



JUNE 7-8, 2022 | AUSTIN, TX + VIRTUAL

# 2022 EVENT REPORT



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For the first time since its inception, the CD Foundation's flagship event, cdCon, gathered in-person and virtually for the third-annual cdCon. We were thrilled to see so many of our community members face-to-face and proud to be able to offer the event's amazing content to a virtual audience.

We welcomed 133 community and industry leaders in person while an additional 964 joined us virtually, bringing the total audience to 1,097. This group of developers, project managers, and decision-makers all gathered with one common goal: to improve the world's capacity to deliver software with security and speed.

The event was a success, though we are still impacted by the ongoing pandemic, limited travel budgets, health and safety priorities, and increased travel costs. In 2022, we were pleased to host 5 co-located events, including CDEvents Community Summit, Jenkins Contributor Summit, Jenkins X Community Summit, Shipwright Community Summit, Tekton Community Summit, and an informal Spinnaker Meetup.

In 2022, cdCon co-located with OpenJS World for two conferences in one – providing a broader reach across open source application development and deployment. For attendees, this meant one ticket for two conferences and unlimited ways to collaborate in the sponsor showcase. cdCon attendees were welcome and encouraged to attend all sessions available, including the GraphQL Conf, providing unlimited opportunities for engagement.

Feedback from attendees was overwhelmingly positive, and 77% provided a Good or Excellent rating. The top three reasons that people attended cdCon were to attend technical breakout sessions (54%), network (33%), and present (10%).





## Industry

When asked to identify their Job Level, 45% of attendees designated themselves as Individual Contributors and 38% listed their Job Function as DevOps/SRE/Sysadmin.

This year's event had 20 event sponsors. Support from companies is critical to making these events successful and their contributions are always appreciated. Sponsors had the opportunity to host both an in-person and virtual booth.

The virtual booth provided sponsors the opportunity to share informational resources, include a call-to-action (CTA) button, play videos, and the option for one-on-one video chat.



## Content

cdCon 2022 received 241 call for paper (CFP) submissions and 38 were accepted. This conference content spanned the entire CD ecosystem, from workflow orchestration, configuration management, continuous testing, observability, security, MLOps, release automation, and more.

Of those who spoke at the conference, 77% were men, 24% were women, 1% were non-binary, and 1% chose not to answer. A group of 9 program committee members (Nureen D'Souza, Guillermo Ruiz, Jennifer Hooper, Jeremy Meiss, Kara de la Marck, Lori Lorusso, Viktor Farcic, Anais Urlichs & Jennifer Strejevitch) scored the proposals and based on that scoring, carefully curated the schedule from the top-scoring submissions. The two-day conference gave attendees 30 sessions presented live in-person, and 23 sessions presented by virtual speakers. There were 21 keynotes and 2 workshops.

Specific to cdCon, we presented 10 keynote sessions on Day 1, including a panel discussing "The Future of Continuous Delivery." Speakers included Fatih Degirmenci, Continuous Delivery Foundation; Grace Francisco, Cisco; Stephen Atwell, Armory; Christopher Baldwin, Upwave; KellyAnn Fitzpatrick, RedMonk; Gopal Dommety, OpsMx; Tim Banks, The Duckbill Group; Dave Stanke & Roger Martinez, Google; Amara Graham, Camunda; Michael Stahnke, CircleCI; Sara Novotny, Microsoft; Hong Wang, Akuity, Isaac Mosquera, AWS; Tim Jacomb, Kainos.

Kicking off Day 2, we hosted joint keynotes with OpenJS World, including 10 keynotes. Speakers included Sara Chipps, LinkedIn; Jeremy Meiss, CircleCI; Brian Behlendorf, Open Source Security Foundation; Melissa McKay, JFrog; Dr. Felienne Hermans, Leiden Institute of Advanced Computer Science; Jeff Cross, Nrwl; Hilary Carter, Linux Foundation; Reginé Gilbert, NYU; Joe Sepi, IBM; Cory Doctorow, Science Fiction Author, Activist & Journalist; and Myles Borins, GitHub.

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: Adobe, BBC, Capital One, Cisco, eBay, Ericsson, Fidelity Investments, Netflix, Northwestern Mutual Life Insurance, and Yahoo, Inc.

