ALL THINGS OPEN 2021

OCTOBER 17 • 18 • 19
LIVE / IN PERSON FROM RALEIGH, NC USA & LIVE STREAMED TO DEVICES AROUND THE WORLD

EVENT OVERVIEW

2021.ALLTHINGSOPEN.ORG
INFO@ALLTHINGSOPEN.ORG
The 2021 Event
In 2021 the conference will feature three days of in-person and virtual programming.

*Subject to change based on COVID-19 situation.

Co-Located Events
In conjunction with ATO, we are thrilled to host two co-located events in 2021. Registration for both events is FREE and conference registration is not required to attend. Inclusion & Diversity will take place in-person, Sunday, October 17, and the Community Leadership Summit will take place virtually/online, Monday, October 18.

Monday, October 18 & Tuesday, October 19
“Traditional” conference days featuring 15 minute keynotes and 45 and 90 minute sessions.

In-Person
In-person programming takes place at The Raleigh Convention Center. Each day will feature 15+ tracks and nearly 100 speakers.

Virtual
Virtual programming will be available on the 6Connex platform for those that can’t attend in-person. Content will include all keynote talks and 10+ tracks of 15, 45 and 90 minute sessions.

ALL THINGS OPEN IS A PROUD CERTIFIED B CORP. It took 1.5 years of consistent work and documentation to achieve the certification and was worth every minute of effort. The focus of the event remains providing world-class educational and networking opportunities at a price allowing access to both traditional and non-traditional attendees.
Inclusion & Diversity in Open Source

SUNDAY, OCTOBER 17

The 2021 Inclusion & Diversity event will feature traditional talks, panel discussions, and extended and group discussions around a variety of predetermined inclusion topics. Subject matter experts, community and company leaders, and technologists of all types will attend and participate.

More than 1,000 people from all over the world and the U.S. attended and participated in 2020. The discussions and related networking were tremendous, as confirmed in post-event attendee surveys as well as live feedback.

2020 SPEAKERS & PANEL MEMBERS

DANISE COOPER
NEARFORM

DEMETRIS CHEATHAM
GITHUB

WENDY JOHN
FIDELITY INVESTMENTS

NDU EMUCHAY
IBM

ELLEN SPERTUS
MILLS COLLEGE

LISA SMITH
ZAPIER / WOMEN WHO CODE

GUY MARTIN
OASIS OPEN

VASUDHA SWAMINATHAN
STACK OVERFLOW

JOHNNY PREYER
MAILCHIMP

SAISHRUTHI SWAMINATHAN
IBM

JASON BREWER
MAILCHIMP

The 2020 event featured an Executive Panel with GitHub, IBM, Fidelity and Nearform participating.

2020 TOPICS

- Bias and Discrimination in Machine Learning
- Ensuring access to the underrepresented
- Inclusion & Diversity Best Practices
- The CS educational component / higher ed
- How to be an ally
- The role of diversity of thought on product development
- How to be old in tech
- Inclusion & Diversity at the executive level

Jocelyn Matthews of Storj speaks to a full house in 2019

2020 SPONSORS & PARTICIPATING COMPANIES
Community Leadership Summit (CLS)

SUNDAY, OCTOBER 17

Building on the tremendous success of the original ATO/CLS partnership in 2020, the Community Leadership Summit (CLS) will once again be held in conjunction with All Things Open.

In 2020 more than 1,000 attendees from all over the world attended CLS sessions and participated in some way.

ABOUT CLS

The place where community leadership is crafted.

The Community Leadership Summit 2021 brings together community leaders, organizers and managers and the projects and organizations that are interested in growing and empowering a strong community. Leading minds in community management, relations and online collaboration will discuss, debate and continue to refine the art of building an effective and capable community.

The event mixes together keynotes, unconference sessions, panels, and more to bring a rich set of content driven by a diverse audience.

Thought leaders in the community space are consistently featured, and 2021 will be no different.

2020 Moderators

NITHYA RUFF  COMCAST
GUY MARTIN  OASIS OPEN
JONO BACON  JONO BACON CONSULTING
MARY THENGVALL  CAMUNDA
AMBER GRANER  CORELIGHT INC.
DEB NICHOLSON  OPEN SOURCE INITIATIVE
SAMANTHA LOGAN  SOCIALLYCONSTRUCTED. ONLINE
VAN RIPER  GOOGLE
2020 T-Shirts & Poster
Both Will Again be Given Away Onsite and Available For Purchase

T-SHIRT
The 2020 t-shirt sponsor was the team at Salesforce.

PROMOTIONAL POSTER
The 2020 poster title was “Into the Unknown”. Poster sponsor was Google Open Source.
2020 by the Numbers

7,483 Registrations

75+ Countries Represented

36.3% Attendees Influence Spending Decisions

Type of Attendee

- 5% Sys admin/Data admin
- 7% Education (student/professor)
- 22% Engineer/Scientist
- 19% Other (community/BA/QA/marketing/sales)
- 13.5% C-level/IT Manager
- 33.5% Developer/Programmer/Designer

260+ Sessions

250+ Speakers

2,500+ Companies & Organizations

DevOpsDays Raleigh was co-located for the first time with ATO in 2020. The dual-track event featured more than 25 speakers and hosted more than 750 attendees.

Year 4 of Inclusion & Diversity in Open Source was the largest event to date – featuring for the first time an Executive Panel. More than 1,000 people attended worldwide.

The Community Leadership Summit was co-located with ATO for the first time in 2020, and it was a spectacular success. More than 1,000 from all over the world attended or participated in some way.

*note, in 2020 ATO was a virtual event only*
2019 by the Numbers

**4,985 ATTENDEES**
The 2019 event was the largest ATO ever. In 2018 attendance was 4,079.

**34.26% of attendees**
INFLUENCE SPENDING DECISIONS IN THEIR COMPANY / ORGANIZATION.

**250+ SESSIONS HOSTED**

**2,500+ ATO T-SHIRTS GIVEN TO ATTENDEES**

**4,001 UNIQUE DEVICE MOBILE APP DOWNLOADS**

**232,000+ MOBILE APP PAGE VIEWS**

**11.65%**
C-level + IT Manager

**16.23%**
Other (BA, QA, Community Managers, Sales, Marketing)

**3.8%**
Database, System Administrator

**6.5%**
Student, Professor

**25.62%**
Engineer, Scientist

**36.2%**
Developer, Programmer, Designer

**41 U.S. STATES REPRESENTED**
Including the District of Columbia

**27 COUNTRIES REPRESENTED**

**1,123 COMPANIES / ORGANIZATIONS ATTENDING & PARTICIPATING**

**275+ UNIQUE SPEAKERS**

**150+ NUMBER OF SCHOLARSHIPS MADE AVAILABLE TO COLLEGE STUDENTS FROM RTP UNIVERSITIES**
Many of these scholarships were available at and claimed by students from Historically Black Colleges and Universities (HBCUs)

*note, 2019 was an in-person event*

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Chris Coyier, co-founder of CodePen and creator of CSS Tricks, delivered multiple talks and posed for pics with many attendees.

Day 2 keynotes included Ashley McNamara (Microsoft), Chris Coyier (CodePen/CSS Tricks), Jono Bacon (Jono Bacon Consulting), Kohske Kawaguchi (Creator of Jenkins, Cloudbees), Kent C. Dodds (Testing.Javascript.com), and Todd Lewis (host).

Saron Yitbarek, CEO and Founder of Code Newbie, spoke on Day 2.