Impact Report
This year, we hosted our first ever Virtual Grace Hopper Celebration in EMEA – the Europe, Middle East, and Africa region – and it was my extreme pleasure to see the results of this groundbreaking event with more than 4,500 registrants from across 91 countries. During the Celebration, 1,500 meetings were booked, and over 28,000 minutes of networking were logged. The numbers are certainly impressive! But what is truly impressive is the opportunity we created to bring attendees and Sponsors together for attendees to increase their networks, view amazing content (did someone say Malala!?!?) and meet potential employers. This Celebration helped women technologists pursue important career milestones and was a step in our collective journey to achieve global intersectional gender and pay parity in the tech industry.

The past year brought a myriad of challenges, both collective and personal, for many of us in the industry, and especially to those in the EMEA region. At the same time, I’ve been so encouraged by the incredible perseverance and resilience shown by this community of women technologists. They show up, they adapt, and they continue to push through the many challenges thrown at them. We look forward to continuing to empower the women technologists in the EMEA region and around the globe. With their involvement and your support, we can continue creating the movement we started – which is to ensure we are building a world of inclusive technology.

It is your partnership with AnitaB.org that supports the talent pipeline of all women in tech we work so hard to build.

Brenda Darden Wilkerson
President and CEO of AnitaB.org
Keynote & Featured Speakers

Malala Yousafzai
KEYNOTE
Published Author, Nobel Peace Prize Winner

Brenda Darden Wilkerson
KEYNOTE
President and CEO of AnitaB.org

Evelyn Namara
KEYNOTE
2012 Change Agent Abie Award winner

Dr. Jess Wade
FEATURED SPEAKER
2020 Change Agent Abie Award Winner

Pelagia Majoni
FEATURED SPEAKER
2020 Student of Vision Abie Award Winner

Sheree Atcheson
MC
Multi award-winning Global Diversity and Inclusion Leader, Published Author
Attendees

KEY METRICS

- **4,523** Registrants
- **91** Countries
- **85%** of attendees reported the overall experience of vGHC as **EXCELLENT** or **GOOD**.

MOST SATISFIED WITH:
- Career-focused Sessions
- Keynotes
- Technically Focused Sessions

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REGISTRANT DEMOGRAPHICS BY EVENT

- **Women**: 94%
- **Students**: 43%
- **Mid-Career**: 30%
MOST AGREED UPON STATEMENTS

- vGHC EMEA was worth the time I invested attending.
- My commitment to the field of technology has increased.
- My accessibility needs were met.
- My commitment to completing my current degree program has increased.
- I feel more inspired about the career opportunities ahead of me.
- I feel people like me were well represented.
1:1 Meetings

Key Metrics

- **1,668** meetings booked
- **346** candidates
- **23** sponsors available for 1:1 meetings

**Percentage at 1:1 Meetings:** 32%

**Percentage 1:1 Meetings Booked:** 60%
# 1:1 Meetings

**KEY METRICS**

**FOLLOW-UP MEETINGS SCHEDULED**

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Sessions

KEY METRICS

28,093
TOTAL MINUTES NETWORKING

2,594
VIDEOS WATCHED TO 100%

TOP 3 LEARNING/TECHNICAL SESSIONS

1. Transformers: Past, Present, and Future
2. A Day in the Life: Google Career Stories
3. Build Back Better: Our Role in Creating a Fairer Online World

SESSION ATTENDANCE

OPENING KEYNOTE

ATTENDEE ORIENTATION

WELLNESS

TRANSFORMERS: PAST, PRESENT, AND FUTURE

CLOSING KEYNOTE

A DAY IN THE LIFE: GOOGLE CAREER STORIES

BUILD BACK BETTER: OUR ROLE IN CREATING A FAIRER ONLINE WORLD

CLOSING SESSION

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Sessions

**TOP NETWORKING SESSIONS**

- **Mentor Ask Me Anything**
  - 759 VISITORS
  - Average minutes per visitor: 15.42

- **Aspiring Career Networking Lounge**
  - 590 VISITORS
  - Average minutes per visitor: 10.64

- **Mid-Career Networking Lounge**
  - 389 VISITORS
  - Average minutes per visitor: 12.38

- **Senior Career Networking Lounge**
  - 315 VISITORS
  - Average minutes per visitor: 16.79

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Sponsors

**KEY METRICS**

- **239,459** total minutes spent in booths
- **840** total booth visitors
- **22** total number of booths
- **4.75** hours average time each visitor spent in booths

74% of Sponsors responded that vGHC EMEA met or exceeded their recruiting expectations.

71% agree participating in vGHC EMEA had a good return on investment.

59% agree the years of experience of the talent pool at vGHC EMEA met my organization’s needs.
MOST MET GOALS:

- 81% Demonstrated organization’s commitment to supporting women technologists
- 81% Aligned organization as a partner of AnitaB.org
- 71% Provided a service or amenity for attendees
- 65% Increased brand awareness amongst women in technology
- 62% Networked and built relationships with women in technology

MOST SATISFIED WITH:

- 79% vGHC EMEA overall
- 79% vGHC EMEA communication during the event
- 76% 1:1 Meetings with attendees
- 72% Purchasing/contracting
- 70% Sponsor page offerings
Thank you to our Sponsors!

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- Barclays
- DeepMind

**Gold Sponsors**
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- Chainalysis
- dataiku
- IBM
- ThoughtWorks
- Wolters Kluwer
- Zoom
Thank you to our Sponsors!

Bronze Sponsors

MPO Sponsors

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