeaway quotes) drove the majority of engagement, in particular content shares

# Qualitative Impact

## Testimonials from our members in the movement

*"The conference was diverse in topic and conversation. It spoke to not just the challenges that women face in technology but also the things we do that are phenomenal and should be acknowledged as our strengths."*

**- Michelle Grover, blog post**

*"It was amazing engaging with the entrepreneurial women at the Girls in Tech Catalyst event. It's an exciting time for tech innovation, AI, ML. If I were to go back, I'd pursue data science."* - **Cynthia Stoddard @StoddardCA**

*"@afgascoigne, founder and CEO of #GirlsInTech, closing another successful #GITCatalyst conference. We were inspired, touched and empowered by so many incredible leaders in tech. Thank you, Adriana, GirlsInTech members and volunteers for the amazing experience. #STEM #Diversity"*

**- Mayumi Hiramatsu @mhiramatsu**

*"Day 2 of #GITcatalyst was everything I hoped it would be and more"* - **Sara @svmcara**

*"Thank you @afgascoigne for the last two days. It was truly inspiring to meet such amazing women, especially the younger women, they give me hope for the future! #GITCatalyst"* - **Tammera Campbell @TECampbell\_LBNL**

*"Feeling grateful this week to spend time with so many smart women at #GITCatalyst"*

**- Sara (Breeding) Stamas @SaraStamas**

*"fantastic talk today at Girls in Tech today. #GITCatalyst"*

**- Jeff Frick @JeffFrick**

*"excited to attend and present with so many amazing women at #GITcatalyst"* - **Tina@teebler**

*"Inspired by EVERY woman here. #GITCatalyst"*

**- Emily Ritter @emilycritter**

*"@dafeinberg I'm a product designer in the audience at #GITCatalyst. Today is the first time I've seen someone on a stage talking tech who looks like me, a queer, more androgynous woman. It impacted me way more than I expected. #RepresentationMatters. Thank you."*

**- Meagan Mandell @Design\_Mistress**

*"Amazing positive energy and practical career tips from world class women leaders in tech at #GITCatalyst conference today! I'm so proud of #GirlsInTech for this successful event and #Infor for supporting #Diversity in Tech."*

**- Mayumi Hiramatsu @mhiramatsu**

“IMAGINE THE POSSIBILITIES  
AND MAKE THEM HAPPEN!  
THERE’S NO MISTAKES AS LONG  
AS YOU’RE  
BEING AUTHENTICALLY YOU”

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*Danielle Feinberg,  
Director of Photography at Pixar*