



2019

# GAME DEVS OF COLOR EXPO

Where Games & Culture Meet

2019 Event Summary

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# About #GDoCExpo 2019

The Game Devs of Color Expo 2019 brought together people from **around the world** to answer the question -

**“How can we change the greater culture around games?”**

The day was packed with games to play, talks to attend, and community to build.



A photograph of a large audience in a theater setting, filled with people of various ages and ethnicities, all wearing red theater-style seats. In the foreground, several individuals are laughing heartily, their faces lit up with joy. The background shows more rows of people, also appearing to be engaged and entertained.

# Who was at #GDoCExpo?

# Key numbers

700

Attendees  
(**+21% growth**  
year-over-year)

27

Games shown  
(1 or more devs per  
game were present)

23

Speakers  
(3 panels & 8  
microtalks)

*2019 was our biggest event **EVER!***

*Going into 2020 we have big plans for expansion.*

# Key numbers

**13** devs/speakers received funding for travel.

**27** games exhibited for free.

**31** pieces of hardware (headsets, monitors & laptops) were provided to devs in need.

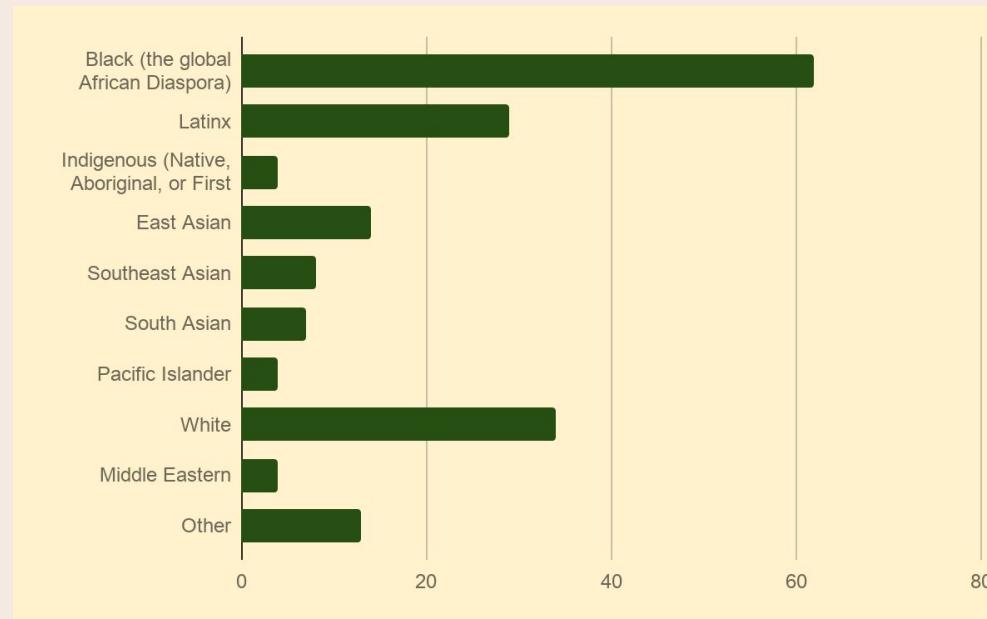


Artwork by: Page Branson

# We take Accessibility Seriously

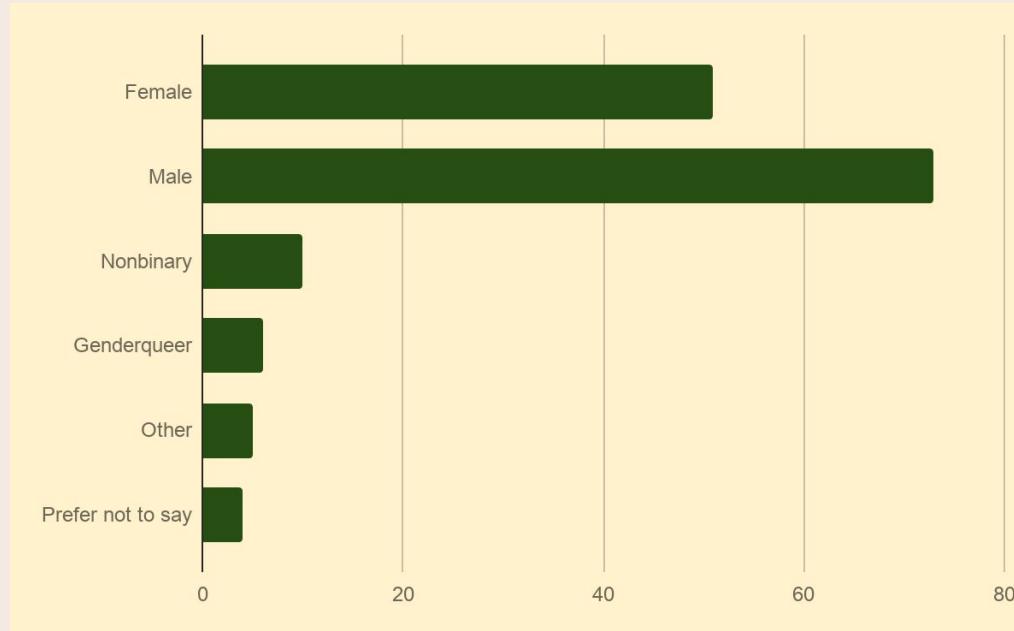
- Tickets are **\$0 - \$20**
- Gender Neutral Bathrooms
- Venue is wheelchair accessible
- **Realtime captions** for talks
- All talks live streamed & available online
- Free water & snacks for **everyone**
- Free to submit & exhibit for **all devs**
- Hardware was provided as needed

# Demographics – race / ethnicity



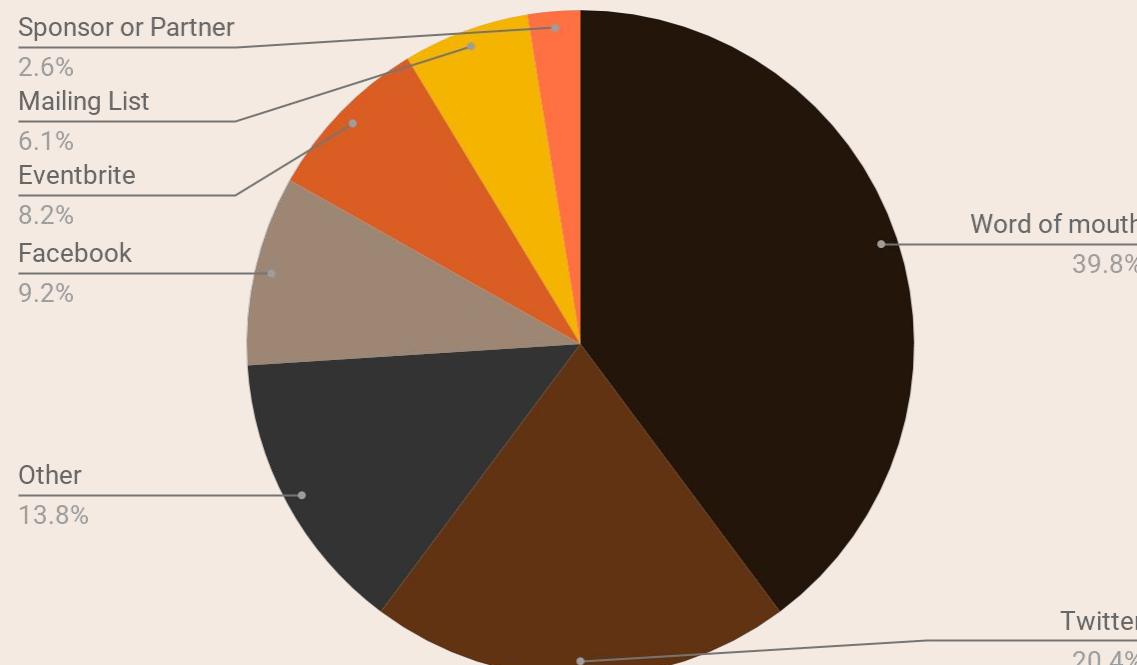
Multiple Options, from survey of 150+ attendees

