



International Women's Day

India Summit 2020

#TogetherWeRise



#IWDIndia2020 Event Report

May 23rd, 24th, 30th and 31st 2020 | [Keyword Blog Coverage](#)

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International Women's Day 2020



#TogetherWeRise

TL:DR

Women Techmakers International Women's Day India Summit 2020

was an online summit that brought 35 communities together.

In just over 3 weeks, the DevRel India team partnered with **40 Ambassadors** and allies to develop and launch a global event with diverse attendees, speakers and organisers across 2 weekends.

May 23rd, 24th, 30th and 31st 2020

goo.gl/wtmindia-iwd20

4765
Registrations

76
Countries

72.4%
Women Attendees

10.7K
Total views
(As of June 11)

6.4K
Live views

213K
Social Impressions

97.5%
Women Speakers

40
Speakers

22
Sessions

9030
Website Hits

\$25
Total Budget Spent

4.7/5
Event Feedback

Event Sizzle Reel

#IWDIndia2020



International Women's Day India Summit 2020

Highlights



This event was very special to us since we **worked very closely with Ambassadors and Allies** across the breadth and depth of the country. Hence, this is a super exhaustive and comprehensive document. Feel free to let us know your comments by tagging us on Twitter, **@WtmlIndia** !

Relive the 4-day event journey in 4 minutes



Context

Many International Women's Day events in India and around the globe were called off due to the onset of the global pandemic of COVID-19. Once people started settling down into the new mode of life “online”, the Ambassadors collectively brainstormed, debated and deliberated between chapter wide vs region wide vs country wide IWD and unanimously decided to follow a hybrid model of a 4 day event of 3 hours each and go global to celebrate IWD together.

“We believed that it would be a great opportunity for us to collaborate, work together and get to know each other better.”



Event Website

The website was built from ground up for this event perfectly following the brand guidelines of the Women Techmakers program. The project was hosted on Firebase and the tech stack used was vue.js and vuety.

We created a goo.gle link to the website for better tracking and analysis.

The screenshot shows the homepage of the IWD India 2020 website. At the top, there's a navigation bar with links for Home, Agenda, Speakers, Team, Resources, and Testimonials. The main header reads "IWD India 2020" with the Women Techmakers logo. Below the header, a section titled "International Women's Day 2020 Together We Rise" is displayed. A paragraph describes the purpose of the summit, mentioning 35 communities across the country coming together online. It also lists the dates and times: May 23rd, 24th, 30th, 31st | 2:00 PM to 5:00 PM IST. Hashtags #TogetherWeRise #IWDIndia2020 #WTM20 are included. There are two buttons: "Become A Member" (blue) and "YouTube Channel" (red). Below the main content, there are four boxes representing different days of the summit: May 23rd, 2020 (02:00 - 05:00 PM IST); May 24th, 2020 (02:00 - 05:00 PM IST); May 30th, 2020 (02:00 - 05:00 PM IST); and May 31st, 2020 (02:00 - 05:00 PM IST). A large blue button labeled "Highlights" with a YouTube icon is prominently displayed.

Link to the website: goo.gle/wtmindia-iwd20

For more details, read the [Journey of building the Website](#).

Event Impact

Registrations

4765 [82% women, 17% men, 1% Prefer not to say]

Website hits

9030

Event Summary

Total views: **10.7K+**

Live views: **6.4K**

Unique viewers: **4.7K**

Watch time: **2.8K** hours

Impressions: **47.1K** on YouTube and **166K** on Twitter

Audience: **72%** women, **28%** men; **86.4%** - India, **13.6%** - Rest of the world

Total Event budget: **\$25** (For Streamyard Subscription)

