



GDC'20
EXPO

#GDoCExpo

2020 Event Summary

Where Games & Culture Meet

| | | | |
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"1st **#GDoCExpo**: I am emotional. I've been in gamedev for 8 years and **today I felt validated**. Thank you from the bottom of my heart. Thank you for this opportunity

I am energized, inspired, and full of hope for our industry.

Representation matters, we are the future!"

- [@OrangePeelPanda](#)

About #GDoCEXPO 2020

In September 2020 the Game Devs of Color Expo went completely online. It also became a 4 day event with talks, game interviews, trailer reveals, and a huge Steam event.

We highlighted game development journeys, techniques, explored building businesses, gave away development funds, and even had a jollof rice discussion.

All in all, the #GDoCEXPO 2020 was lit.

GDOC EXPO NEXT STOP

Who was at #GDoCExpo?



Key Numbers

1518

Attendance

(**+116% growth**
year-over-year!)

36

Games

(shown across our
Direct, video
interviews & Steam
sale event)

25

Speakers

(across 3 panels
and XX microtalks)

*The transition to Online in 2020 required a
massive overhaul that allowed us to reach an
even bigger audience!*

Key Numbers

\$90,000 was given
out for game dev grants.

>700k viewers of our
Steam event “Gradient
Convergence”



Key Numbers

67 pieces of press coverage

658K est. coverage
readership

The image displays two side-by-side screenshots of news articles from gaming websites.

Top Screenshot (GameSpot):

- Title:** Check Out The Full Game Devs Of Color Expo Schedule For This Weekend
- Text:** GDoC Expo has gone fully online, but the show is still packed with content.
- Author:** By Ty Galiz-Rowe on September 16, 2020 at 9:12AM PDT
- Comments:** 0 Comments
- Footer:** Includes navigation links like Best PC games, New PC games, etc., and a search bar.

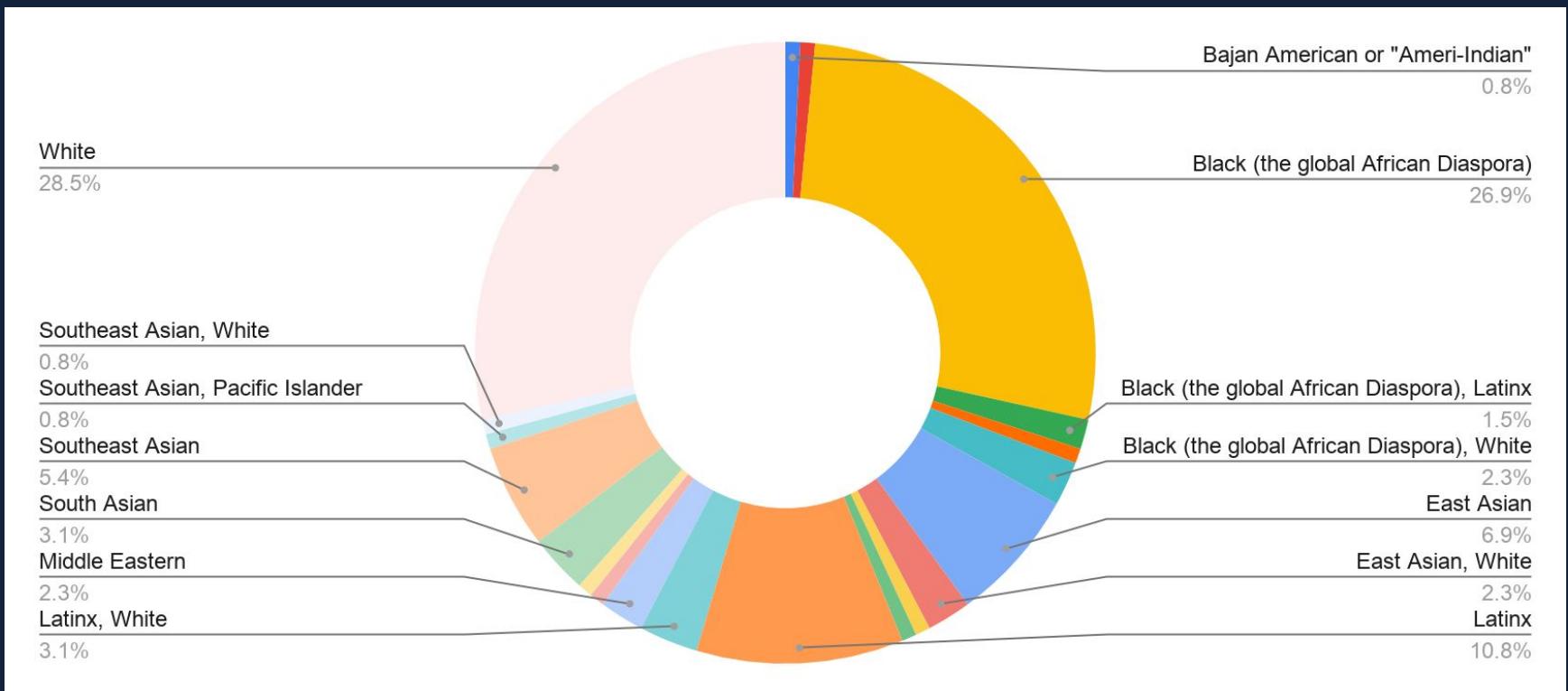
Bottom Screenshot (GameDaily.biz):