Post-event, over 70 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](#).



## Co-Located Events

This year's event hosted five co-located events, including CDEvents Community Summit, Jenkins Contributor Summit, Jenkins X Community Summit, Shipwright Community Summit, Tekton Community Summit, and an informal Spinnaker Meetup. Hosting co-located events allows attendees to deep-dive into topics or projects and connect with those communities.

## Diversity

Attendees from 76 countries made for a culturally diverse event this year. 2% of attendees and 25% of speakers, and 54% of keynote speakers were women or non-binary. Increasing gender diversity and attendance of underrepresented groups continues to be a challenge that we work to improve.

cdCon 2022 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.

- Creating Inclusive Environments Workshop – Gin Pham, Transgender Education Network of Texas
- Keynote: Moving from Awareness to Action: Creating Inclusive and Accessible Experiences – Reginé Gilbert, Industry Assistant Professor, NYU
- Screening of MAMA BEARS Documentary, a film by Daresha Kyi

### Diversity Donations

Through registration donations and LFX Crowdfunding, cdCon 2022 collected \$705 in diversity funds. These funds will be distributed to Equality Texas, ACLU Texas, codebar.io, SheCodeAfrica, and Women Who Code.

## Networking

Networking time was built into the schedule beyond specialized networking events. Break times were extended to allow for networking, booth visits, and hallway track time. 82% of attendees were satisfied with the balance of learning and networking, 5% wanted more, and 5% would have preferred less networking time.

### Total Registration:



1,263 total registrations

260 In-Person Registrants

1,003 Virtual Registrants

1,097 Total Attendees

133 In-Person Attendees (51% attendance rate)

964 Virtual Attendees (91% attendance rate)

- Average time spent on virtual platform: 8 hours 1 minute

### Co-Located Event Registration:

- CDEvents Community Summit: 20
- Jenkins Contributor Summit: 18
- Jenkins X Contributor Summit: 7
- Shipwright Community Summit: 12
- Tekton Community Summit: 23

## Attendee Demographics



### Attendees from 76 countries

- 38% from the United States
- Other countries with a sizeable audience at the event include:  
India - 24%  
Canada - 4%  
United Kingdom - 3.4%



### 809 companies participated

- 26 member companies



### Industry

Automotive - 2%  
Energy - 1%  
Consumer Goods - 4%  
Health Care - 3%  
Financials - 9%  
Industrials - 2%  
Information Technology - 67%  
Non-Profit Organization - 4%  
Professional Services - 4%  
Telecommunications - 4%

### Job Level

CXO / ED - 3%  
VP / SVP / GM - 2%  
Director - 5%  
Manager - 15%  
Individual Contributor - 46%  
Academic - 10%  
Other - 19%

### Job Function

Application Developer - 16%  
Systems/Embedded Developer - 1%  
DevOps/SRE/Sysadmin - 38%  
Architect - 11%  
Executive Leader - 4%  
Manager - Technical Teams - 5%  
Manager - Other - 1.5%  
Marketing - 1.5%  
Product/Biz Dev - 1%  
Media / Analyst - 1%  
Professor/Student/Academic - 14%  
Other - 6%

### Diversity

#### Attendee Breakdown

77% - Man  
15% - Woman  
1% - Non-binary  
7% - Opted not to answer

#### Speakers only Breakdown

76% - Man  
23% - Woman  
1% - Non-Binary



## Marketing & PR

cdCon featured the announcement of four new members, a new version and the third report in the “State of Continuous Delivery Report” Series, community awards winners, a new open source project: CDEvents, a whitepaper, a new Outreach Committee Chair, and a new General Manager to lead the Foundation’s efforts.

### cdCon 2022 Announcements

[CD Foundation Announces State of CD in 2022 Report, Opens Third Annual cdCon with New Project CDEvents, New Members](#)

[Announcing CD Foundation’s New General Manager: Fatih Degirmenci](#)

[CDEvents Publishes Whitepaper: The Next Evolution in CI/CD Technology](#)

[New CD Foundation Outreach Committee Chair: Lori Lorusso](#)

[CD Foundation Announces CDEvents, a vendor-neutral specification for defining the format of event data](#)

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.

