Conference Transparency Report:

cdCON

Virtual | June 23-24, 2021

cdCon 2021, a virtual experience, was the second annual CD Foundation flagship event. The event was a major success, growing 3x on registrations, sessions, sponsorships, and co-located events compared to last year. The event generated 5,339 registrations and 2,911 attendees. The 3 co-located events included GitOps Summit, Spinnaker Summit, and Jenkins Contributor Summit.

Feedback from attendees was overwhelmingly positive, and 86% provided a Good or Excellent rating. The top three reasons that people attended cdCon were to attend technical breakouts sessions (77%), network (13%), and present (6%).

Industry

When asked to identify their "Job Level," 45% of attendees designated themselves as Individual Contributors and 48% listed their Job Function as DevOps/SRE/Sysadmin.

This year's event had 22 event sponsors, 3 community partners, and 2 media sponsors. Support from companies is critical to making these events successful and their contributions are always appreciated. Sponsors were provided with a virtual booth where they provided resources, call-to-action (CTA) buttons, videos, and option for one-on-one video chat.

Content

cdCon 2021 received 198 call for paper (CFP) submissions and 104 were accepted. This conference content spanned the entire CD ecosystem, from workflow orchestration, configuration management, continuous testing, observability, security, MLOps, release automation, and more. The program committee selected 7 talk submissions that were highlighted as **early-bird picks** from all talks submitted by the February 19 deadline. Talk submissions that were not selected as early-bird talks were still considered for the final agenda.

Of those who spoke at the conference, 73% were men, 25% were women, 1% were non-binary, and 1% chose not to answer. A group of 8 program committee members (Garima Bajpal, Chandani Kumari, Tracy Miranda, Carlos Panato, Tracy Ragan, Jacqueline Salinas, Mitesh Soni, & Alyssa Tong) scored the proposals and based on that scoring, carefully curated the schedule from the top-scoring submissions. The two-day conference gave attendees 133 sessions to choose from including 96 breakout sessions, 16 keynote sessions, 2 workshops, 5 Special Interest Groups (SIGs), and 14 Birds of a Feather (BoFs).

In addition, we brought 8 keynote sessions and panels from industry-leading experts to focus on the past, present, and future of CD; developer experience; developer productivity; progressive delivery; and organizational adoption for end-users. Speakers included: Tracy Miranda, CD Foundation; Emily Freeman, AWS; Tara Hernandez, Google; Nicole Forsgren, GitHub; Avantiki Mathur, CloudBees; Afua Bruce, Datakind; Kevin Lee, Huawei; Abby Kearns, Puppet; Gerard McMahon, Fidelity Investments; Ramin Akhbari, eBay; Jennifer Riggins; Christie Wilson, Google; Charity Majors, Honeycomb; James Governor, Red Monk; Amy Smidutz, Netflix; Jeremy Meiss, CircleCI; Kelsey Hightower, Google; Rosalind Benoit, Themist; Brandon Leach, Autodesk; Isaac Mosquera, Armory; Stephen Chin, JFrog; and Kohsuke Kawaguchi, Launchable Inc.

As part of its mission to improve the world's capacity to deliver software with security and speed, cdCon showcased many real-world case studies from practitioners and end-user organizations. End-user organizations sharing their experiences included: Airbnb, Autodesk, CapitalOne, Cisco, Dailymotion, Danske Bank Group, eBay, Ericsson, Fidelity Investments, ING Bank, Interswitch, Intuit, Natwest Group, Netflix, Northwestern Mutual Life Insurance and Yahoo/Verizon Media.

This year's event hosted three co-located events: GitOps Summit, Spinnaker Summit, and Jenkins Contributor Summit. Hosting co-located events allowed attendees to deep-dive into topics or projects and connect with those communities.

Post-event, over 100 keynote and session video recordings were posted to the **CD Foundation YouTube channel**. Speaker presentations are also available for download under each talk in the **schedule**.

Diversity

Attendees from 124 countries made for a culturally diverse event this year. We were pleased that 8% of attendees and 26% of speakers, and 54% of keynote speakers were women or non-binary. However, increasing gender diversity and attendance of underrepresented groups continues to be a challenge that we work to improve.

cdCon 2021 received the highest rated Gold Badge from the CHAOSS D&I Event Badging Program, showing that we foster healthy D&I practices. Our initiatives for diversity and inclusion were incredibly well-received this year, including the following:

Inclusive Speaker Orientation Course & Accessibility Resources for Speakers

Presentation accessibility resources and access to the Linux Foundation's online orientation course to learn tips/tools to use when speaking to encourage inclusivity in presentations and messaging were provided to all speakers.

Diversity & Inclusion Sessions

Three sessions featuring diversity and inclusivity in an open source community were provided.

- Encouraging Diversity and Inclusion in the Open Source Ecosystem, Zainab Abubakar, She Code Africa
- Diversity & Inclusion Workshop: Solutions to Design a Diverse and Inclusive Community, Yulkendy Valdez
- Accelerate your Culture of Innovation with Everyday Inclusion, Shaaron A. Alvares, Disney.

