Transparency Report: API Specifications Conference (ASC) 2021

September 28–29, 2021

THE **LINUX** FOUNDATION

2021 - What a year (or two) it's been! The API Specifications Conference (ASC) was a resounding success and we are proud of our community for continuing to embrace a virtual event. To summarize: While we love to see our community in person, having a virtual event allows the OpenAPI Initiative to reach new audiences and expand our reach.

Registration for the event peaked this year at 354 from 37 countries. There were 319 unique logins - a 90% attendance rate! A majority of attendees joined up to 10 sessions, 17% joined 11 sessions or more. Feedback from event attendees has been incredibly positive, with the overwhelming majority indicating their overall experience was "Great" or "Excellent".

Attendees surveyed indicated:
· 89% rated the content as great or excellent
· 43% of attendees say they were there to attend the technical breakout sessions, 24% to attend the keynotes and other business (non-technical) sessions

A thorough results summary is below, in addition to social and media highlights, and attendee survey results.
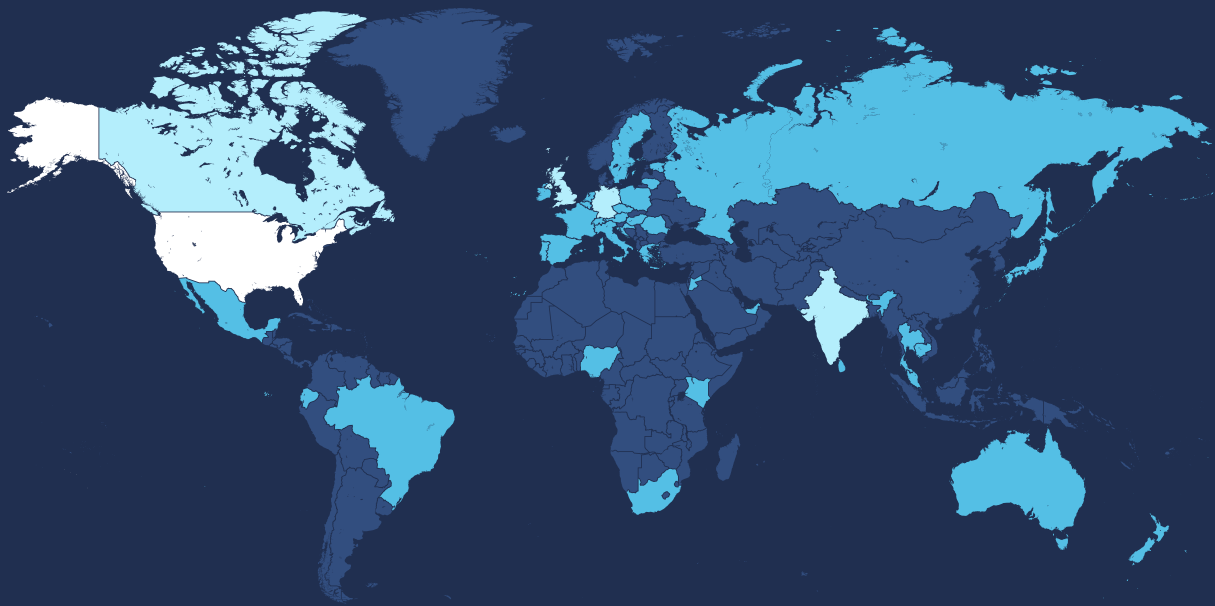
Attendee Demographics

Total Registration
354

Attendees from
37
Countries

59%
from the
United States

Additional countries with a sizeable audience include: Canada, France, Germany, India, Japan, and the United Kingdom

Number of Attendees by Country
● 100+ ● 10–99 ● 1–9 ● 0

Who are our attendees?

- Individual Contributor **49%**
- Director **15%**
- Manager **12%**
- Executive **11%**
- Other **11%**
- Academic **2%**

Top Industries

- Information Technology **67%**
- Financials **15%**
- Other **9%**
- Professional Services **5%**
- Non-Profit Organization **4%**

Feedback from attendees was overwhelmingly positive with 100% of survey respondents rating the event Good, Great or Excellent.

