

# Report:

Node.js Interactive 2017,  
Vancouver BC

October 4-6, 2017

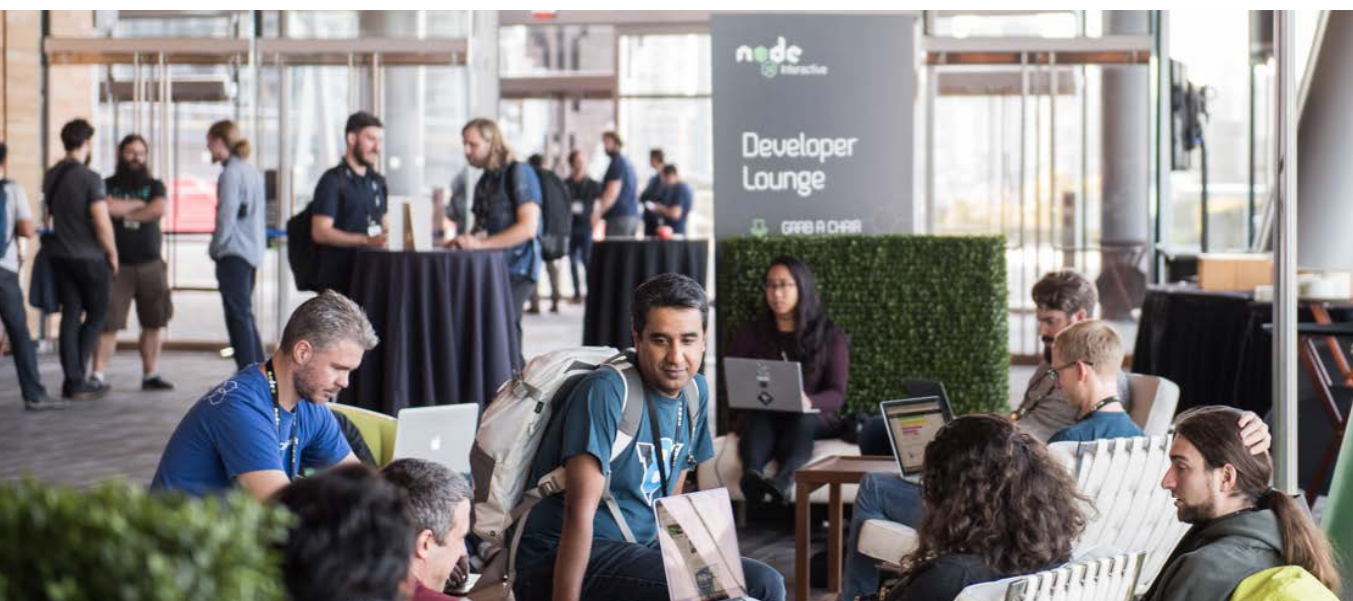




The third iteration of Node.js Interactive North America was a success gathering more attendees, generating more audience engagement, and including a more diverse set of attendees than previous events.

Registration for the event peaked this year at 767. Over 65% of attendees surveyed identified themselves as developers, and over 76% of attendees categorized their jobs as technical positions. 484 attendees came from the software industry, 56 were from the education/research industry, and another 36 were from retail/e-commerce.

Feedback from attendees was overwhelmingly positive with 96% of survey respondents rating the event Pretty Good, Very Good or Excellent. 63% of attendees said their main reason to attend was for technical training. The majority of attendees heard about the event from a friend or colleague (35%) with another 18% hearing about the event through Nodejs.org.



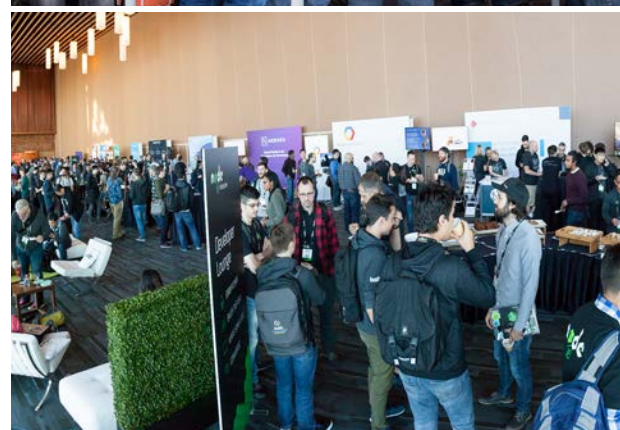


This was the first year the event was held in Canada, with 37% of attendees coming from within Canada. Node.js Interactive 2018 will return during the same time of year and to the same venue in order to anchor a time and place among other Node.js events throughout the year. The conference provided attendees the opportunity to collaborate face-to-face, network, increase their technical knowledge of Node.js, and learn more about the future of the project. The program included 23 keynotes, 48 break-out sessions, and 8 workshops. In addition, the event also hosted 14 sponsor booths and numerous opportunities for attendees to interact, including a booth crawl, and a conference party sponsored by IBM.