Followers on Twitter / Subscribers on YouTube: **1085**



#IWDIndia2020

Day Wise Stats

Day	Track	Total views	Live views	Peak concurrent views	Unique viewers	Impressions	Watch time (hours)	Chat Engagements
Day 1	Leadership	4K	2.8K	507	2.5K	3.7K	1.2K	5688
Day 2	Machine Learning & Cloud	2.4K	1.4K	217	1.5K	10.2K	787.4	1031
Day 3	Design & Entrepreneurship	1.6K	1.2K	157	1K	11.6K	380.6	895
Day 4	Android & Web	1.3K	1K	111	758	5.8K	279.3	763

*Data has been collected from YouTube Analytics



Social Presence

01 Social Strategy

01 Pre event

We started off with a picture collage building up some excitement to the event. Later, we planned tweets to let people know about the event with the help of local communities, other community partners and our personal networks. We then began publishing our speakers for the event and spent the last few days before the event in promoting registrations globally.

03 Post event

We continued to engage the audience post event by urging them to fill event feedback, releasing the event sizzle reel through our Twitter handle etc. We also did a few polls to get a pulse of the audience between the two event weekends.

02 During the event

The strategy was to begin with a reminder tweet and then have live tweeting in place to let people know about the event. We had some really creative tweets coming in from the audience and that was really satisfying to see. We decided to **feature** a few of them on our website as a token of appreciation.



Check out our event teaser video [here](#).

02 Hashtag Analytics

Some statistics across Twitter from India on tracking the event hashtags, #IWDIndia2020, #TogetherWeRise, #WTMIndia, #WTM20, #IWDIndiaSummit2020