DevOps.com: [CD Foundation Announces State of CD in 2022 Report, Opens Third Annual cdCon with New Project CDEvents, New Members](#)

DevOps.com: [CDEvents Aims To Standardize CI/CD Interoperability](#)

heise.de: [Report der CD Foundation: Fast alle Entwickler nutzen DevOps](#)

SD Times: [How Capital One is strengthening the software supply chain](#)

TechTarget: [OpenTelemetry inspires CDF’s event-driven architecture plan](#)

TechTarget: [DevSecOps demands focus on developer experience, IT pros say](#)

TechTarget: [New CD Foundation GM fights CI/CD pipeline fragmentation](#)



Pre-event marketing activities included email marketing, media and analyst relations, news announcements, blog posts, and social media campaigns. CDF also partnered with a number of organizations and cdCon sponsors to spread the word.

Some promotion highlights:

Blog: [Announcing 6 early-bird talks for cdCon 2022](#)

Blog: [Announcing Co-located Keynotes: cdCon + OpenJS World 2022](#)

Blog: [cdCon 2022 – Program Announced](#)

Blog: [9 Reasons to attend cdCon](#)

Tweet: [Register Now](#)

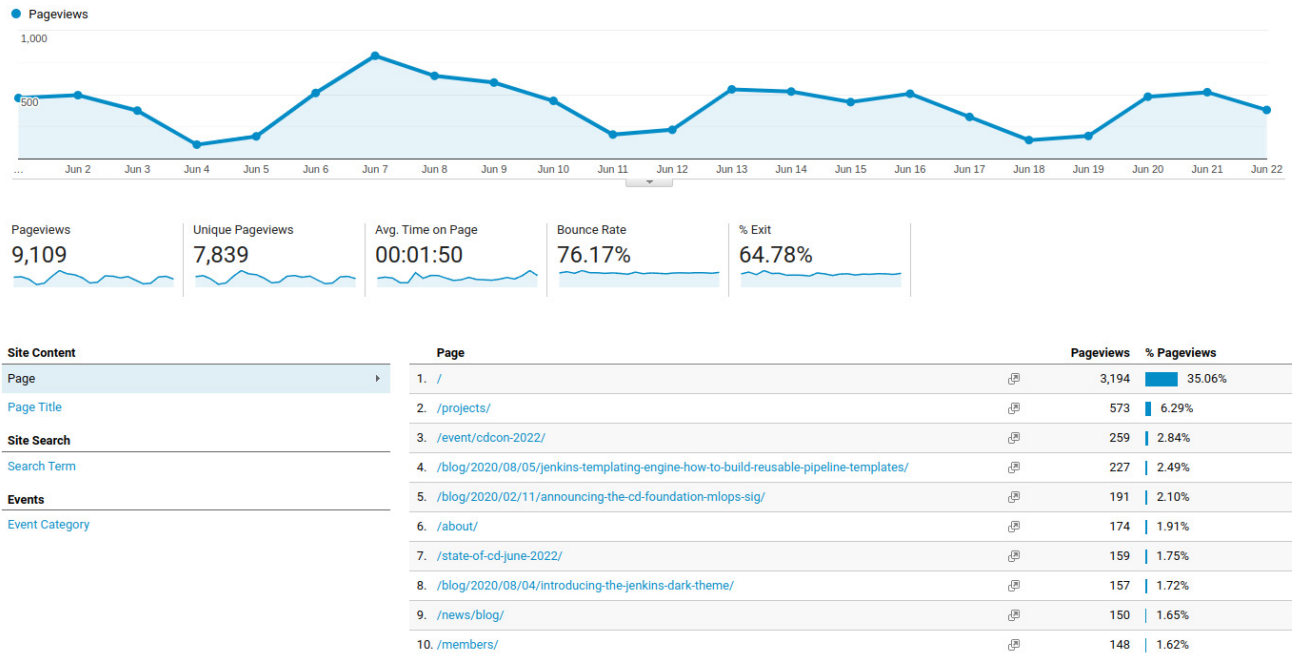


[See the Tweet](#)

