DevDay^4 WOMEN

Virtual edition 2022
Prospect us
devday4w.com
What is Dev Day 4 Women Virtual?

Dev Day 4 Women is a conference focused in bringing more diversity to the tech scene. It's purpose is to develop a tech community where women can learn, be inspired, get connected, and encourage each other to continue their STEAM careers.

DD4W has become the leading conference for women in Latam.

This year it will be held as online event in april 6 and 7th, 2022.
About Dev Day 4 Women

Dev Day 4 Women Virtual 2021 will be the 11th edition of the most expected event for women in IT in Latam.

- The 1st edition was held on June 2015, at Guadalajara, presented by Intel, 154 women attended the event, and it was the First conference for female Devs in Mexico.

- The 2019 edition was held at Torre BBVA Bancomer CDMX, having more than 300 attendees onsite + 1,000 online, and +15 talks.

- The 2020 edition was held online, with more than + 1300 registered + 200 connected, and + 25 talks

- The 2021 edition was held online, with more than +1000 registered + 200 connected, and + 25 talks

Dev Day 4
Women virtual
2020 Results

1,500 Participants
+300 Participants per session

Additional reach:
+ 2000 views by session at FB
+1200 views by session at YouTube

Participant countries:
Mexico, Chile, Argentina, Colombia, United States, Canada, Venezuela, Perú, Bolivia, Honduras, Guatemala, Ecuador, Spain.

Sponsors:
Google, Oracle, Microsoft, Luxoft, GFT and michelada.
Event Audience
2021 Estimated Reach

1,500 Event registered
+300 Participants per session

Additional reach:
Recordings will be made available to the general public 6 months after the event in SG website and YouTube channel. On average, each video gets 2,000 views.

Estimated participant countries:
70% Mexico, 10% Chile, 9% Colombia, 5% United States, 3% Peru, 2% Argentina, Guatemala, Ecuador, Spain and Panama.
Dev Day 4 Women will be distributed over 2 days

Main topics:

- Fireside chat with highly regarded women in the IT community.
- Technical talks.
- Ignite with lightning talks presented by the community.
- Professional development talks.
- Virtual networking activities.

* Sessions can be presented either in English or Spanish.
Sponsorship Benefits
Positioning and lead generation opportunities

Virtual designated space
Slack will be used as the event communication chat. A specific channel will be assigned to each sponsor.

Virtual Swag bag  Example
Opportunity to participate in the swag bag by providing a gift to attendees that accept to share their info with sponsors.

Call to action
The session broadcast will include a Call to Action button that can direct participants to sponsors website.
<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on recordings (bumper)</td>
<td>Yes</td>
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<tr>
<td>Session</td>
<td>90mins Workshop or 30mins talk</td>
<td>90mins Workshop or 30mins talk</td>
<td>10 mins message</td>
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<td>Attendees contact data (includes personal data of attendees that authorize to share)</td>
<td>All event</td>
<td>Session</td>
<td>Session</td>
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<tr>
<td>Assigned channel at event chat (slack)</td>
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<tr>
<td>Virtual space at networking event (Gather.town)</td>
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<tr>
<td>Participation at virtual swag bag</td>
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<td>Brand presence digital campaign and website</td>
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<td>Slack mentions</td>
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<td>Call to action in session</td>
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<tr>
<td>Price (USD)</td>
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</table>
Additional deliverables

- Session recordings will be available right after the talk ends, and will be available after the event.
- For the session sponsors, We will provide recordings in mp4 format for sponsor’s publication in their own channels.
- Final report of the event, including event analytics.
- Event note on SG website.
Contact us

We will be happy to help you...

sponsorships@sg.com.mx

https://devday4w.com