- Great **52%**
- Excellent **29%**
- Good **19%**
  Fair **0%**
  Poor **0%**

Year Over Year Registration Comparison

- **Total Registrations**   • **Speaker Registrations**

Year	Total Registrations	Speaker Registrations
2018	253	54
2019	183	52
2020	373	42
2021	354	57
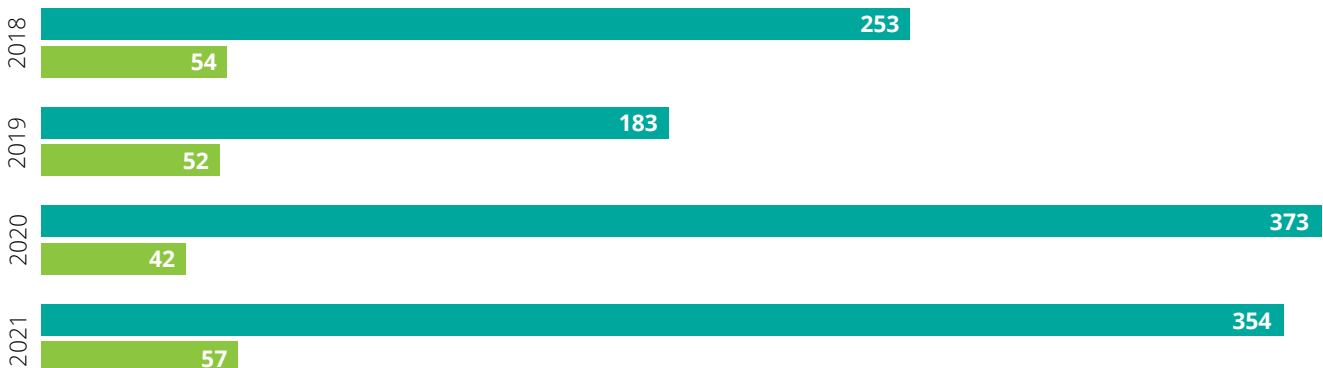
Diversity

The API Specifications Conference 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:

D&I Gold

10
Community Scholarships
providing complimentary registration to active members of the open source community were distributed.

$2,500
Donated to Code2040
The OpenAPI Initiative and this year's planning committee donated $10 from each registration fee collected to the nonprofit organization, Code2040, in support of their mission to dismantle the structural barriers that prevent the full participation and leadership of Black and Latinx people in the innovation economy.

Gender Diversity	**209** Men	**50** Women	**1** Other Gender Identity	**19** Prefer not to Answer

Speaker Gender Diversity	**37** Men	**13** Women	**1** Other Gender Identity	**6** Prefer not to Answer

Attendee Booth Traffic

In addition, the event also hosted 5 virtual sponsor booths, which attendees were encouraged to visit during breaks via push notifications on the virtual event platform. Sponsors were provided contact details for attendees who visited their booth at any time during the event. A total of 275 leads were collected, averaging 46 leads per sponsor booth.

Why did people attend the event?

- Attend technical sessions **43%**
- Attend keynotes and other (non-technical) sessions **24%**
- As a speaker/presenter **19%**
- Networking **10%**
- As a company representative **4%**

Thank you to our 2021 Event Partners!

Content

The API Specifications Conference (ASC) 2021 received 104 CFP submissions, compared to 72 in 2020 and 42 in 2019. A team of peer reviewers accepted 38 sessions. Program Chair, Taylor Barnett of PlanetScale, along with the planning committee, carefully curated content bringing the most relevant topics and talks to the forefront.

As the premier platform for API specification leaders and practitioners, this year's conference talks and discussions showed maturity and growth in both the conference and the broader community. Some of the common trends were how to manage and scale API specifications, API governance, leveraging API specifications for their machine-based strengths while embracing humans, and other processes and techniques to use with specifications.