# Demographics – gender



From survey of 150+ attendees

# How did they hear about #GDoCExpo?



Multiple Options, from survey of 150+ attendees

# Who engaged with **#GDoCExpo** online?

*Artwork by: Chinua White*



# Twitter Engagement

Tweets from the official @GDoCExpo Twitter account earned over  
**838,600 impressions** from June - August 2019  
(up 85% year-over-year)

Tweets using **the #GDoCExpo hashtag** are estimated  
to have earned millions of impressions in 2019.

294

POSTS

181

USERS

2,084

ENGAGEMENT

824,357

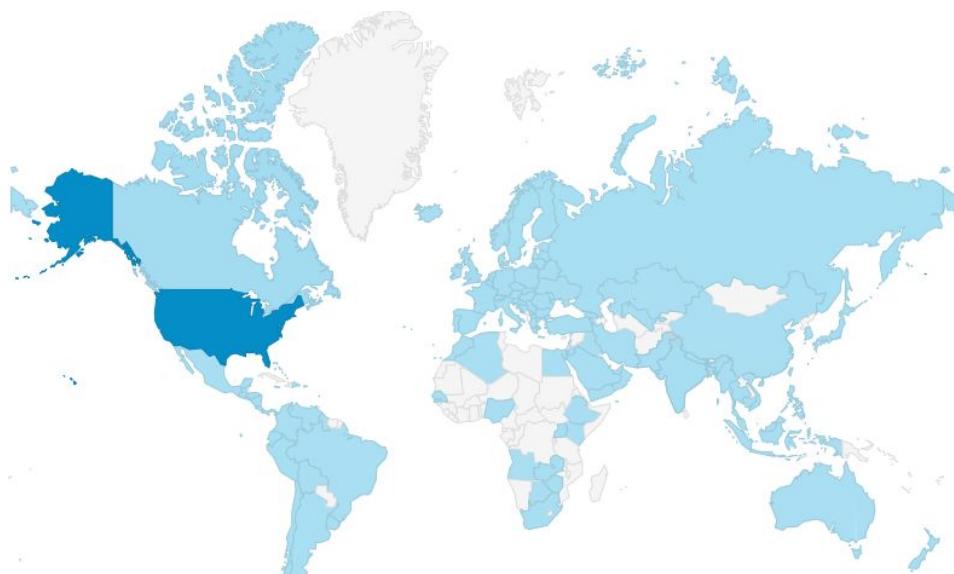
REACH

1,316,978

IMPRESSIONS

Source: Twitter Analytics, RiteTag, Keyhole

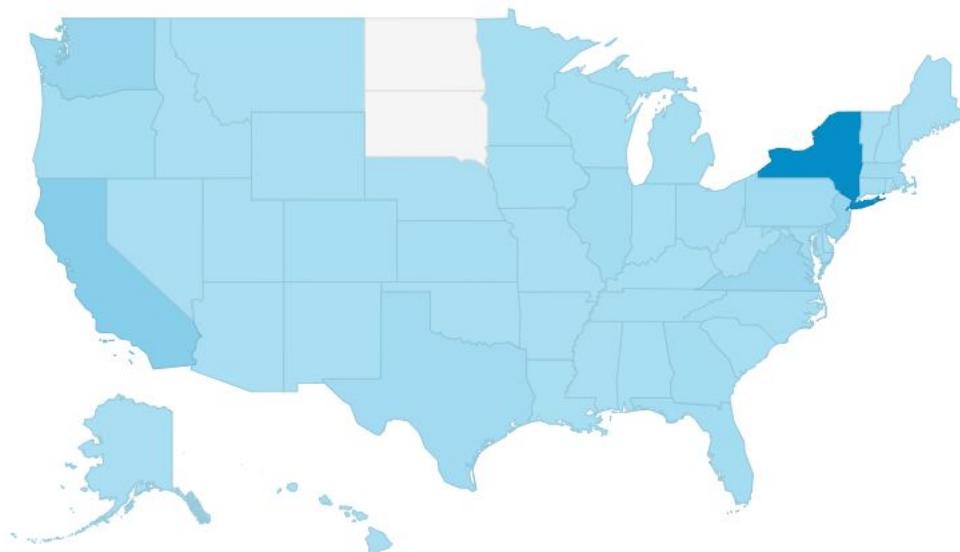
# Web Audience – Geography



1.	United States	81.21%
2.	Canada	3.59%
3.	United Kingdom	1.82%
4.	India	0.97%
5.	France	0.78%
6.	Germany	0.73%
7.	Brazil	0.67%
8.	South Africa	0.60%
9.	Australia	0.59%
10.	Philippines	0.54%

Source: Google Analytics

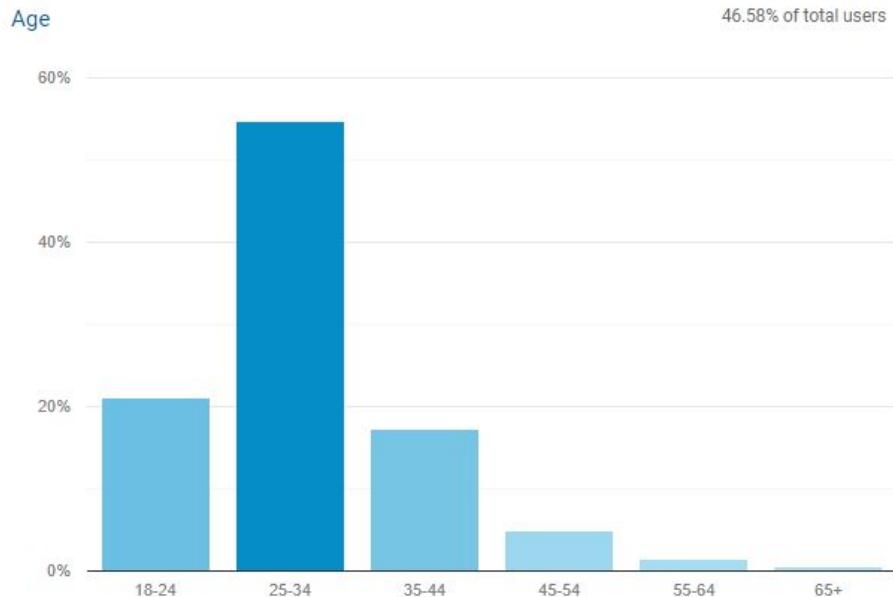
# Web Audience – U.S. geography



1. New York	46.10%