Attendees from 24 countries made for an incredibly culturally diverse event this year. While increasing gender diversity and diversity of other underrepresented groups continues to be a challenge that we work on, we have seen an increase in women both attending and speaking at the event; 17 of our speakers this year were women and our opening keynote, delivered by Kim Crayton, Community Engineer and Advocate, focused on diversity and inclusion within the project. We also focused on bringing the overall Node.js Community together by allowing the community to choose the t-shirt design for the event, launching an inaugural Node.js 5K Fun Run/Walk the first day of the event, inviting the local Node.js School to provide mentoring hours, and having the Dance.js DJ's provide the music for the attendee party.

Awareness and excitement continue to swell around Node.js, the event received 213 media clips 689 million social media keyword impressions, and 2,740 video replays during the month prior to the event.

Node.js Interactive North America 2017 received 254 CFP submissions - a 23% increase over 2016. As a result of 2016's survey, session lengths were increased to 30 minutes in 2017, with 74% of survey respondents agreeing this length of time was appropriate. There were a number of requests for additional hands-on workshops in the survey feedback. 72% of respondents felt the keynote sessions provided insight into Node.js and the future of the project. We found many breakout sessions to be very popular, with a number of conference sessions that were standing room only. We received this feedback in the survey as well, and saw that 65% of respondents went to 9 or more breakout sessions. We will be better prepared for this in the future, and will provide larger rooms for the sessions that are expected to be popular topics in 2018.





Overall the sponsor feedback we received has been quite favorable, with the majority of sponsors indicating they were very happy with the benefits received from sponsoring the event and 87% considering sponsoring Node.js Interactive or another Node.js Foundation program in 2018. We used a new lead scanner system this year, and overall there were 2280 leads scanned, averaging to 162 leads per sponsor.

Attendee feedback was generally quite positive. The only other notable requests were to increase the number of sessions overall, more hand-on coding sessions, more sessions for attendees new to Node.js, and more technical sessions.

Overall, Node.js Interactive North America 2017 was an exceptionally successful event, and we look forward to implementing the abovementioned improvements in the future to make it even better. A thorough results snapshot is below, in addition to social and media highlights, and attendee survey results.





## Attendance – Total Registration:

 **767 attendees**

### Attendee Demographics



**18%** of attendees from member companies vs. **82%** from non-member companies  
- 334 companies participated (15 members companies, 319 non-member companies)



**21%** of attendees were women (LinuxCon averages about 13%; based on T-shirt selection)



**52%** of attendees came from the United States



**37%** of attendees came from Canada

- Attendees from 24 countries (91% Americas, 1.4% APAC, 7.6% EMEA)  
(2016 Austin Event Stats 94% Americas, 1.1% APAC, 4.9% EMEA)
- Americas breakdown by people: US - 403, Canada - 286, Mexico - 2, Brazil - 3, Guatemala - 2, Uruguay - 1



**96%** of registrants attended the event



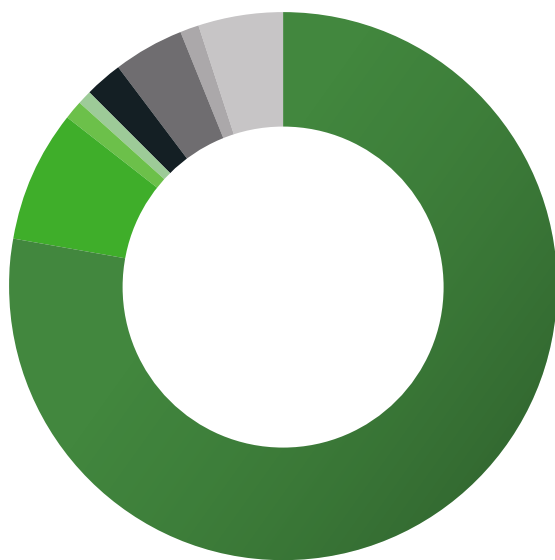
**Over 5,289 video views** of 58 recorded keynotes and conference sessions  
(since posting October 10, 2017)

### Attendee Booth Traffic

A total of **2280 leads scanned** in the Solutions Showcase, averaging to 162 leads per sponsor booth.

## Demographics:

Who are our attendees?