The two-day conference provided attendees 5 tracks, 29 breakout sessions, 5 open discussions, and 3 keynotes, covering diverse viewpoints on new and established API specification trends and technologies, and a direct line to key stakeholders in the OpenAPI Specification community.

This year's keynotes were extremely popular and engaging. Day 1 hosted Mandy Whaley & Yina Arenas, Microsoft, presenting "Leading API Efforts at Scale". Day 2 keynotes brought together a panel of industry experts discussing "Specifications Beyond Tools" with Adam DuVander, EveryDeveloper; Someshekhar Banerjee, eBay; Jennifer Rondeau, Kong; and Kin Lane, Postman as well as APIs, "Interoperability and the Law" with Chris Riley, R Street Institute.

Resources

Keynote and session recordings are available on the OpenAPI Initiative **YouTube channel**. Submitted speaker presentations are also available for download under each talk in the **schedule**.

Attendee Social Engagement #ASC2021

Some of our favorite attendee tweets from the event include:
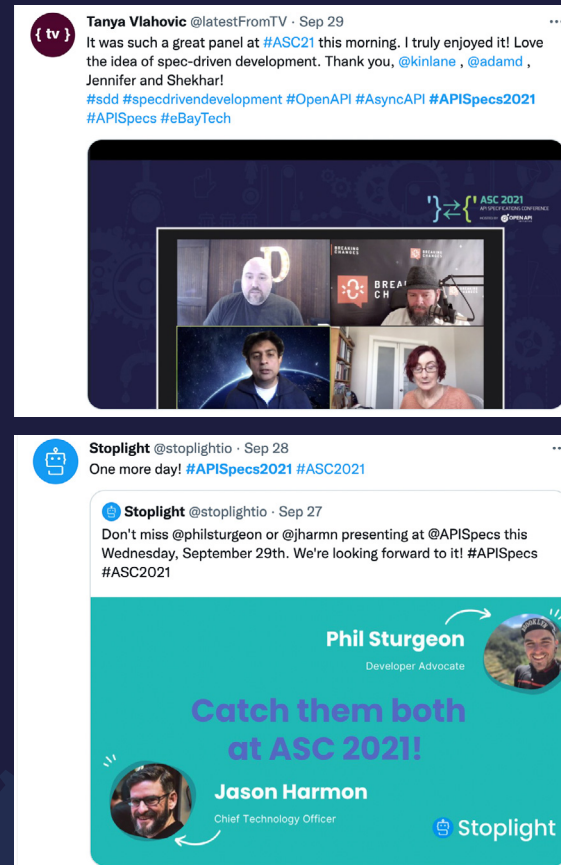
ASC 2021 Media & Social Media Results

Summary

Marketing efforts started six months before the conference, with promotional efforts focused on blog posts highlighting speakers with interviews, email campaigns as well as paid and earned social media efforts. Paid social earned a total of **633,402 impressions with 26,283 clicks and a 3.3% engagement rate.**

We also had extensive non-paid scheduled ASC 2021 social engagements including speaker social cards, tagging speakers, retweeting, an event countdown, and more.
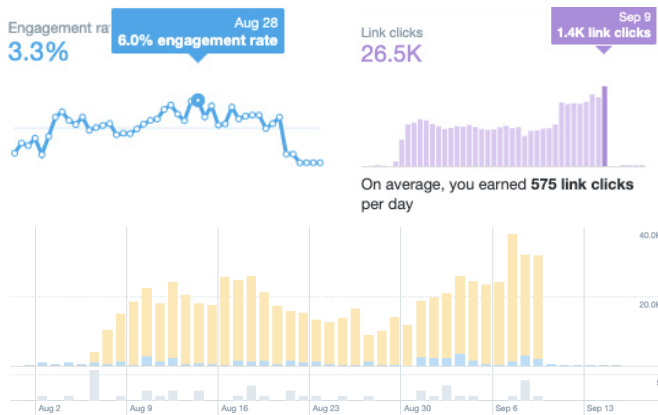
Twitter Advertising