2. California	9.70%
3. New Jersey	5.56%
4. Washington	5.10%
5. Virginia	4.16%
6. Massachusetts	2.52%
7. Pennsylvania	2.45%
8. Texas	2.16%
9. Illinois	1.86%
10. Oregon	1.81%

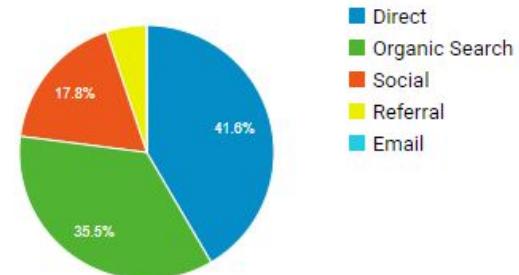
Source: Google Analytics

# Web Audience – age



# Top Channels

Top Channels



Source: Google Analytics

# What did they think of #GDoCExpo?

A photograph capturing a candid moment at a networking or expo event. In the center, a young woman with dark hair and a nose piercing, wearing a blue off-the-shoulder top and floral pants, is smiling broadly. To her left, a man with a beard and a black and white zigzag patterned shirt is also smiling and looking towards her. To the right, another man with a beard and a dark t-shirt is partially visible, looking down. In the foreground, the back of a person with long dark hair and a white polka-dot top is visible. The background shows other attendees and a water cooler, suggesting a professional or social gathering.



