

Conference Transparency Report:



Virtual | October 7-8, 2020



cdCon 2020 had a successful inaugural event. The event generated 1354 registrations and 949 attendees.

It should be noted, this event was originally planned to be in-person and was transitioned to a virtual event due to the COVID-19 pandemic.

Feedback from attendees was overwhelmingly positive, and 89% providing a Good or Excellent rating. The top three reasons that people attended cdCon were for, attending technical breakout sessions (78%), networking (11%), and to present (10%).





## Industry

45% of attendees designate themselves as Individual Contributors for Job Level and 44% list their Job Function as DevOps/SRE/Sysadmin.

This year's event had 12 event sponsors and 3 media sponsors. Support from companies is critical to making these events successful and their contributions are always appreciated. Sponsors were provided a virtual booth where they provided resources, CTA, videos, and option for 1:1 video chat.

## Content

cdCon 2020 received 69 CFP submissions. Of those who spoke, 62% were male, 38% were female. A group of three community members and two CD Foundation staff scored the proposals and based on that scoring, carefully curated the schedule from the top-scoring submissions. The two-day conference gave attendees 60 sessions to choose from, 43 breakout sessions, 8 keynote sessions, and 9 Birds of a Feather.

In addition, we brought 8 keynote sessions and panels from industry leading experts to focus on the past, present, and future of CD; scaling platforms; progressive delivery; and organizational adoption for end-users. Speakers included: Tracy Miranda, CD Foundation; Christie Wilson, Google; Zainab Abubakar, She Code Africa; Abby Kearns, Puppet; Edith Harbaugh, LaunchDarkly; Art Butler, Discover Financial Services; John Mark Walker, Capital One; and Yasemin Blanton, BMO Financial Group.

Post-event, 50 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 84 countries made for a culturally diverse event this year. We were pleased that 14% of attendees, 38% of speakers, and 58% 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.

## 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 sessions. 70% of attendees were satisfied with the balance of learning and networking. 29% wanted more and 1% would have preferred less networking time.

Community members were encouraged to join Birds of a Feather 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.



## Total Registration:



**1,354 registrants**

949 Attendees (71% attendance rate)

- Average time spend on platform: 8 hours, 15 minutes

## Attendee Demographics



**Attendees from 84 countries across six continents**

- 45% from the United States
- Other countries with a sizeable audience at the event include: India - 17%, United Kingdom - 6%, Canada - 5%, France - 4%, Germany - 4%



**903 companies participated**



**Industry**

- Information Technology - 68%
- Financials - 10%
- Professional Services - 5%
- Telecommunications - 5%
- Non Profit Organization - 4%
- Health Care - 3%
- Energy - 2%
- Industrials - 2%
- Consumer Discretionary - 1%



## Job Level

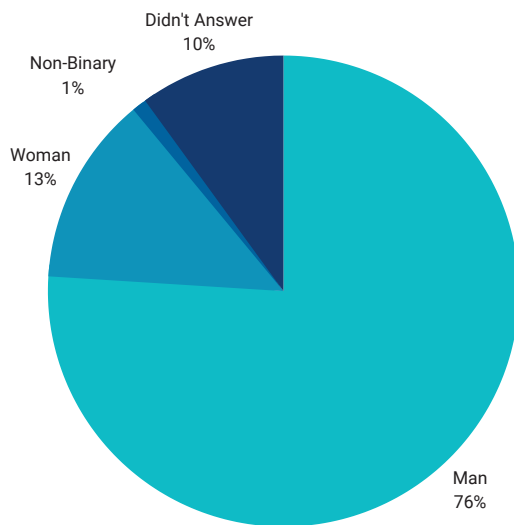
Individual Contributor - 45%  
Other - 22%  
Manager - 17%  
Director - 6%  
Academic - 5%  
CXO / ED - 3%  
VP / SVP / GM - 2%