Diversity Donations

Through registration donations and LFX Crowdfunding, cdCon 2021 collected $12,641 in diversity funds. These funds will be distributed to Black Girls Code, Women Who Code, and SheCodeAfrica.
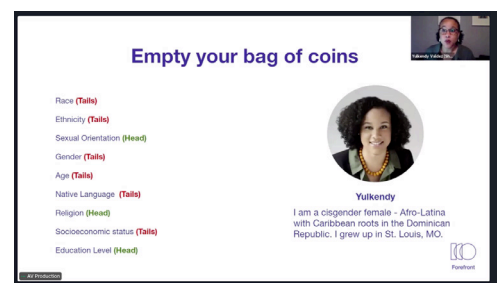
NETWORKING

Networking time was built into the schedule beyond specialized networking events. Break times were extended to allow for networking, booth visits, and Birds of a Feather (BoF) sessions. 65% of attendees were satisfied with the balance of learning and networking, 19% wanted more, and 12% would have preferred less networking time.

Community members were encouraged to join Birds of a Feather (BoF) project topics throughout the event. These BoFs allowed participants to join on camera (or not) to openly ask questions, discuss issues, and share ideas.
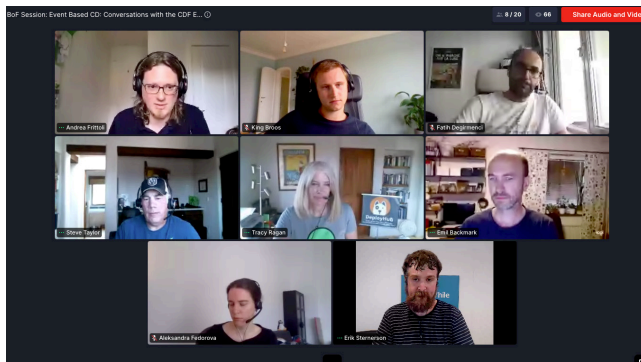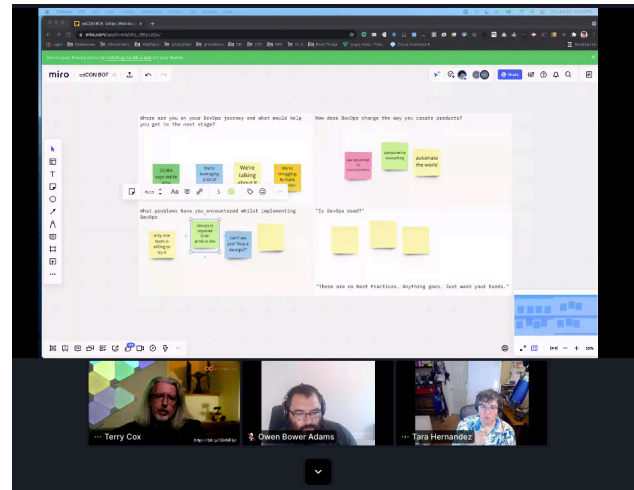
The Happy Hour participation was small, though well-received. Attendees connected on lessons learned, favorite elements, and a fun trivia game for bragging rights and CDF swag. This year we also hosted the first-annual Best In Show, allowing attendees to showcase their furry office mates. There were 26 submissions with the attendees voting for their top three choices, ending with Goofy taking home the prize!

Total Registration:

5,339 registrants

2,911 Attendees (55% attendance rate)

- Average time spent on platform: 8 hours 24 minutes

Co-Located Event Registration:

- Spinnaker Summit – 2,094
- GitOps Summit – 3,067
- Jenkins Contributor Summit – 1,563

Attendee Demographics

Attendees from 124 countries across 6 continents

- 29% from the United States
- Other countries with a sizeable audience at the event include: India – 18%, United Kingdom – 4%, Canada – 4.4%, France – 4%, Germany – 4%, Brazil – 3.5%

3,084 companies participated

- 28 member companies

Industry

Automotive – 2%

Energy – 1%

Industrials – 2%

Consumer Discretionary – 2%

Health Care – 3%

Financials – 10%

Information Technology – 67%

Non Profit Organization – 3%

Professional Services – 5%

Telecommunications – 5%

Job Level

CXO / ED – 3%

VP / SVP / GM – 2%

Director – 7%

Manager – 17%

Individual Contributor – 45%

Academic – 6%

Other – 20%

Diversity

Attendee Breakdown

Gender

61% – Man

7% – Woman

1% – Non-binary

31% - Opted not to answer

Speakers only Breakdown

73% – Man

25% – Woman

1% – Non-binary

1% - Opted not to answer

Job Function

Application Developer – 13%

Systems/Embedded Developer – 2%

DevOps/SRE/Sysadmin – 48%

Architect – 14%

Executive Leader – 4%

Manager – Technical Teams – 8%

Manager – Other – 2%

Marketing – 1%

Product/Biz Dev – 1%

Media / Analyst – 1%

Academic – 5%

Other – 1%

Resources:

Event Recordings: **https://www.youtube.com/watch?v=MQU4fKhau1w&list=PL2KXbZ9-EY9TWsV-Jz8ARSt1ko0Yd36ah**

Selfie Booth: **https://snapbar.com/events/cdcon-2021**

Presentations and Speaker Bios: **https://cdcon2021.sched.com/**

MARKETING & PR

cdCon featured a number of announcements around new members, a 'State of CD' Report, community awards, and a new training course from a collaboration with Linux Foundation and Cloud Native Computing Foundation.

cdCon 2021 Announcements

Continuous Delivery Foundation Releases New 'State of CD' Report

CD Foundation Adds New Members Dynatrace, Oracle, Ozone

Red Hat Becomes Continuous Delivery Foundation Premier Member

AWS Joins Continuous Delivery Foundation as Premier Member

Continuous Delivery Foundation Announces 2021 CDF Community Awards Winners

Continuous Delivery Foundation Announces New Technical Oversight Committee Members

Continuous Delivery Foundation Launches New GitOps Training with Linux Foundation and Cloud Native Computing Foundation

Media and analyst attendees tuned into keynotes, sessions and panels. cdCon content and announcements as well as CDF projects were covered in media and analyst outlets, including the following articles.

Admin Magazine: **Linux Foundation Launches New GitOps Training**

Computer Weekly: **Continuous Delivery Foundation (CDF) continually expands**

DevOps.com: **The State of Continuous Delivery in 2021**

RedMonk: **Virtual Events (July 2021 Update)**

SD Times: **CDF report: Developers slow to adopt continuous delivery**

The New Stack: **cdCON 2021 Chipped Away at Miscomprehensions Around Continuous Delivery**

The New Stack: **Beat Affinity Bias with Open Source Diversity and Inclusion**

TechTarget: **IT pros work out the nuances of GitOps security, maturity**

TechTarget: **Kubernetes security automation saves SecOps sanity**

Pre-event marketing activities included email marketing, media and analyst relations, organic and paid AdWords, news announcements, newsletter articles, promotion to podcast and webinar audiences, and social media campaigns. CDF also partnered with a number of organizations to spread the word through webinars, meetups and 3rd party newsletters. Third-party partner organizations include North America DevOps Group (NADOG) and LearnK8s.

Some promotion highlights:

Podcast: **cdCon 2021 Preview: Accelerate your Culture of Innovation with Everyday Inclusion**

Podcast: **cdCon 2021 Preview: The 5-Step Checklist for your Migration to Tekton**

Podcast: **Spinnaker Summit Preview: Improving Visibility and Traceability of Deployed Container Artifacts via Spinnaker's BuildCi**

Podcast: **GitOps Summit Preview - Level Unlocked: GitOps to the Edge and Infrastructure Provisioning**

Blog: **Early bird submissions announced!**

Blog: **Programs ready: cdCon, GitOps Summit and Spinnaker Summit**.