Overview

- OpenAPI Marketing community input to Plan (Rebecca Johnston-Gilbert, Postman, Taylor Barnett, PlanetScale, multiple others)

- Campaign objective(s): Increase awareness of ASC; drive conference registrations and attendance

- Success metric: Registrations for ASC
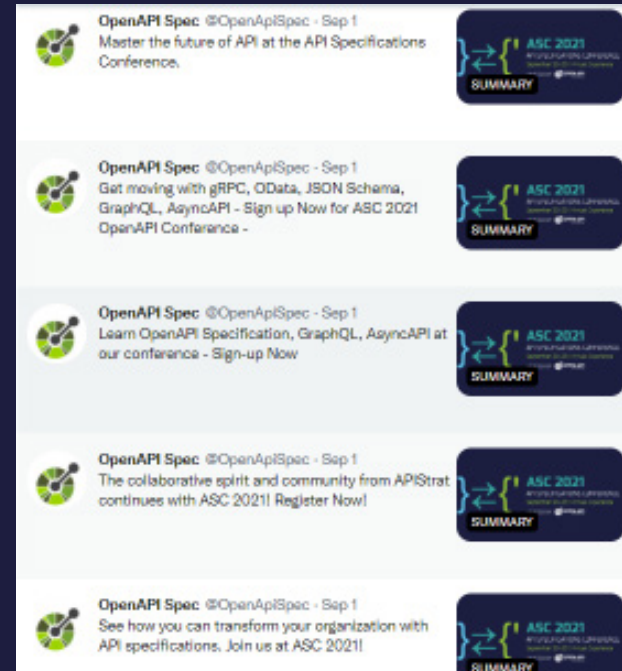
- Target audience: Developers of all types; the people actually doing the programming, not just one API spec

- What: Twitter ads run from @OpenApiSpec

- Cost: $6,000 budget

- When: Ads run Sept 1 - Sept 28

Results

- 27,108 link clicks to ASC registration page

- Link click rate 2.00% (excellent)

- 3,339 profile visits

- Over 1.37M impressions

- 73 new followers

Impressions ∨
1,353,629

Discount Codes

CODE	NUMBER OF USES
Complimentary Community (2 per company)	30
Complimentary Program Committee Member	3
Additional Sponsor Passes (20% discount)	1

Twitter Cards for ASC 2021 Speakers

Articles Promoting/Mentioned the Event (Highlights)

Community Blogs

· Transposit Blog, **API Specifications Conference 2021 Recap**, Taylor Barnett, September 21

OpenAPI Initiative Blog Content

· **OpenAPI is People!**, September 24

· **Arnaud Lauret, the API Handyman, Covers His Top 4 Must-Attend Sessions at ASC 2021**, September 22

· **From 0 to OpenAPI: How GitHub Described a 10 year old API**, September 22

· **Reasons to Register! ASC 2021 Keynote Panel Deep with Real-World API Experience**, September 1

· **The State of API Development and the Upcoming ASC 2021 – A closeup with Mandy Whaley, Azure Dev Tools, Microsoft**, August 24

· **ASC Speakers Announced!**, August 13

· **ASC 2021 - Keynote Speakers**, July 17

· **Event Announcement, The API Specification Conference (ASC 2021) - Hold the dates: Sept 9th-10th**, June 12

· **Announcing the API Specifications Conference (ASC) Early Bird Submission Deadline**, May 12

· **ASC 2021 Call For Proposals!**, April 15

Open API Newsletters

· 3 different emailings: May 25, Aug 25, Sept 21

· Up to 4,164 successful deliveries per mailing, opt-ed in contacts

· Great open rates 23% - 25%

· Great click through rates 13.5% - 16.2%

· Only 1-3 unsubscribes per blast