“Today's been  
such a great day  
and words cannot  
express how  
thankful and  
overjoyed I am  
that #GDoCExpo  
exists!!”

- **@gensuta**

See more in our Twitter Moment

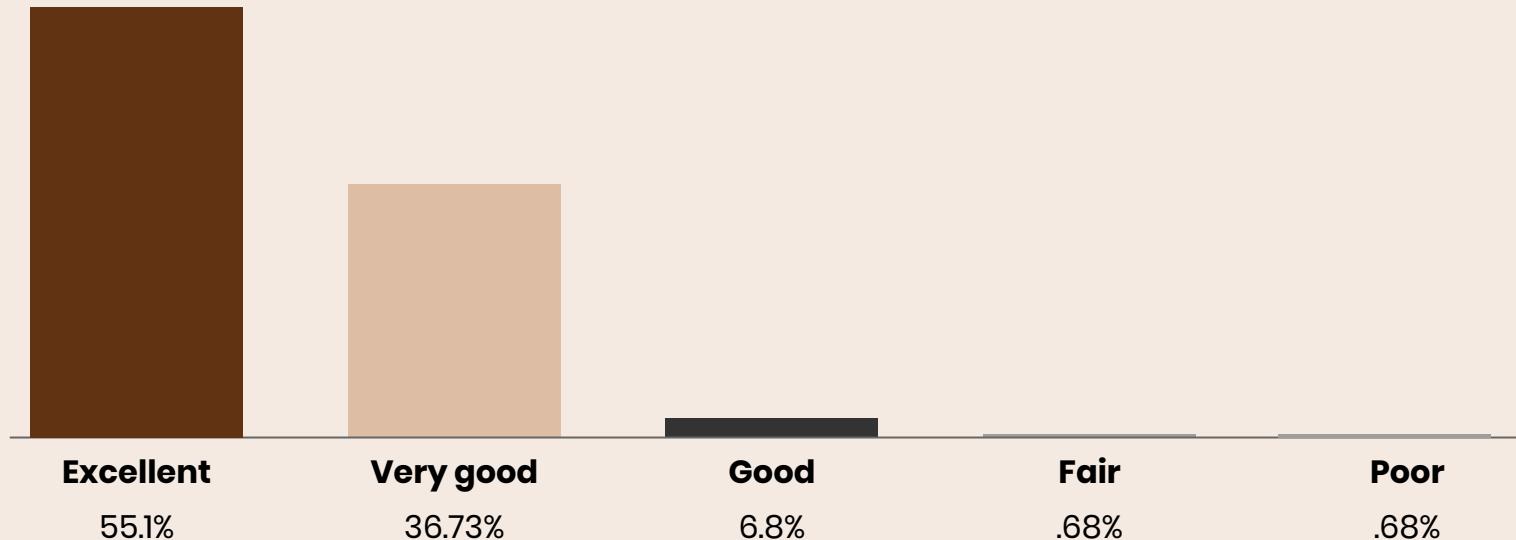


“I am blown away from the creativity around! Amazing!!!”