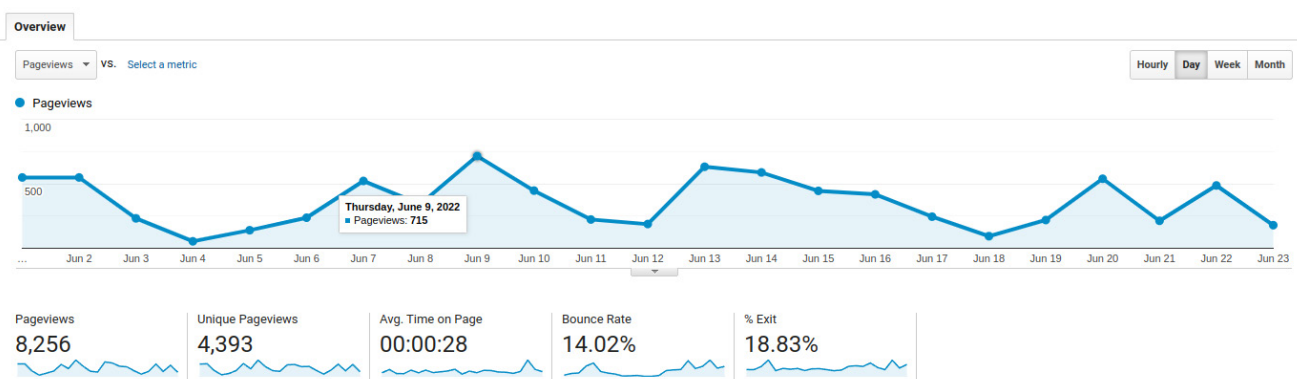


[See the Tweet](#)

## cd.foundation website traffic during cdCon 2022 (June 1 - 22)



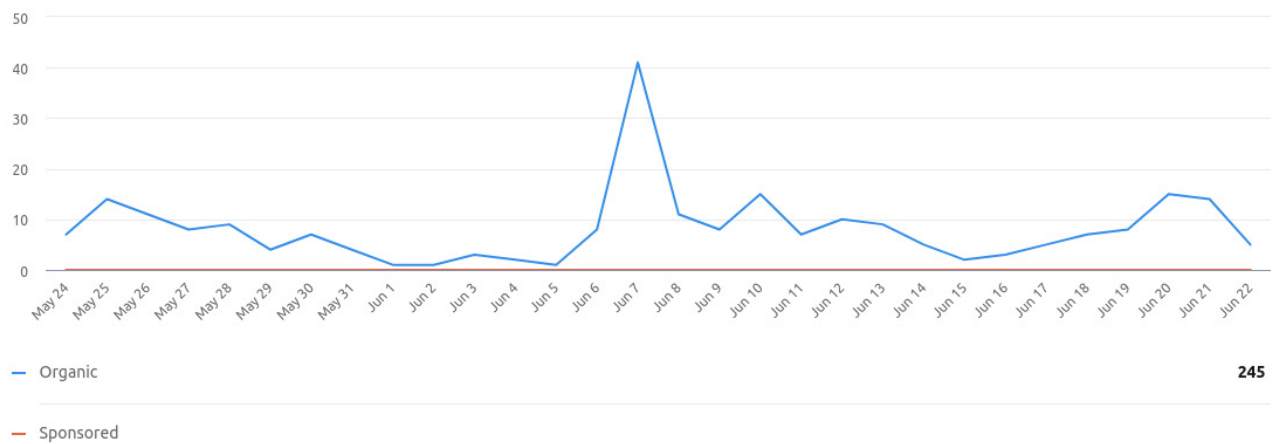
## CDF Landscape traffic during cdCon 2022 (June 15-June 30)