## Job Function

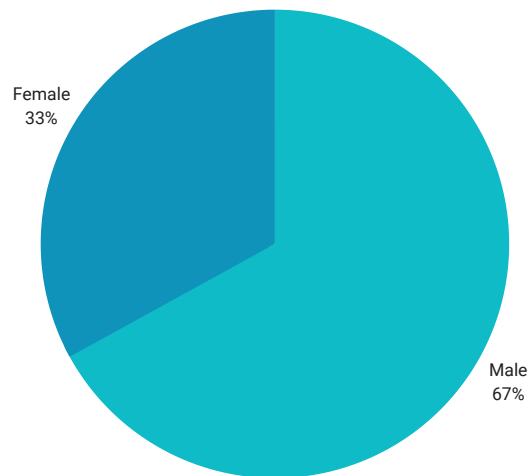
DevOps/SRE/Sysadmin - 44%  
Application Developer - 14%  
Architect - 13%  
Other - 7%  
Manager - Technical Teams - 6%  
Executive Leader - 4%  
Academic - 3%  
Systems/Embedded Developer - 2%  
Manager - Other - 2%  
Marketing - 2%  
Product/Biz Dev - 2%  
Media / Analyst - 1%

## Diversity

### Attendee Breakdown



### Speakers only Breakdown



## Resources:

Videos: <https://www.youtube.com/playlist?list=PL2KXbZ9-EY9RbYURc1CDrOJpbrPMtcOP7>

Selfie Booth: <https://thesnapbar.com/events/cdcon>

Presentations and Speaker Bios: <https://cdcon2020.sched.com/>





## MARKETING & PR

CDCon features two press releases from the Continuous Delivery Foundation announcing the first annual CDCon, a new Jenkins course and new members. Our new members Codefresh, Fidelity Investments, Shipa and Octopus Deploy participated and provided quotes for the release. The announcements were featured in media outlets such as SD Times and DevOps.com

- [CD Foundation Opens First Annual CDCon with New Members and Community Growth](#)
- [New Jenkins training announced](#)