Blog: 7 **Reasons to attend cdCon**

Social: **Twitter**

Social: **Twitter v2**

Social: **Twitter v3**

Social: **LinkedIn**

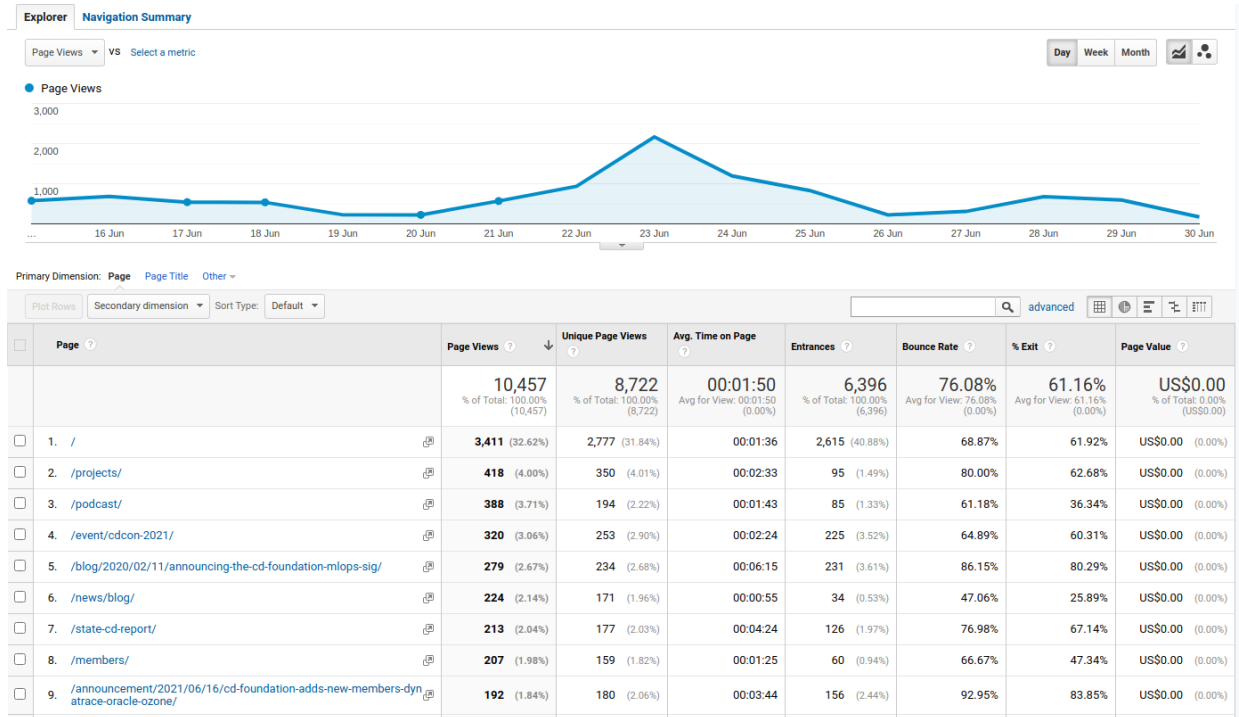Social: **LinkedIn v2**

Social: **LinkedIn v3**

Website traffic during cdCon 2021 (June 15–June 30)
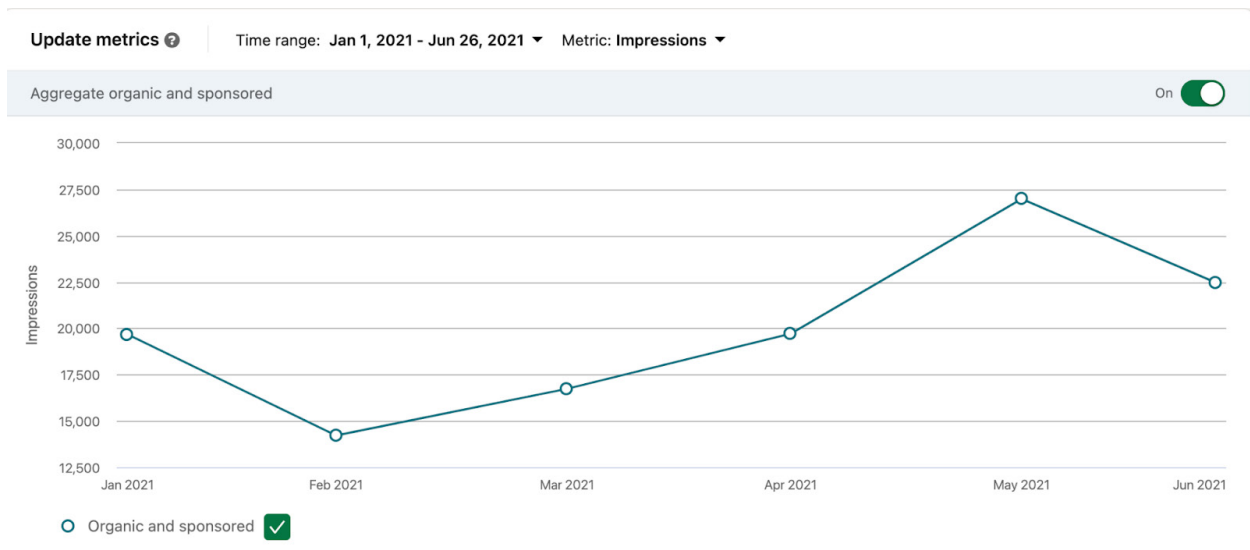
Most visited pages:

1. Home
2. Projects
3. Podcast
4. cdCon event
5. MLops SIG Announcement
6. Blog
7. State of CD Report
8. Members
9. Announcement: Dynatrace, Oracle, Ozone
10. Blog Community Award Winners