## LinkedIn (May 24, 2022 to June 22, 2022)

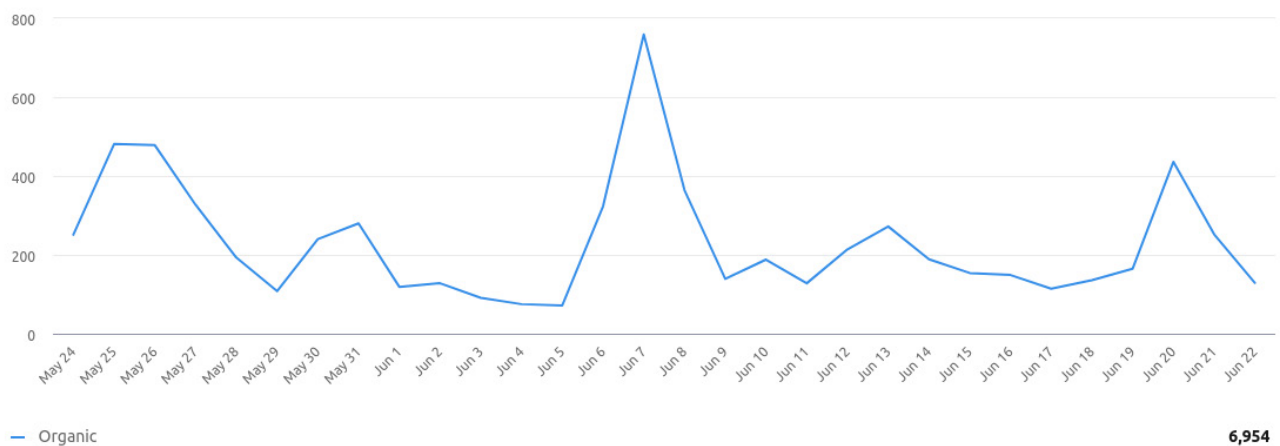
### Metrics

Clicks ▾



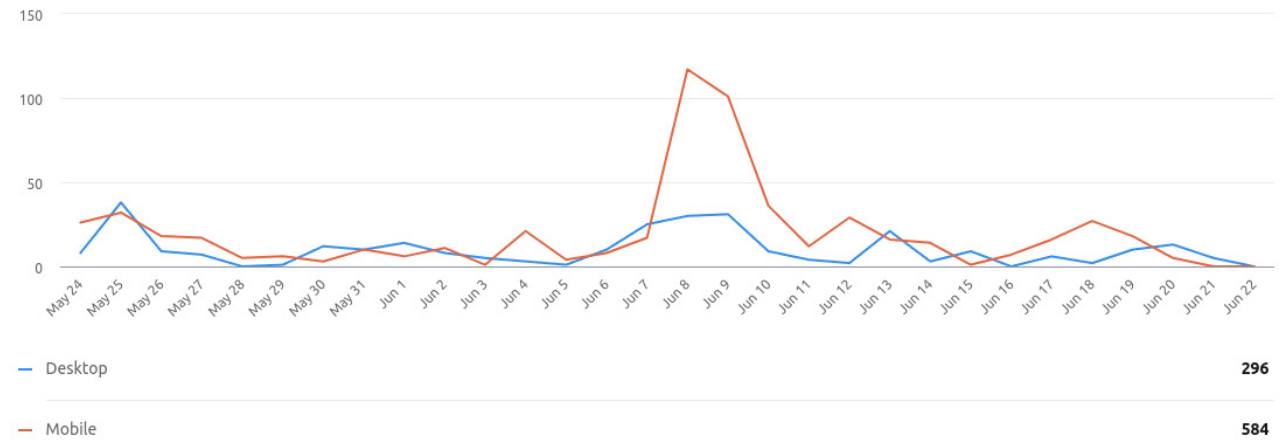
### Metrics

Unique impressions ▾



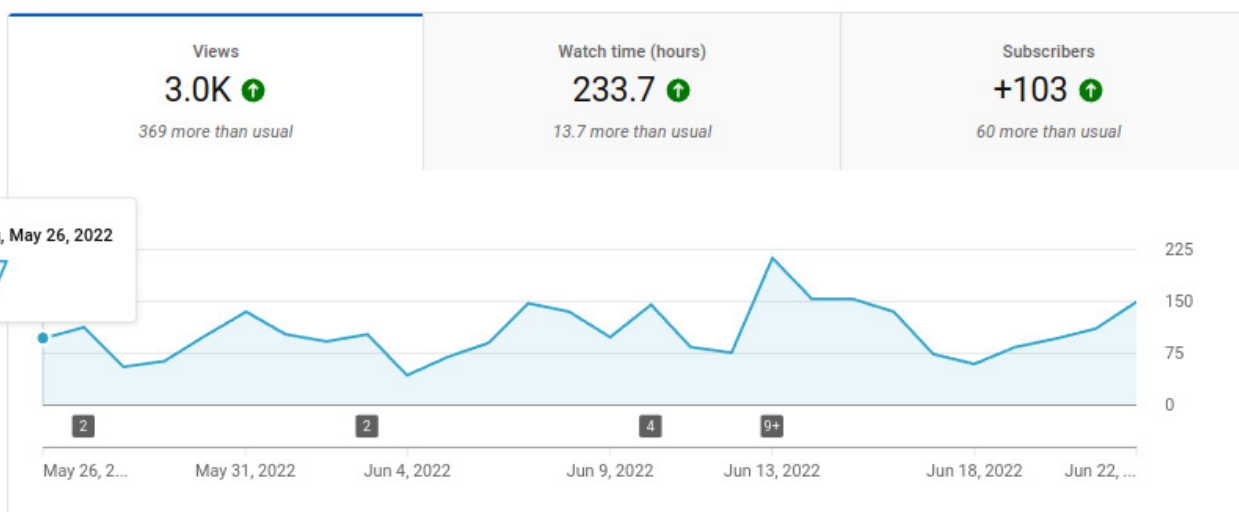
## Visitor metrics

Page views ▾ All pages ▾ All filters



YouTube in (May 26 - June 22, 2022)

## Your channel got 2,969 views in the last 28 days





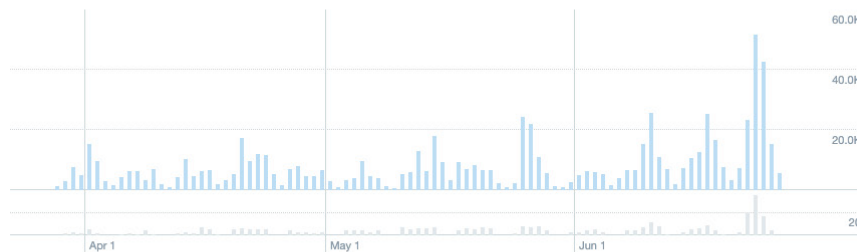
## Twitter (June 2022)

### Tweet activity








Mar 28 – Jun 26, 2021

Export data

Your Tweets earned **746.7K impressions** over this **91 day** period

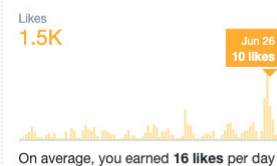
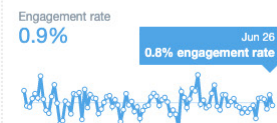