13.8M reach and **53.4M** impressions
from **4,740** mentions by **2,198** users

03 Twitter's @WTMIndia

28 day summary with change over previous period

Tweets
78  **↑1,850.0%**

Tweet impressions
166K  **↑1,403.6%**

Profile visits
4,302  **↑394.5%**

Mentions
420  **↑2,110.5%**

Followers
421  **↑313**

MAY 2020 SUMMARY

Tweets
80

Tweet impressions
150K

JUN 2020 SUMMARY

Tweets
1

Tweet impressions
26.9K

Profile visits
4,820

Mentions
406

Profile visits
263

Mentions
27

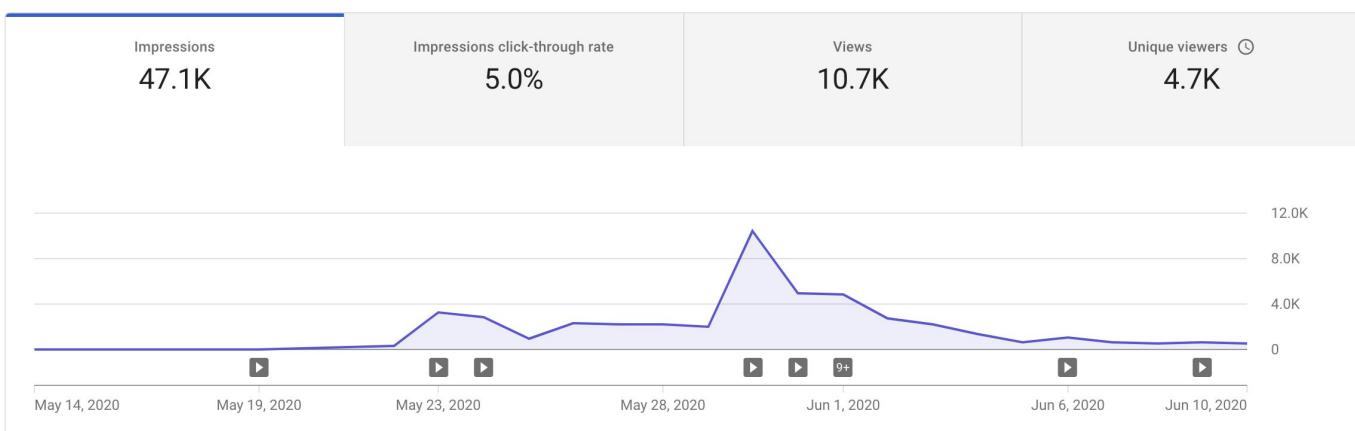
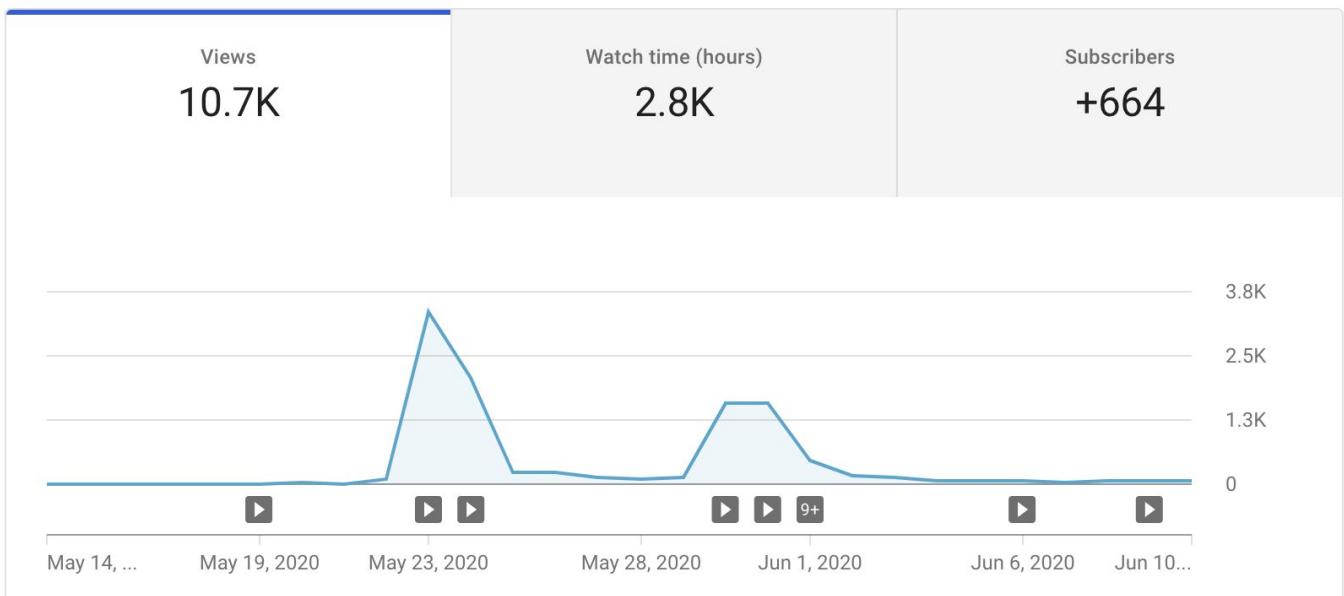
New followers
372

New followers
20

Follow us on Twitter: **@WtmIndia**

04 YouTube's Women Techmakers India channel

Your channel got 10,742 views in the last 28 days



Subscribe on YouTube: [Women Techmakers India](#)

Learnings and Insights

The learnings that we gained from this summit have been featured on Google's keyword blog, "[How Women Techmakers India reimagined their IWD event](#)". This is a testament of the impact an event like this has in the women in technology ecosystem.

01 Listen to your community

This idea of coming together and organising a unified women in tech online summit in India was a result of one of the monthly community chats we (the Ambassadors and DevRel India) had as a team. From ideating between chapter events or regional ones, the conversation snowballed into a country-wide event and eventually became global with registrations pouring in from 76 countries across the globe. As Helen Keller says, 'Alone we can do so little; Together we can do so much'. This also beautifully fit into our event theme of **#TogetherWeRise**.