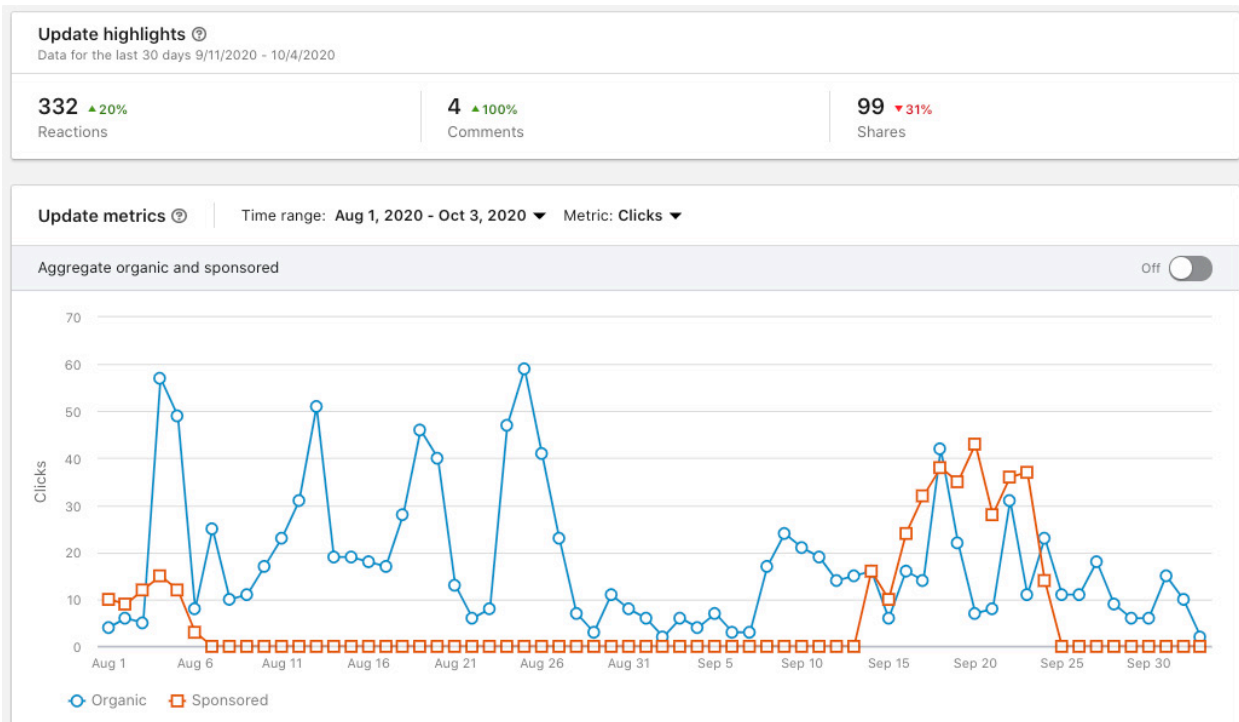
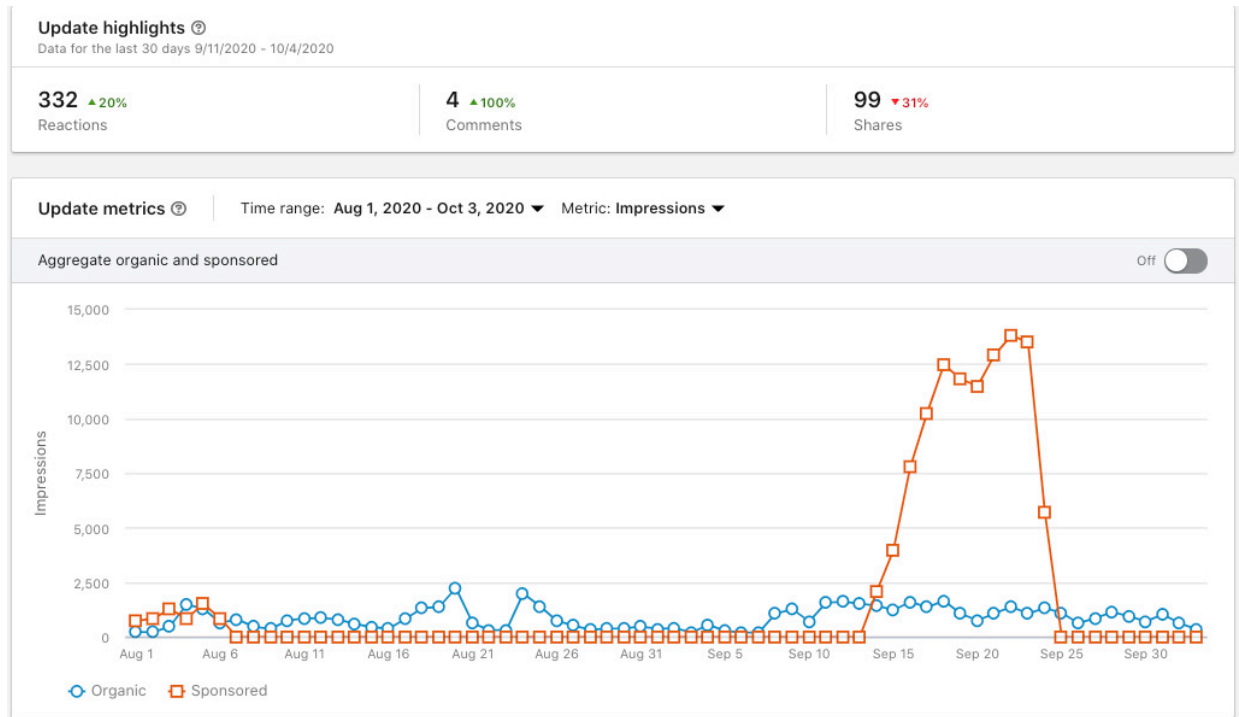
Pre-event marketing activities included email marketing, media and analyst relations, organic and paid AdWords, news announcements, newsletter articles, promotion to podcast and webinar audiences, and social media campaigns. CDF also partnered with a number of organizations to spread the word through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

### Some promotion highlights:

- Podcast: [Is JCasC becoming a standard for Jenkins users? A cdCON sneak peek!](#)
- Podcast: [How the Tekton Community is Driving its Growth and Adoption - A cdCON sneak peek!](#)
- Podcast: [The Past, Present & Future of CD! A cdCON sneak peek!](#)
- Newsletter: [CDCon Talks Preview September 2020](#)
- Newsletter: [CDF Get Involved! October 2020](#)
- Twitter: [Sample Tweet](#)
- LinkedIn: [Sample post](#)