**YOUR TWEETS**  
During this 91 day period, you earned **8.2K impressions** per day.
















Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>Continuous Delivery Foundation (CDF)</b> @CDeliveryFdn · Jun 25 New eBook: <a href="#">#JenkinsisTheWay</a> for IT and software developers <a href="#">bit.ly/3d0fJeV</a> by <a href="#">@JenkinsCI</a> <a href="#">pic.twitter.com/2PITubJ89m</a> <a href="#">View Tweet activity</a>	4,477	102	2.3%		
	<b>Continuous Delivery Foundation (CDF)</b> @CDeliveryFdn · Jun 25 <a href="#">#cdCon</a> talk recordings will be available sometime in July on our YouTube Channel. For now, watch the keynote sessions you missed (or rewatch; some of them have extra footage)! <a href="#">bit.ly/3h4zt1V</a> <a href="#">pic.twitter.com/axFP/AgCB1</a> <a href="#">View Tweet activity</a>	2,058	35	1.7%		
	<b>Continuous Delivery Foundation (CDF)</b> @CDeliveryFdn · Jun 25 Jenkins Contributor Summit is starting now! <a href="#">bit.ly/35PjYWD</a> ( <a href="#">#JenkinsContributorSummit</a> <a href="#">@JenkinsCI</a> ) <a href="#">pic.twitter.com/NawgDQJjgi</a> <a href="#">View Tweet activity</a>	883	20	2.3%		
	<b>Continuous Delivery Foundation (CDF)</b> @CDeliveryFdn · Jun 24 Thank you all for making <a href="#">#cdCon</a> awesome! 👉Special shout out to our: 💠speakers (great content) 💠sponsors who made it possible 💠partners of co-located events <a href="#">#GitOpsSummit</a> <a href="#">#SpinnakerSummit</a> <a href="#">#JenkinsContributorSummit</a> 💠events team for making it run smoothly See you in 2022! <a href="#">pic.twitter.com/Jb8o3GMCik</a> <a href="#">View Tweet activity</a>	5,128	46	0.9%		
	<b>Continuous Delivery Foundation (CDF)</b> @CDeliveryFdn · Jun 24 It's not too late to snap a <a href="#">#cdcon</a> selfie! <a href="#">pic.twitter.com/Kuf0lgauJ5</a> <a href="#">View Tweet activity</a>	827	14	1.7%		
	<b>Continuous Delivery Foundation (CDF)</b> @CDeliveryFdn · Jun 24 It's finally time for the CDF Community Awards at <a href="#">#cdCon</a> ! Thank you <a href="#">@ops_mx</a> for sponsoring the awards this year. <a href="#">twitter.com/CDeliveryFdn/s...</a> <a href="#">pic.twitter.com/UirkgE9wxq</a> <a href="#">View Tweet activity</a>	805	11	1.4%		
	<b>Continuous Delivery Foundation (CDF)</b> @CDeliveryFdn · Jun 24 Download the State of Continuous Delivery Report mentioned by <a href="#">@tracymiranda</a> in the <a href="#">#cdCon</a> keynote : <a href="#">bit.ly/2TYc5vt</a> <a href="#">pic.twitter.com/EQB4UiGuAH</a>	1,005	35	3.5%		

### Engagements

Showing 91 days with daily frequency



## Email campaigns sent in for cdCon 2022

TITLE 	LAST UPDATED 
<b>Last Chance - Free Registration for cdCon + OpenJS World, next week in Austin</b>  Sent — Updated 6/2/2022 by Kristin OConnell	Jun 2, 2022
<b>Last Chance to Attend cdCon + OpenJS World, next week in Austin + Virtual</b>  Sent — Updated 6/2/2022 by Kristin OConnell	Jun 2, 2022
<b>Free Registration: cdCon + OpenJS World, June 6-10 in Austin</b>  Sent — Updated 5/26/2022 by Kristin OConnell	May 26, 2022
<b>cdCon 2022 Offer Inside: 40% off your registration + Top 5 Reasons to Attend</b>  Sent — Updated 5/19/2022 by Kristin OConnell	May 19, 2022
<b>cdCon Alumni Update: Free In-Person Registration for cdCon 2022</b>  Sent — Updated 5/16/2022 by Kristin OConnell	May 16, 2022
<b>cdCon 2022 Offer Inside: 40% off your registration</b>  Sent — Updated 5/9/2022 by Kristin OConnell	May 9, 2022
<b>cdCon 2022: Conference Highlights + New Virtual Sessions</b>  Sent — Updated 4/28/2022 by Kristin OConnell	Apr 28, 2022
<b>cdCon: NEW Keynotes Announced, Register by May 21st to Save \$255</b>  Sent — Updated 4/21/2022 by Kristin OConnell	Apr 21, 2022
<input type="checkbox"/> <b>cdCon 2022 - Program Announced</b>  Sent — Updated 4/11/2022 by Continuous Delivery Foundation	Apr 11, 2022
<input type="checkbox"/> <b>cdCon 2022 - OpenJS Shared Keynotes</b>  Sent — Updated 3/30/2022 by Continuous Delivery Foundation	Mar 30, 2022
<input type="checkbox"/> <b>cdCon 2022 - virtual CFP open</b>  Sent — Updated 3/23/2022 by Continuous Delivery Foundation	Mar 23, 2022
<input type="checkbox"/> <b>cdCon 2022 - Early-bird announced</b>  Sent — Updated 2/15/2022 by Continuous Delivery Foundation	Feb 15, 2022
<input type="checkbox"/> <b>cdCon 2022 - CFP early-bird</b>  Sent — Updated 1/26/2022 by Continuous Delivery Foundation	Jan 26, 2022

## 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, both in-person and virtually, to learn and spark innovation at cdCon. Our third-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. We'll see you at cdCon 2023!