- @reg\_inee

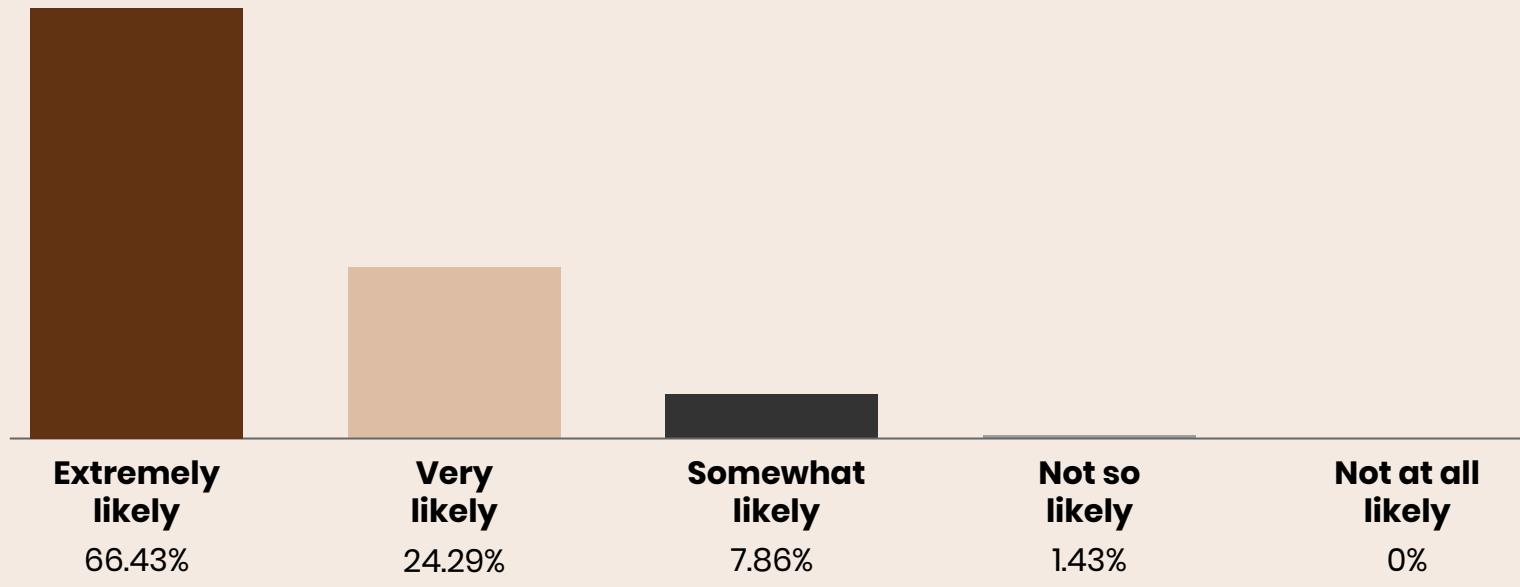
[See more in our Twitter Moment](#)

# Survey feedback – Overall rating



From a survey of 150 attendees

# Survey feedback – Future attendance



From a survey of 150 attendees

## Survey feedback – quotes

**“Y'all are killing it. Ethical cons are where it's at. Keep up the amazing work.”**



## Survey feedback – quotes

“GDoC is **the leading example** of how these events should be run and I am grateful for it. **The work you do is incredible**, thank you for doing it!”



## Survey feedback – quotes

**“Such an amazing experience! Can’t wait for next year!”**



# This event made a difference.



[View more in the GDoCExpo 2019 photo album](#)

*Official photography by:  
Philicia Montgomery*

# Selected Press Coverage



“GDoC, **more than any other gaming expo**, shows the value of having creators from marginalized communities in the industry...”

**DualShockers**

“I went to the Game Devs of Color Expo, which is **incredible, every year**, really **great talks**, really **great games**”