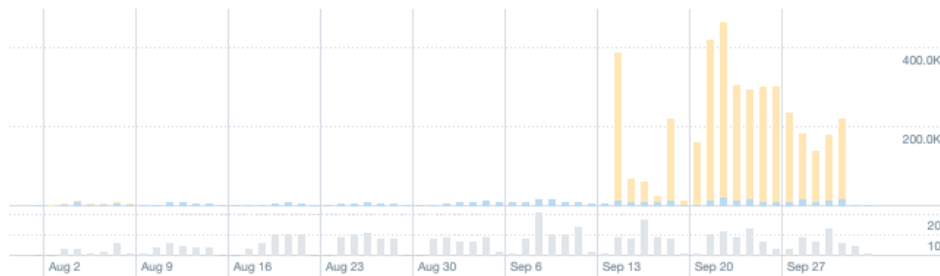


## Organic Social Media Results Over Promotional Period of Aug. 1 - Oct. 3





Your Tweets earned **4.4M impressions** over this **64 day** period



#### YOUR TWEETS

During this 64 day period, you earned **68.4K impressions** per day.

Tweets **Top Tweets** Tweets and replies Promoted

Impressions

Engagements

Engagement rate



**Continuous Delivery Foundation** @CDeliveryFdn · Sep 2

Register for **#cdCON** 2020 Virtual Oct. 7 & 8.

**@MelissaSussmann** from **@puppetize** wants to replace engineers' homegrown digital duct tape with reusable, event-driven workflows. Join, "How to Clean Up Your **#DevOps** Dumping Ground," to learn how! [events.linuxfoundation.org/cdcon/](https://events.linuxfoundation.org/cdcon/)  
[pic.twitter.com/deUEPSXu6A](https://pic.twitter.com/deUEPSXu6A)

[View Tweet activity](#)

40,321

29

0.1%

Promote



**Continuous Delivery Foundation** @CDeliveryFdn · Aug 12

"New" Tekton Hub!

Read more in this **@tektoncd** post

[cd.foundation/blog/2020/08/1...](https://cd.foundation/blog/2020/08/1...)

[pic.twitter.com/QEJL9kqywe](https://pic.twitter.com/QEJL9kqywe)

[View Tweet activity](#)

10,802

599

5.5%

Promote



**Continuous Delivery Foundation** @CDeliveryFdn · Aug 4

Today's a big day. We're celebrating the project graduation of **@jenkinsci** 🎓

[cd.foundation/announcement/2...](https://cd.foundation/announcement/2...)

[pic.twitter.com/wXy04nQqCL](https://pic.twitter.com/wXy04nQqCL)

[View Tweet activity](#)

9,102

528

5.8%

Promote



**Continuous Delivery Foundation** @CDeliveryFdn · Sep 27

**#cdCON** tickets are complimentary & all registrants will receive a 50% discount code for the following LF

Foundation Training. Register now: [bddy.me/3cAsdZa](https://bddy.me/3cAsdZa)

[pic.twitter.com/S8RHx6X5qj](https://pic.twitter.com/S8RHx6X5qj)

[View Tweet activity](#)

7,556

52

0.7%

Promote



**Continuous Delivery Foundation** @CDeliveryFdn · Aug 7

Read the six **@jenkinsci** articles featured in this month's CDF Newsletter

[cd.foundation/stay-connected...](https://cd.foundation/stay-connected...)

[pic.twitter.com/toCSSJkrtD](https://pic.twitter.com/toCSSJkrtD)

[View Tweet activity](#)

6,714

314

4.7%

Promote

#### Engagements

Showing 64 days with daily frequency

Engagement rate

**2.8%**

Oct 3  
1.2% engagement rate



Link clicks

**297.3K**

Oct 3  
11 link clicks



On average, you earned **4.6K link clicks** per day

Retweets without comments

**593**

Oct 3  
5 Retweets without comments



On average, you earned **9 Retweets without comments** per day

Likes

**1.1K**

Oct 3  
7 likes



On average, you earned **17 likes** per day





## 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 inaugural community event was a huge success despite the challenges we faced pivoting quickly from an in person to a 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 two days focussed 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 a virtual experience in June 2021. We'll see you there!