02 Be collaborative in your approach

This event brought us all together to create something that was unheard of and never-before-accomplished! We used Google Docs to drive collaboration to ensure that our discussions were all in one place for anyone to chip in with their contributions. Google Sheets project trackers to capture details, Google docs to share ideas and informal groups for fulfilling event responsibilities ensured we had seamless planning and execution. Separate work streams for website, design, communications, social, tech infrastructure, speaker buddies, email moderation and session moderation were identified. A few of the collages and videos were produced in less than two hours(the result of Ambassadors being available between 8pm - 11pm everyday for executing shared tasks and having expertise in using open source photo/video softwares) and that speaks volumes of the love and attachment that the Ambassadors have for their communities and exemplifies their leadership capabilities.

03 Play to your team's strengths

The organising team was one of the most diverse we have seen! We had passionate, young leaders with varied cultural backgrounds, technical expertise and creative minds. Smaller teams were formed and owners were identified for designing and maintaining the website, for creating posters and interactive filters for attendees, for engaging with participants through social media and for figuring out the tech infrastructure to host 22+ sessions over 12 hours in an online medium despite flaky internet, bad weather and frequent power cuts. The only way we managed uncertainties was through having multiple backup strategies in place. We had backup for sessions, tech admins and speaker slides. The team brought their best self to play during these 20 days and were champions in whatever task they owned up!

04 Content is queen!

The biggest highlight of the summit's content was that almost all speakers were from the community. A few were community Ambassadors, a few Googlers, a few were Google Developer Experts and a few had engaged with us through the women in the tech ecosystem in the past! This ensured visibility to our community champions giving them a great platform to showcase their passion in tech, design and leadership. The content was very well received by the audience.

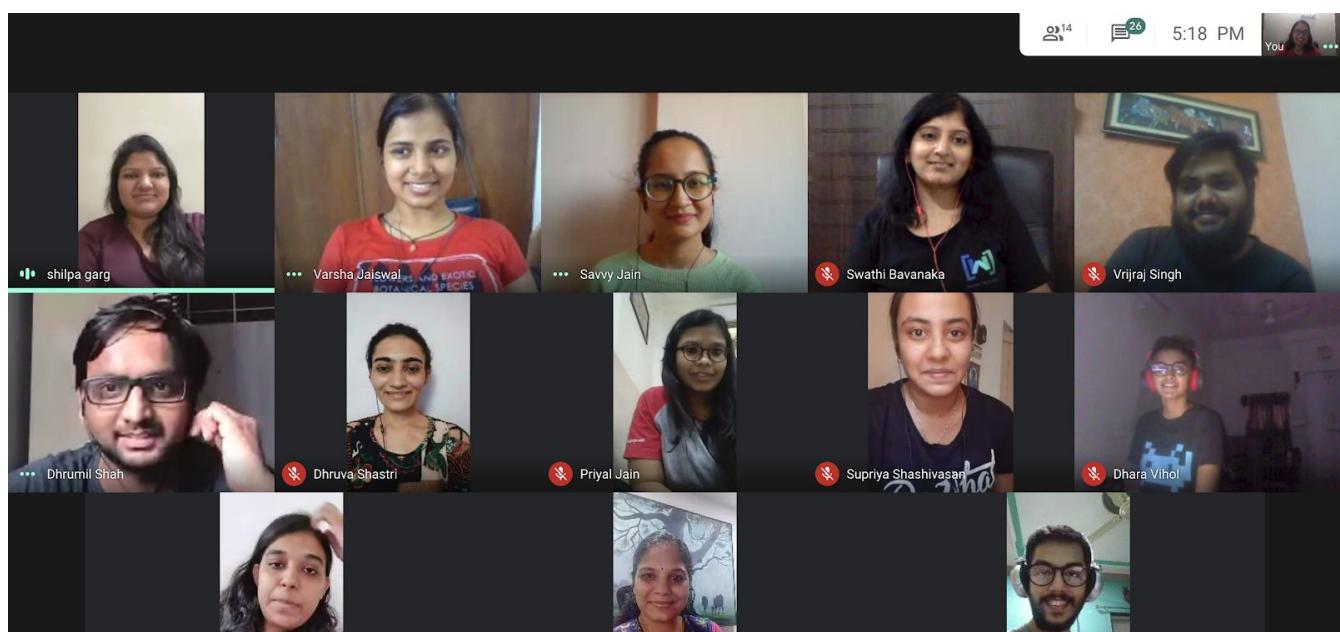
One of the most engaging sessions throughout the four days was the 15 minutes ice breaker sessions. We experimented with formats like connection games, “two truths and a lie”, identifying inspirational women in tech and fun games over live chats. The speakers tried to engage with the audience even in the online medium by asking questions and taking questions from the audience through live chats.