- Developer **77.98%**
- Architect **7.74%**
- Business Development **1.19%**
- Marketing **0.60%**
- Product Management **2.38%**
- Technical Decision Maker **4.17%**
- Business Decision Maker **1.19%**
- Other **4.76%**

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## Resources:

### Keynote & Session Videos:

[www.youtube.com/playlist?list=PLfMzBWSH11xa-iNnQG2555lgi4574nZO](http://www.youtube.com/playlist?list=PLfMzBWSH11xa-iNnQG2555lgi4574nZO)

### Event Photos:

[www.flickr.com/photos/138557735@N05/albums/72157686045033692](http://www.flickr.com/photos/138557735@N05/albums/72157686045033692)

### Slideshare:

[www.slideshare.net/NodejsFoundation/presentations](http://www.slideshare.net/NodejsFoundation/presentations)

## Year-Over-Year Registration Comparisons

Item	2015	2016	2017
Total Registrations	750	726	767
Speaker Registration	61	78	66
Sponsor Registration	123	220	117
Media Registration	7	9	5
Academic Registration	9	32	67

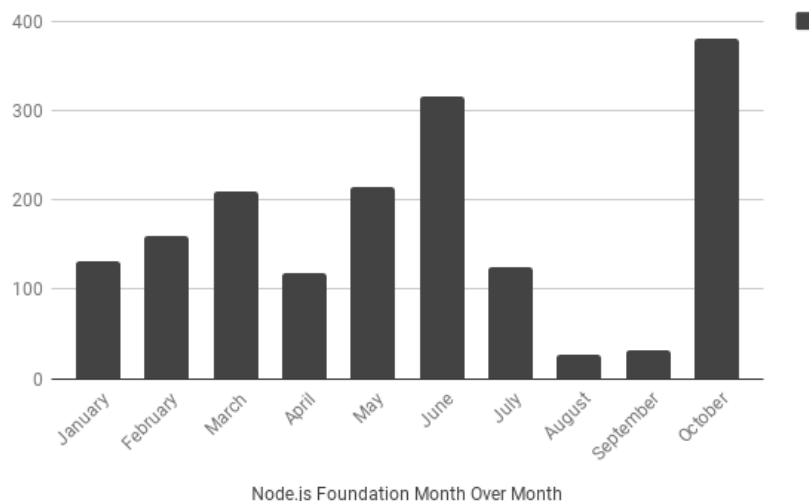
## Online Reach & Traffic

### Social Media Highlights

Coverage window spans September 1-October 25, 2017

There were **214** press releases (including pickups), blogs, and articles that mentioned **Node.js Interactive** from September 1 - October 25, 2017. Coverage around **Node.js Foundation** spiked during the event with a total of **370** press release pickups, blogs, and articles around the Node.js Foundation between September 30 - October 7, 2017. The week preceding the event, there were only **three** press release pickups, blogs, and articles.

**Social:** In October 2017, the Node.js Foundation received more mentions than in any other month.





**Twitter:** Daily average tweets including #NodeInteractive during Node.js Interactive 2017 was **614 tweets per day**.

During the conference engagement with the hashtag #NodeInteractive (mentions and RTs) increased **599 percent** compared to the proceeding week.

During Node.js Interactive North America 2016, engagement with the hashtag #NodeInteractive increased only 81 percent compared to the proceeding week.