Organic Social Media Results Over Promotional Period of Jan 2021 - June 2021

	Explorer	Navigation Summary						

Page Views ▼   VS   Select a metric

● Page Views

Primary Dimension: **Page**   Page Title   Other ▼

	Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		10,457 % of Total: 100.00% (10,457)	**8,722** % of Total: 100.00% (8,722)	**00:01:50** Avg for View: 00:01:50 (0.00%)	**6,396** % of Total: 100.00% (6,396)	**76.08%** Avg for View: 76.08% (0.00%)	**61.16%** Avg for View: 61.16% (0.00%)	**US$0.00** % of Total: 0.00% (US$0.00)
☐	1. /	3,411 (32.62%)	2,777 (31.84%)	00:01:36	2,615 (40.88%)	68.87%	61.92%	US$0.00 (0.00%)
☐	2. /projects/	418 (4.00%)	350 (4.01%)	00:02:33	95 (1.49%)	80.00%	62.68%	US$0.00 (0.00%)
☐	3. /podcast/	388 (3.71%)	194 (2.22%)	00:01:43	85 (1.33%)	61.18%	36.34%	US$0.00 (0.00%)
☐	4. /event/cdcon-2021/	320 (3.06%)	253 (2.90%)	00:02:24	225 (3.52%)	64.89%	60.31%	US$0.00 (0.00%)
☐	5. /blog/2020/02/11/announcing-the-cd-foundation-mlops-sig/	279 (2.67%)	234 (2.68%)	00:06:15	231 (3.61%)	86.15%	80.29%	US$0.00 (0.00%)
☐	6. /news/blog/	224 (2.14%)	171 (1.96%)	00:00:55	34 (0.53%)	47.06%	25.89%	US$0.00 (0.00%)
☐	7. /state-cd-report/	213 (2.04%)	177 (2.03%)	00:04:24	126 (1.97%)	76.98%	67.14%	US$0.00 (0.00%)
☐	8. /members/	207 (1.98%)	159 (1.82%)	00:01:25	60 (0.94%)	66.67%	47.34%	US$0.00 (0.00%)
☐	9. /announcement/2021/06/16/cd-foundation-adds-new-members-dynatrace-oracle-ozone/	192 (1.84%)	180 (2.06%)	00:03:44	156 (2.44%)	92.95%	83.85%	US$0.00 (0.00%)

Organic Social Media Results Over Promotional Period of Jan 2021 - June 2021

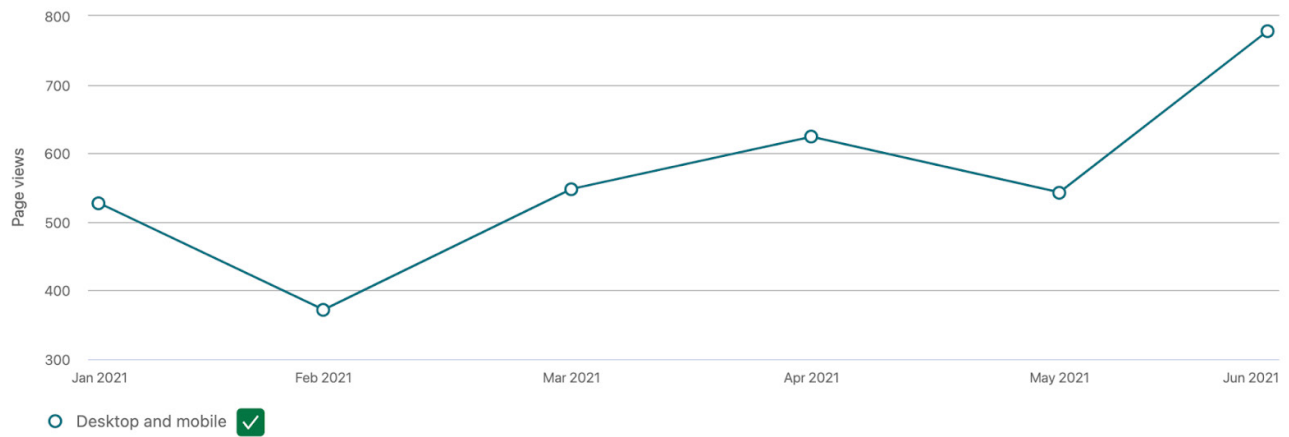## Visitor metrics ❓

Time range: **Jan 1, 2021 - Jun 26, 2021** ▾   Page: **All Pages** ▾   Metric: **Page views** ▾

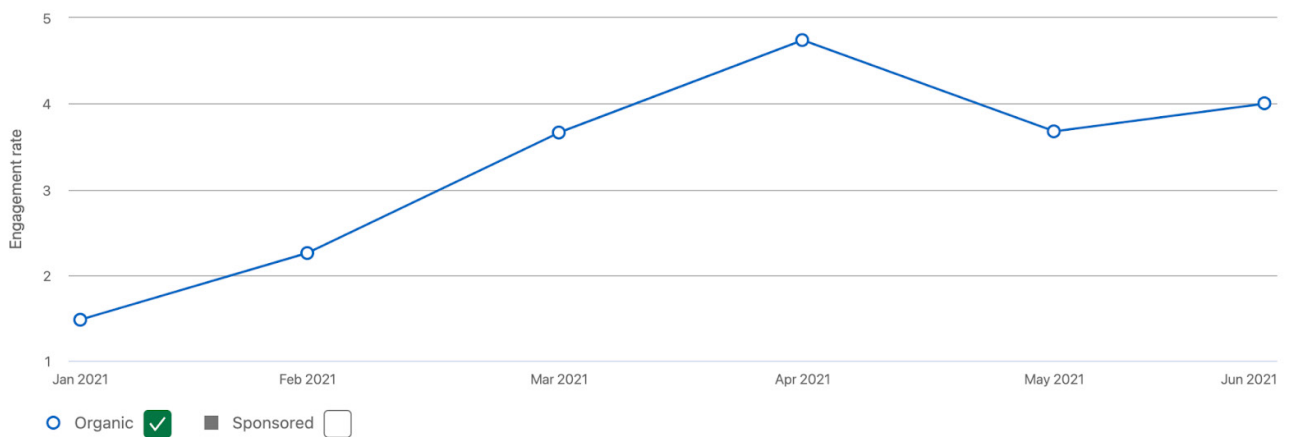Aggregate desktop and mobile traffic   On ⬤