**Vice Games**

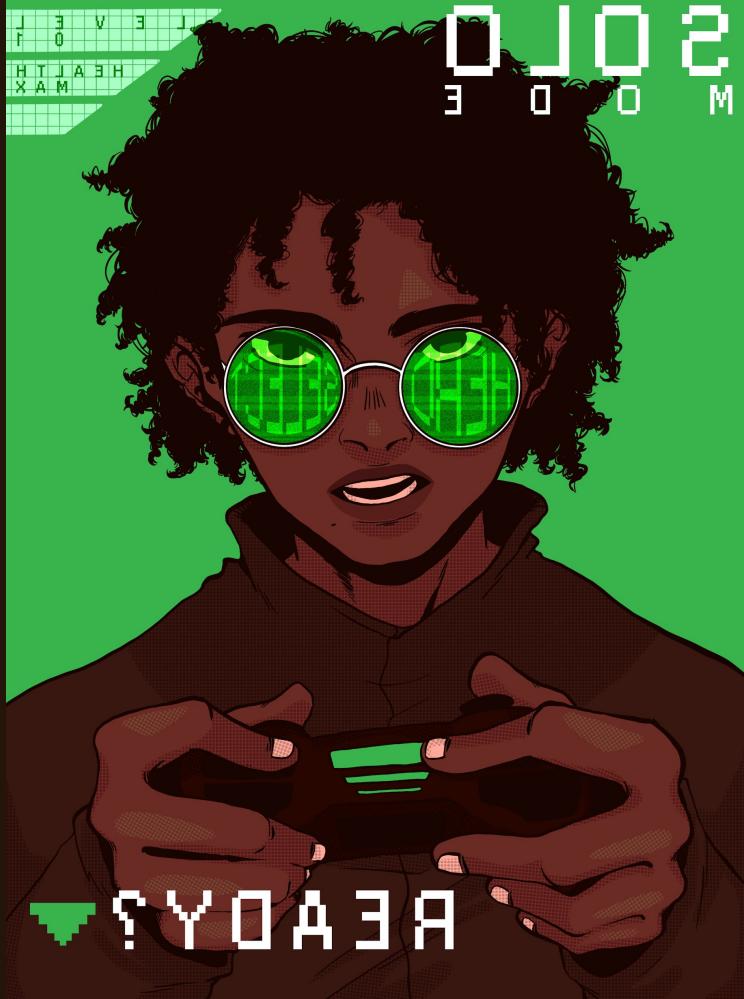
“**Good Vibes, Weird Hardware** at the Game Devs of Color Expo”  
**Geek.com**

“Game Devs of Color Expo is a **community-focused antidote to checkbox diversity**”

**GameDaily.biz**

# Who made #GDoCExpo possible?

*Artwork by: Angelica Friera*



# Event Organizers

We are a team with various backgrounds from across the country.

We believe in using games as a means of social change, as well as encouraging cultural change in the games industry.



**Brian Carr**  
[@t3ambrian](https://twitter.com/t3ambrian)



**Brian S Chung**  
[@BrianSChung](https://twitter.com/BrianSChung)



**Catt Small**  
[@cattsmall](https://twitter.com/cattsmall)



**Chris Algoo**  
[@ChrisAlgoo](https://twitter.com/ChrisAlgoo)



**GJ Lee**  
[@whereisgj](https://twitter.com/whereisgj)



**Shawn A Allen**  
[@anuchallenger](https://twitter.com/anuchallenger)

# Event Contributors & Volunteers

We believe in fair compensation. All of our staff are paid for their time and expertise, including volunteers.

**Reynaldo Vargas**  
@reymakes

**Kirk Musngi**  
@kirkmusngi

**Mattia Sicuro**  
@MPTS33

**Emperatriz Ung**  
@mprtrzng

**Kat Thompson**  
@k4tters

**Rachèl Bazelais**  
@Popular\_Pixels

*+ Many thanks to our team of  
32 event volunteers!*

# Thank you to our sponsors!



Collaborating



Premium



Friend



Community



Equipment



A photograph showing a diverse group of young adults at what appears to be a museum or exhibition. In the foreground, several people are gathered around a large screen, possibly playing a video game or watching a presentation. One person in the center-left is holding a small device. The background shows more people walking through a gallery with various exhibits and artwork. The overall atmosphere is one of engagement and social interaction.

**2019 was our biggest & best event yet.**

**We want to expand in 2020.**

# Thank you for empowering us to change the games industry!



The Game Devs of Color Expo team  
[gdocexpo@gmail.com](mailto:gdocexpo@gmail.com)