



Women+ who create awesome software

# Prospectus

Online edition

May 8th - 9th, 2024

<https://devday4w.com>

# What is Dev Day 4 Women?



Dev Day 4 Women is a conference focused in bringing more diversity to the tech scene, being a key component of the Code 4 DEI SG initiative.

Dev Day 4 Women purpose is to support the women+ in IT, so they can grow, be inspired, get connected, and encourage each other to advance in their STEAM careers.

DD4W has become the leading conference for women+ in Latam.



# Dev Day 4 Women by the numbers

Previous online editions	Registered	Live per session	Recordings views	Sessions
2021 H1*	+1k	+200	+6.0K	23
2021 H2	+1k	+200	+4.6K	25
2022 H1	+1.5k	+200	+2.4K	25
2022 H2	+1.2k	+200	+1.9K	30
2023 H1	+1.2k	+200	+1.8K	30

Dev Day 4 Women 2024 will be the 17th edition of this highly expected event female IT professionals in Latam.

The 1st edition held in 2015 at Guadalajara, México, was the first conference for female Devs in Latam.

# They trust us



Other previous sponsors: Praxis, Ultrasist, Brainup, Thermo Fisher, Hexaware, UnoSquare, Tiempo Development, Definity First, Kairos DS, Forward, Screen IT, Ultrasist, Busolinea, Kellogg, Playful, Skye, Headspring, Cloudflare, among others.

# May 2023 online edition - Results

1197

Registered participants

+1k

Recordings views

240

Live participants per session

30

Sessions



**Participant countries:** Mexico, Peru, United States, Colombia, Argentina, Chile, Spain, Bolivia, Paraguay, Venezuela, among others.

During this edition the **SG 4 Women** award winners were announced.

Take a look at the event [memories](#)

Sponsors:



Partners:



# 2024 Audience and Reach





# 2024 Estimated reach

+1,300 Registered participants  
+200 Live participants per session

The **promo campaign** will reach potential participants located at Mexico, LATAM, and other countries with hispanic audience like US and Spain.

The most representative and influential **communities and partners** will be invited to participate and support the event.

## Additional reach:

The talks will be promoted at SG website, newsletter and social networks.



# Expected Audience

Dev Day 4 Women audience experience goes from **junior to senior level**, besides students who are about to graduate.

Participants frequent roles are:

- Project Managers
- Programmers (specialized in different technologies JS, Python, Java, among others)
- Data Engineers
- UX designers
- Testers
- Analysts





# Event Structure



# Talks will be held during one day + one day of workshops

## Session format:

- Fireside chat with highly regarded women in the IT.
- Technical talks and workshops.
- Lightning talks (10 mins.).
- Professional development talks.
- Communities messages.

\* Sessions can be presented either in English or Spanish.



# Sponsorship Opportunities



# Sponsorship packages

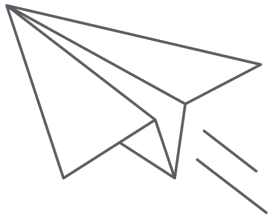
Benefit	Platinum (6)	Gold (3)	Silver (2)
Session or message	30 mins talk / 60 mins workshop	30 mins talk / 60 mins workshop	10 mins talk
Participants contact data (personal data of participants who authorize to share)	All participants	Session participants	n/a
Brand presence (promotion campaign and during the event)	Yes	Yes	Yes
Social networks mentions	2 mentions	1 mention	1 mention
Logo in recordings	Platinum level	Gold level	Silver level
Job opportunities promoted	3 job offers	2 job offers	1 job offer
Price (USD)	\$2,200	\$1,870	\$ 1,100



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Code active members

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# Deliverables



- Event participants data for Platinum level, and Session participants data for Gold level (Opt-ins only).
- Event final report.
- Event analytics.
- Post event note on SG website, promoted on newsletter and social networks.
- Recordings are published at SG Youtube channel and SG website.



# Contact us

We will be happy to help you...

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<https://devday4w.com>

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