Page views

800	
700	
600	
500	
400	
300	

Jan 2021   Feb 2021   Mar 2021   Apr 2021   May 2021   Jun 2021

○ Desktop and mobile ✅

Update metrics ❓

Time range: **Jan 1, 2021 - Jun 26, 2021** ▾   Metric: **Engagement rate** ▾

Aggregate organic and sponsored   Off ⬤

Engagement rate

5	
4	
3	
2	
1	

Jan 2021   Feb 2021   Mar 2021   Apr 2021   May 2021   Jun 2021

○ Organic ✅   ◼ Sponsored ☐

☐	**cdCon 2021: Community Award Winners!** ● Sent – Updated 6/25/2021 by Jacqueline Salinas	Jun 25, 2021	56.08%
☐	**cdCon 2021: It's Not Too Late to Join The Fun!** ● Sent Time Zone Email – Updated 6/21/2021 by Jacqueline Salinas	Jun 21, 2021	40.4%
☐	**7 Reasons to Attend cdCon 2021** ● Sent Time Zone Email – Updated 6/14/2021 by Jacqueline Salinas	Jun 14, 2021	39.54%
☐	**Find Your Next Job in DevOps & Open Source @ cdCon 2021** ● Sent Time Zone Email – Updated 6/10/2021 by Jacqueline Salinas	Jun 10, 2021	38.25%

☐	**GitOps Summit Co-located @ cdCon (Cloud Native Training List)** ● Sent Time Zone Email – Updated 6/1/2021 by Jacqueline Salinas	Jun 1, 2021	31%
☐	**Attend cdCon 2021: Where DevOps Meets Open Source (DevOps Training List)** ● Sent Time Zone Email – Updated 5/26/2021 by Jacqueline Salinas	May 26, 2021	28.91%
☐	**cdCon 2021 Keynote Speaker Line Up** ● Sent – Updated 5/25/2021 by Jacqueline Salinas	May 25, 2021	37.95%
☐	**1st Community Awards Hosted @ cdCon 2021** ● Sent – Updated 4/26/2021 by Jacqueline Salinas	Apr 26, 2021	27.49%
☐	**Spinnaker Summit Co-located @ cdCon 2021** ● Sent Time Zone Email – Updated 4/20/2021 by Jacqueline Salinas	Apr 20, 2021	37.6%
☐	**GitOps Summit Co-located @ cdCon** ● Sent – Updated 3/23/2021 by Jacqueline Salinas	Mar 23, 2021	50.44%
☐	**cdCon 2021: final notice CFP Mar. 5** ● Sent Time Zone Email – Updated 3/5/2021 by Jacqueline Salinas	Mar 5, 2021	30.84%
☐	**cdCON 2021:😎 7 Early Bird Talks Accepted & CFP Deadline Reminder** ● Sent – Updated 2/26/2021 by Jacqueline Salinas	Feb 26, 2021	29.26%
☐	**cdCON 2021:CFP Early Bird Deadline!** ● Sent – Updated 2/19/2021 by Jacqueline Salinas	Feb 19, 2021	37.21%

Podcast:

DATE	FULL EPISODE HISTORY	DURATION	DOWNLOADS	
Jun 11, 2021	GitOps Summit Preview - Level Unlocked: GitOps to the Edge and Infrastructure Provisioning	16:35	475	MM
Jun 4, 2021	State of DevOps Report 2021 & DORA	16:29	377	MM
May 28, 2021	Spinnaker Summit Preview: Improving Visibility and Traceability of Deployed Container Artifacts via Spinnaker's BuildCi	14:31	312	MM
May 21, 2021	Distributed Tracing For CD Pipelines with Jenkins X & Dailymotion	19:58	361	MM
May 14, 2021	Securing Infrastructure-as-code in CI/CD Pipelines	21:48	439	MM
May 7, 2021	cdCon 2021 Preview: The 5-Step Checklist for your Migration to Tekton	17:01	338	MM
Apr 30, 2021	Increase Developer Productivity By Reducing Human Intervention in Software Delivery	24:02	396	MM
Apr 23, 2021	cdCon 2021 Preview: Accelerate your Culture of Innovation with Everyday Inclusion	22:01	312	MM

2,162 downloads in the last 30 days.