#IWDIndia2017

05 Celebrate and amplify your success

Our constant goal was to ensure everyone brought out the best in themselves while working on tasks that they were the most passionate about! The strategy was to ensure no one was assigned tasks but were given the flexibility to pick their favourite work streams. The culture in the planning meetings were always to learn something from each other and showcase our talents, be it in putting together a video, a promo poster or the website design. The experience of working with other organisers so closely, making this sisterhood our support system that we could lean on to in moments of success and tough times, mentoring and learning together by figuring out the unknowns was the most gratifying experience. After each day of the event, we had a small after party over Google Meet to bask in the glory of that day's success and pep each other for a great next day! Putting together this event with an amazing set of upcoming industry leaders was a real treat for us.



Success party after Day 3 of the event

Event Logistics

We used Streamyard to stream the event and YouTube for live viewing. The only cost we incurred to put this summit together was for the Streamyard monthly subscription of \$25.

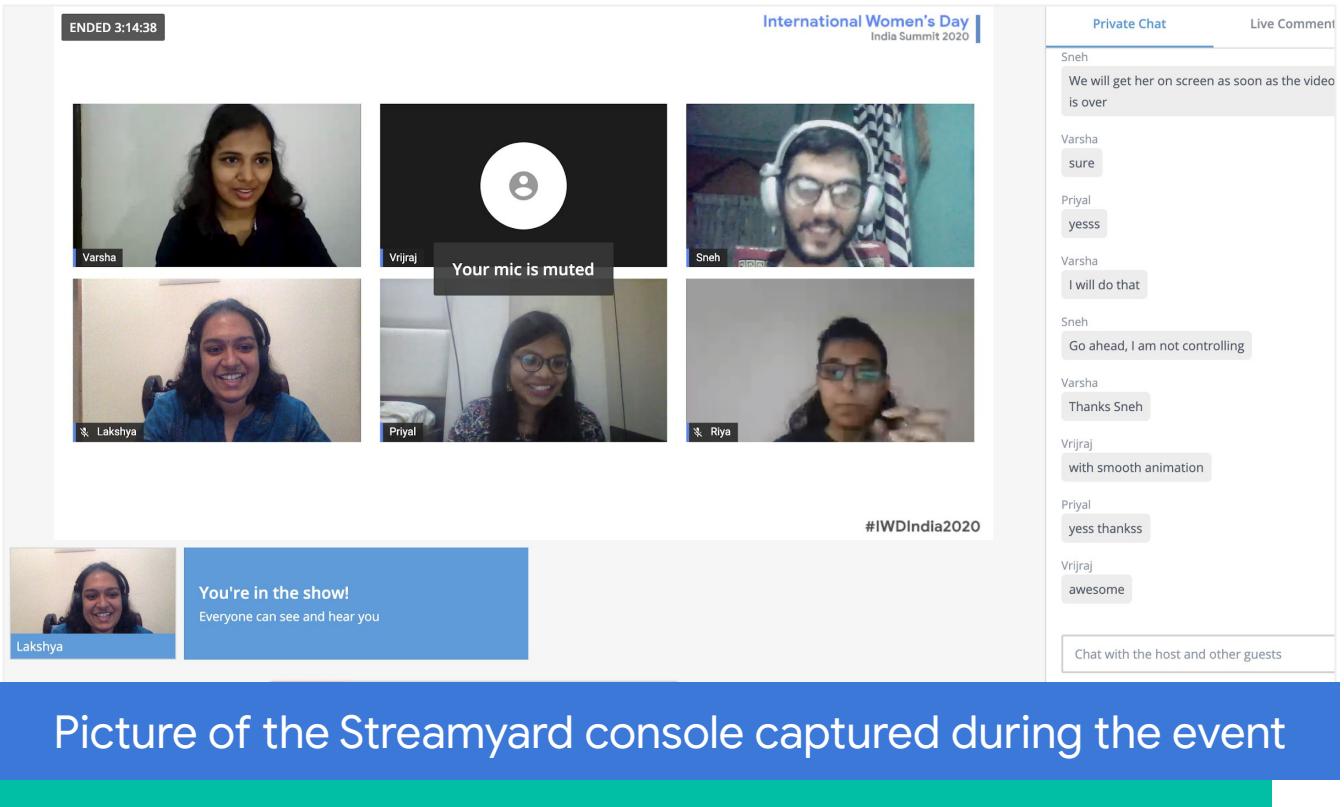
YouTube Channel was created by the community organisers with the title “IWD India 2020”. We later renamed the channel to “[Women Techmakers India](#)” for reusing the channel to host community run sessions on YouTube.