- Title:** An Airport For Aliens Currently Run By Dogs By Dogs has excellent dogs with jobs
- Text:** I want to walk them all. Well, some of them.
- Image:** A screenshot of a video game showing a dog standing next to a digital clock displaying "22:45".
- Author:** Ed Thom, Senior Staff Writer, 22nd September 2020 / 100PM
- Footer:** Includes navigation links like News, Podcast, Development, Publishing, Esports, AR/VR, Mobile, Culture, and a search bar.

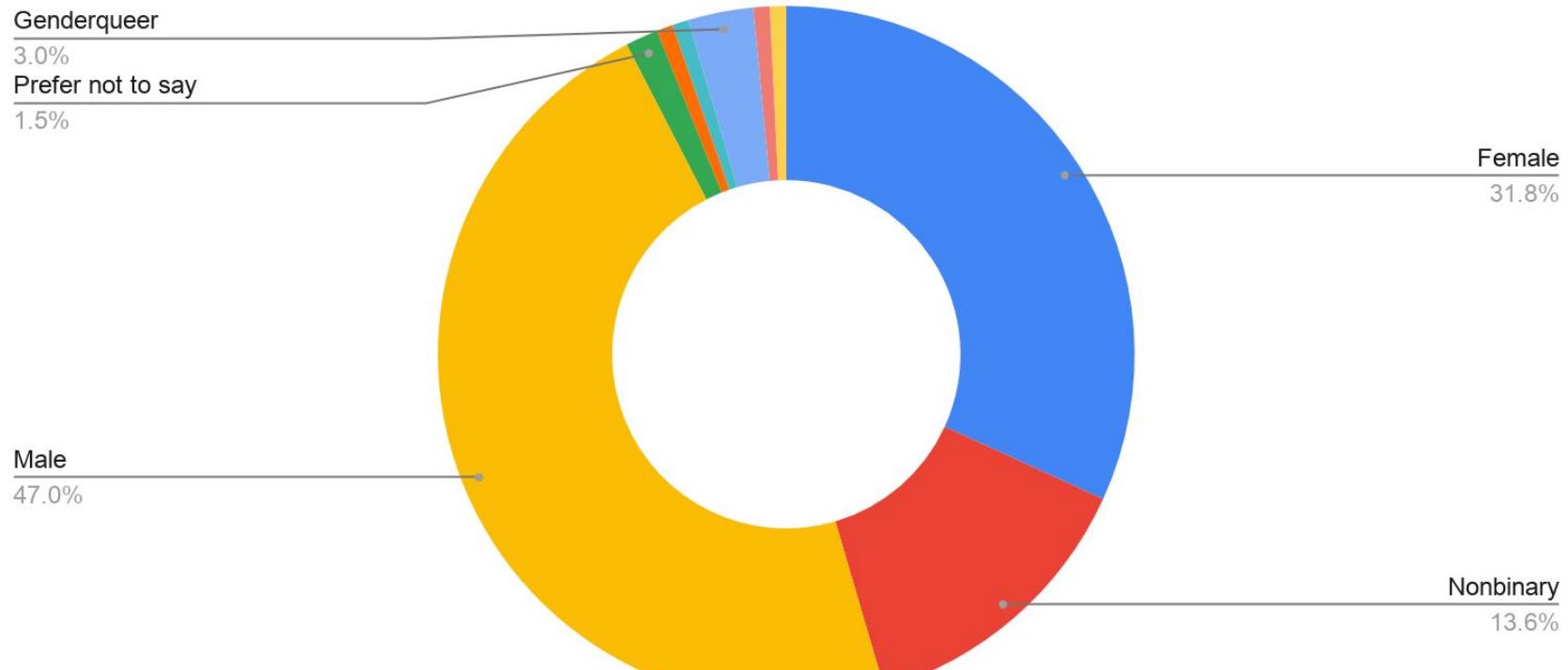
Ticket Sales were GLOBAL



Demographics – Race / Ethnicity



Demographics – Gender



Who engaged with **#GDoCExpo** online?