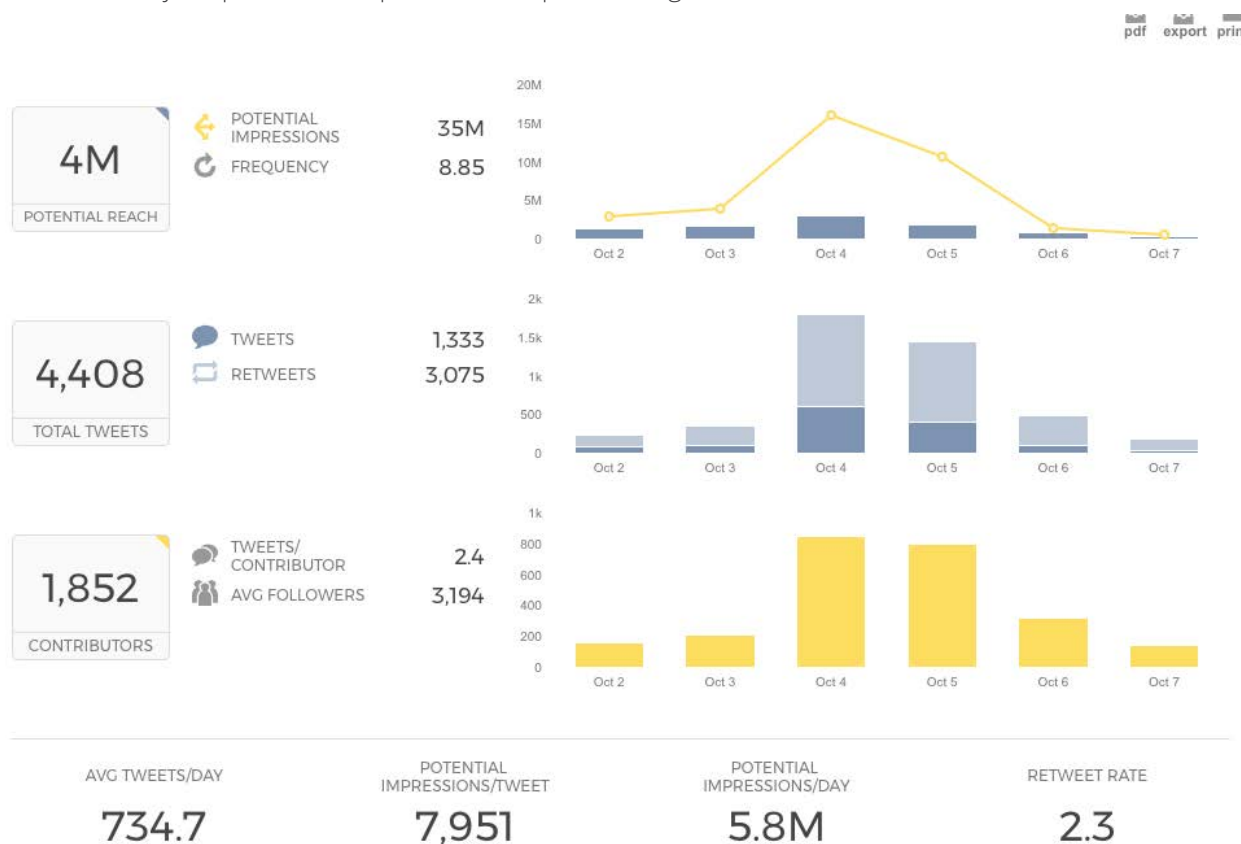


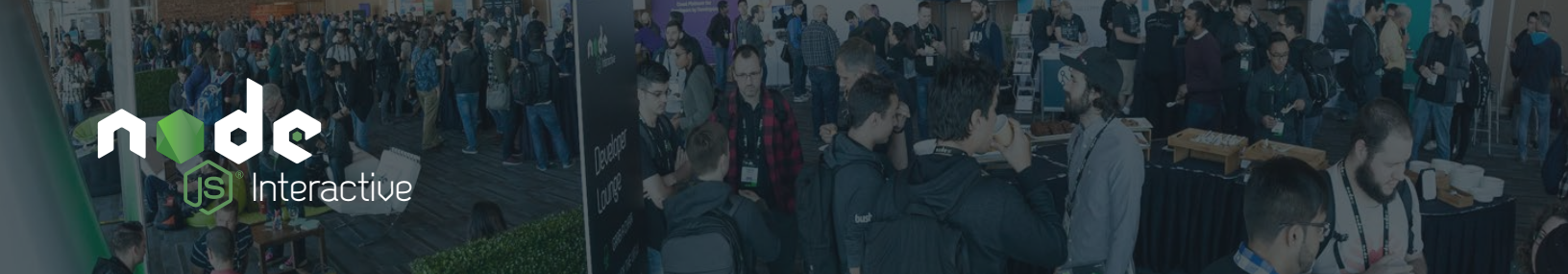
Image is pulled from Union Metrics. It shows a breakdown of potential reach (blue box) and potential impressions (yellow line). Potential reach: The size of the unique potential audience that received tweets from or about the topic "Node.js Interactive" being tracked. Potential impressions: The total number of potential impressions (non-unique) generated by tweets about the topic "Node.js Interactive" being tracked.












**During the week of the conference**, social media impressions with the Node.js twitter handle **increased 28%** and engagement **increased 31%** compared to the week preceding the event.

Compared to Node.js Interactive 2016: Social media impressions with the Node.js twitter handle **increased 58%** and engagement **increased 60%** compared to the week preceding the event.

Most popular tweets with the hashtag #NodeInteractive during Node.js Interactive included below. Snapshot: News of Node.js being a first-class citizen for V8; tweets coming from Google and Microsoft employees, and an image of all the companies that use Node.js.