LAST 7 DAYS   **LAST 30 DAYS**   LAST 90 DAYS   ALL TIME

OVER TIME ⬤ CUMULATIVE
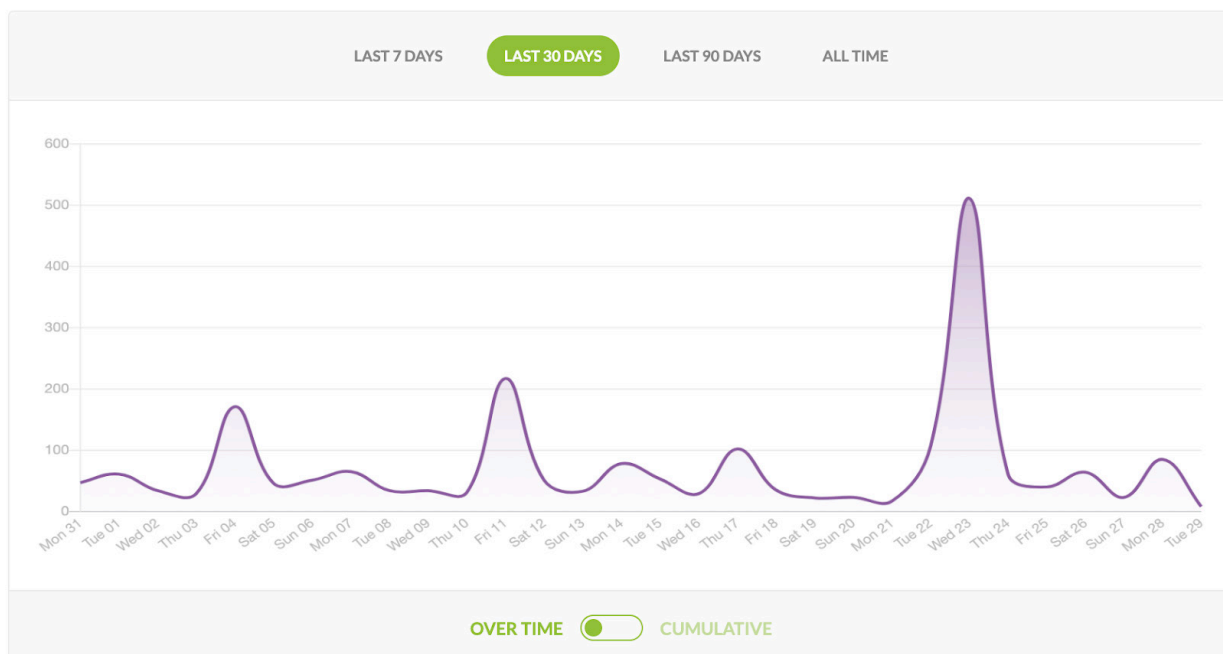
Your channel got 4,336 views in the last 28 days

Views	Watch time (hours)	Subscribers ⚠
4.3K ⬆	255.6 ⬆	+362 ⬆
2.3K more than usual	85.6 more than usual	301 more than usual

YouTube the week of cdCon (June 21-25)

In the selected period, your channel got 2,431 views

Views	Watch time (hours)	Subscribers
2.4K	111.3	+285
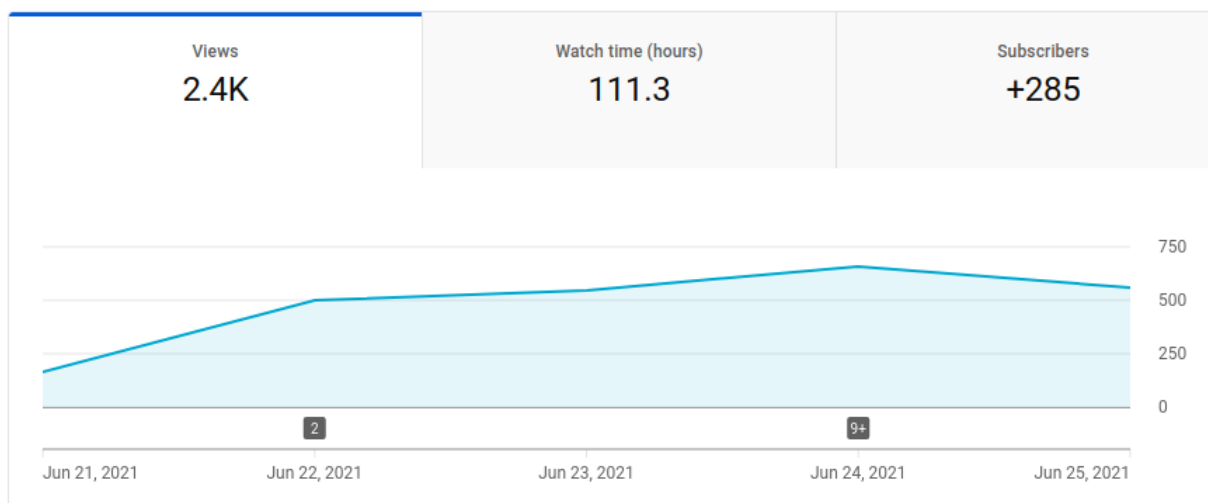
Spinnaker Summit:

Twitter Organic & Paid Campaign Performance:

Tweet activity

📅 May 23 – Jun 26, 2021 ⌄   ⬇ Export data ⌄

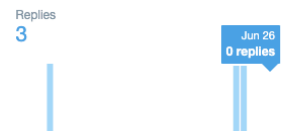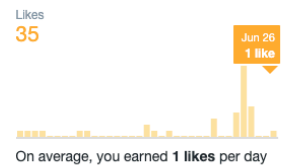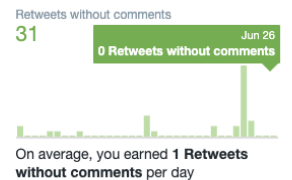Your Tweets earned **74.5K impressions** over this **35 day** period
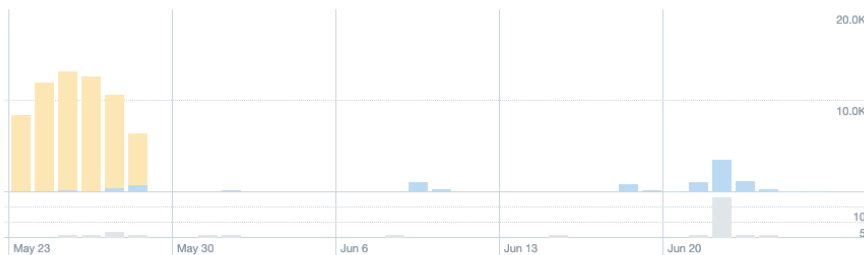
YOUR TWEETS
During this 35 day period, you earned **2.1K impressions** per day.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate

SpinnakerSummit @SpinnakerSummit · Jun 24
#SpinnakerSummit Day 3 (Last Day)! Tune in 📺
📝Program: bit.ly/2SQ40Zr
📧Register (free): bit.ly/3iVMk9q
pic.twitter.com/FZfQxt1Qkg
View Tweet activity
57 | **0** | **0.0%**

SpinnakerSummit @SpinnakerSummit · Jun 23
#SpinnakerSummit Day 2 is live now!
📝Program: bit.ly/3gKKSFn
📧Register (free): bit.ly/3qh8R27
pic.twitter.com/W94UrNZQ4d
View Tweet activity
586 | **6** | **1.0%**

SpinnakerSummit @SpinnakerSummit · Jun 22
Up next: Spinnaker-as-code SIG w/@luisfpollo and Rob
Fletcher #SpinnakerSummit @spinnakerio
pic.twitter.com/rP01D9cSAP
View Tweet activity
518 | **8** | **1.5%**

SpinnakerSummit @SpinnakerSummit · Jun 22
#SpinnakerSummit Current session: Platform Special
Interest Group (SIG) pic.twitter.com/Qqd6cdmi7A
View Tweet activity
92 | **2** | **2.2%**

SpinnakerSummit @SpinnakerSummit · Jun 22
Don't miss the #SpinnakerSummit Happy Hour
sponsored by @AccuricsSec 🎉at 4:15 PM ET today!
bit.ly/3vFJOa0 pic.twitter.com/Rldu8NVLJI
View Tweet activity
68 | **1** | **1.5%**

SpinnakerSummit @SpinnakerSummit · Jun 22
Current #SpinnakerSummit Session is @kubernetesio
SIG events.linuxfoundation.org/spinnaker-summ…
pic.twitter.com/Oi3FTSHQzn
View Tweet activity
681 | **14** | **2.1%**

SpinnakerSummit @SpinnakerSummit · Jun 22
Thank you to our #SpinnakerSummit partner
@NetflixEng for making this year's conference a reality!
bit.ly/3vQ0lbj pic.twitter.com/hkDGcOX9oX
View Tweet activity
54 | **0** | **0.0%**

Engagements
Showing 35 days with daily frequency

Engagement rate
0.8%   Jun 26 — 2.2% engagement rate

Link clicks
36   Jun 26 — 0 link clicks
On average, you earned **1 link clicks** per day

Retweets without comments
31   Jun 26 — 0 Retweets without comments
On average, you earned **1 Retweets without comments** per day

Likes
35   Jun 26 — 1 like
On average, you earned **1 likes** per day

Replies
3   Jun 26 — 0 replies

CONCLUSION

The mission of the Continuous Delivery Foundation is to improve the world's capacity to deliver software with security and speed. One key way we achieve this is by bringing the community together to meet, learn and spark innovation at cdCon. Our second annual community event was a huge success and we applaud our community for embracing another virtual event. We could not have done it without the enormous support of our ever-engaged community. Thank you to all the attendees, speakers, sponsors and event organizers for coming together to create these very special days focused on continuous delivery, open source and community. We look forward to continuously improving and growing cdCon to be bigger and better. Our next annual event is already in the works for in-person, with a virtual component, in 2022. We'll see you there!