Twitter Engagement

Tweets from the official @GDoCExpo Twitter account earned over **838,600 impressions** from Aug-Sept 2020
(up 85% year-over-year)

Tweets using **the #GDoCExpo hashtag** are estimated to have earned millions of impressions in 2020.



550

Tweets



2918

Retweets



1711

Accounts



474

Likes



247

Replies



7.9M

Exposure

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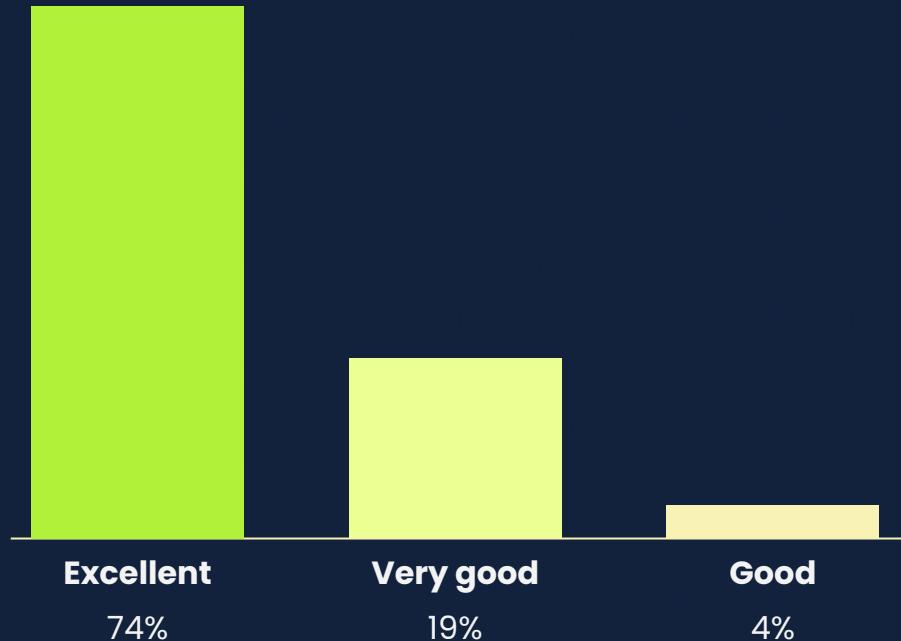
What did they think of #GDocExpo?



**“Just experienced my first
#GDoCExpo. It was well
organized, and, learned so
much from the various panels
and talks.”**

- @maggieuxd

How would you rate #GDoCExpo?



“Such an amazing event full of talented people, and honestly so needed. **Glad to see that the future of gaming has a lot of color in it**, and I'm here for it!”

- @SkylineFantasy

[See more in our Twitter Moment](#)

Survey feedback – quotes

“This was hands-down **the best expo** I've ever attended.
Thank you so much!”

Survey feedback – Quotes

“Definitely will be back for GDOC 2021! It was great to see all these amazing developers come together to uplift each other and share knowledge.”

Survey feedback – Quotes

“GDoC's consistency in bringing together some of the most inspiring and knowledgeable people in the games industry is unmatched and I **found myself glued to the screen** even for segments I had originally shown little interest in.”

[See the talks, shared on Youtube](#)

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Who made #GDoCExpo Possible?



Our Event Organizers



Brian Carr (he/him)
@t3ambrian



Brian S. Chung (he/him)
@BrianSChung



Catt Small (she/her)
@cattsmall



Chris Algoo (he/they)
@ChrisAlgoo



GJ Lee (she/her)
@whereisgj



Shawn Alexander Allen
(he/they) @aNuchallenger

Event Contributors & Moderators



Reynaldo Vargas
(he/they)
@reymakes



Asia Hoe
(she/her)
@asiahoe



Emperatriz Ung
(she/they)
@mprtrzng



Rachèl Bazelais
(she/they)
@Popular_Pixels



Kat Thompson
(she/her)
@k4tters_



Alan Dang
(he/him)
@heylookitsalan

& many thanks to our event moderators! ❤️

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NYC
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Entertainment

DOTS

PLASTIC FERN
STUDIOS

Ravensburger

LOCAL NO.
12
UNION+DESIGN+PLAY

SCHELL GAMES

Those
AWESOME
GUYS

I NEED
DIVERSE
GAMES.

filament
games

moz:l/a

MIGHTY
YELL

GOAT

USC
Games

A&T

This event made a difference.



[View more in the GDoCExpo 2020 Youtube Playlist](#)

2020 was our biggest and most GLOBAL event yet.

It's clear now more than ever how vital GDoCExpo is.

2021 will be even bigger.

Thank you for empowering us to
change the games industry!

-The Game Devs of Color Expo team
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