<div><div></div><div><div>Franziska Hinkelmann</div><div>@fhinkel</div></div></div> <div>Oct 4, 2017</div> <div><p>The world runs on node 🌟🚀🌟 #NodeInteractive</p><div>1M</div></div> <div><div>4,578</div><div>493</div><div>0</div><div></div></div>	<div><div></div><div><div>Node.js</div><div>@nodejs</div></div></div> <div>Oct 4, 2017</div> <div><p>👏 This is so awesome. Shared via @fhinkel keynote at #NodeInteractive</p><div>612.5k</div></div> <div><div>476.7k</div><div>85</div><div>0</div><div></div></div>
<div><div></div><div><div>Node.js</div><div>@nodejs</div></div></div> <div>Oct 3, 2017</div> <div><p>Looking forward to #NodeInteractive tomorrow! Be sure to check out @NodeSource, @OpenAtMicrosoft and @heroku while you are there 😊</p><div>715.7k</div></div> <div><div>476.5k</div><div>21</div><div>0</div><div></div></div>	<div><div></div><div><div>Node.js</div><div>@nodejs</div></div></div> <div>Oct 4, 2017</div> <div><p>#NodeInteractive Booth Crawl starts in 10 minutes. Stop by the @OpenAtMicrosoft booth for t-shirts, stickers &amp; plenty of demos.</p><div>597.7k</div></div> <div><div>476.8k</div><div>11</div><div>0</div><div></div></div>
<div><div></div><div><div>Justin Beckwith</div><div>@JustinBeckwith</div></div></div> <div>Oct 2, 2017</div> <div><p>Google Open Source Blog: Talk to Google at Node.js Interactive <a href="https://opensource.googleblog.com/2017/10/talk-t-...">opensource.googleblog.com/2017/10/talk-t...</a></p><div>710.1k</div></div> <div><div>1,460</div><div>21</div><div>0</div><div></div></div>	<div><div></div><div><div>Gaurav Seth</div><div>@gauravseth</div></div></div> <div>Oct 4, 2017</div> <div><p>👍 @Nodejs -@ChakraCore update from #NodeInteractive. First few production websites, N-API, Node.js on mobile and more. <a href="https://blogs.windows.com/msedgedev/2017...">blogs.windows.com/msedgedev/2017...</a></p><div>578.5k</div></div> <div><div></div><div></div><div></div><div></div></div>
<div><div></div><div><div>Google Cloud</div><div>@googlecloud</div></div></div> <div>Oct 3, 2017</div> <div><p>RT @JustinBeckwith: Google Open Source Blog: Talk to Google at Node.js Interactive <a href="https://opensource.googleblog.com/2017/10/talk-t-...">opensource.googleblog.com/2017/10/talk-t...</a></p><div>627.5k</div></div> <div><div>of @JustinBeckwith</div><div></div><div></div><div></div></div>	

## Attending Media and Analysts and Coverage

### **The New Stack - Michelle Gienow**

[Node.js Interactive: Group Therapy for Open Source Project Maintainers](#)

[Node Interactive 2017: Devs Stoked about K8s, Node in Production and Serverless](#)

### **InfoQ - Dave Iffland**

[Azure Application Insights for Node.js Hits 1.0](#)

[Switching to GraphQL at Bustle](#)

[Node.js Foundation Readies Official Developer Certification](#)

[NPM Releases New Security Features](#)

- General Information and Growth of Node.js:
  - Hosted interview with James and Tracy Hinds and Mark Hinkle around the Node.js Foundation and general background on Node.js
  - Connected James with Matteo Collina, nearFrom
  - Connected James with Justin Beckwith, Google (interview pending)
- General Information around Node.js and containers
  - Connected James with Linda Nichols, Cloudreach
  - Connected James with Troy Connors, Emerging Technologies
- General Information around Node.js and serverless
  - Connected James with Steve Faulkner, Bustle

### **Contributed Articles Promoting the Event**

- Linux.com: The Basics of Going Serverless, Linda Nichols - Cloudreach
- The New Stack: Introducing Fastify, a Speedy Node.js Web Framework, Matteo Collina - nearFrom



## Notable Quotes

*This is one of my favorite parts of Interactive. For me, the power of becoming a better engineer happens through people. All of us as programmers are absolutely meeting friends and getting help online, which only makes sense because we are distributed throughout the world. But being able to sit side by side, being able to ask questions, really helps propel you forward.* - **Michelle Gienow, The New Stack**

*In an era of coding boot camp proliferation, employers have wanted something like an official Node.js certification in order to validate candidate knowledge. Similarly, job seekers who may not have traditional backgrounds in computer science have wanted a way to prove that they have the knowledge required for the job.* -**Dave Iffland, InfoQ**

## Conclusion

To wrap up the Node.js Interactive 2017 report, we've included some of our favorite photos from the event below.