We also set up a new community run Twitter channel to help our audience stay updated with the event details. Women Techmakers India ([@WtmlIndia](#)) was set up for this cause.

A total of 1085 (as of June 11) followers/subscribers have become a part of our social channels in about a month's time.

01 Streamyard Features

- Streamyard offers only 6 speakers to be on stage and an additional 4 individuals to be backstage as admins or other speakers.
- A paid account gives us great customization options like adding event branding through overlays, logos and backgrounds.
- The option to highlight audience comments, use banners to post important links on screen and an exclusive private chat for all people on stage is a great tool to ensure there is great coordination between speakers, emcees and organisers.
- The various view options provided by streamyard help us play around with layouts and themes throughout the event.
- There is a 10 seconds delay between Streamyard and the content going live on the YouTube stream. This means that the delay is a few seconds more for the live comments on YouTube to be visible on Streamyard’s comments section. This was one drawback which we mitigated through some filler statements to ensure we have factored in about 20-30 seconds to highlight audience comments on live screen.



Picture of the Streamyard console captured during the event

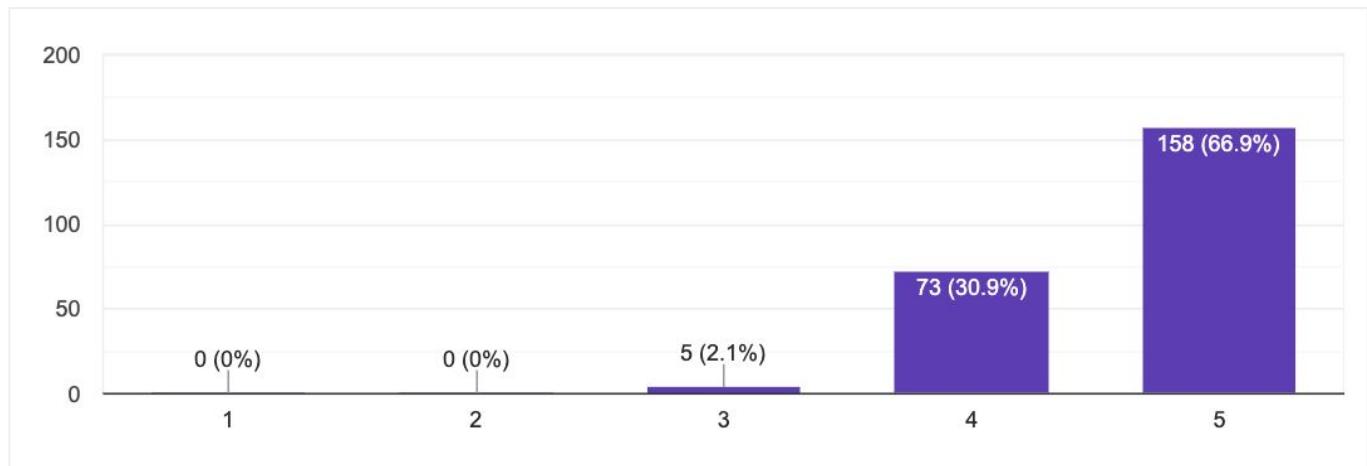
02 YouTube Features

We all know the power of YouTube but the most used features for the event were:

- The live chats for speakers to engage continuously with the audience and to take in their questions which were answered in the last 30 mins of the day.
- The comprehensive analytics that we received from the platform to understand our viewers better in terms of viewership patterns, viewer demographics, engagement on YouTube etc
- The power to scale content live to thousands of people across the globe.

Event Feedback

01 Overall Event Experience



02 Content Wise Rating

Content type	Average Rating
Leadership	3.83
Machine Learning & Cloud	3.68
Design & Entrepreneurship	3.72
Android & Web	3.70
Ice Breaker Sessions	4.45
Ask me anything sessions	4.49

“Amazing and a motivational conference with an opportunity to interact with so many people and get to hear so many amazing women from tech.”

Testimonials

01 Attendee Testimonials

The testimonials are available on the [event website](#) as a token of appreciation to all the attendees who engaged with us on social media.

Blogs:

#IWDIndia2020 Celebration May 23, 2020 - by Ruhi Thomas	IWD India Summit 2020 May 23, 2020 - by Nishu Goel	IWD India 2020 Day 1 Celebration May 25, 2020 - by Tanvi Shah
Leadership Lessons May 25, 2020 - by Angelin John	IWD India 2020 Day 2 Celebration May 28, 2020 - by Tanvi Shah	Introduction to Apache Airflow May 29, 2020 - by Bhavani Ravi

Tweets:



Posts:

Akshaya Natarajan • 2nd
Machine Learning Researcher at TCS Innovation Labs | Budding DS
1w +

The last two weekends were probably the most productive and interesting weekends I've spent during this Covid-19 crisis, thanks to the #WTM Community! #WTM celebrated International Women's Day this year by organizing a virtual summit that covered talks on various topics like Leadership, Machine Learning and Cloud, Design and Entrepreneurship, Android and Web.

The #womenintechology not only shared their journey to success but also shared their mishaps, failures, which gives us a great idea about the bigger picture. Thanks **Nitya Kumar**.

I've lived with imposter syndrome all my life, and I could really relate to your talk.

02 Organiser Testimonials

“My memorable moment in the IWD India 2020 was when the Women Techmakers team shared their feedback with us. I still remember the exact words.

“Your website is at par with any Google developed site, the branding, the colours.. They all fit in so perfectly”. I would also cherish the late night calls and work and the first after-event party post Day 1 of the event.”

- **Varsha Jaiswal**

“The first collage that came as an announcement poster for our grand event.“

- **Riya G. Thakurta**

These two weeks I saw, met and worked with many women who were extremely talented, passionate, fearless, forthcoming and ready to play to their strengths. This synergy created MAGIC and TEAM. **Together Each Achieves More.** This sisterhood pushed all of us to try and accept new challenges outside our comfort zone thus broadening our horizons.

Something that we thought impossible with our individual strengths became a cakewalk as a team. 5000 members viewing us live? Streaming on YouTube live? BRING IT ON. 😊

- **Usha Ramani**

“My favourite moment was after party calls. 😊 But one moment can not define the happiness we all share for the success of this event. **All the sleepless nights and hard work we have put in was worth the effort.** This event has given us a chance to know each other better and cherish the spirit of community. “

- **Aditi Soni**

“What I loved during the planning of this event was that “**Everyone is ready to go that extra mile for others**” I truly believe in giving back. So, I could resonate with others during all the planning and execution. ❤ “

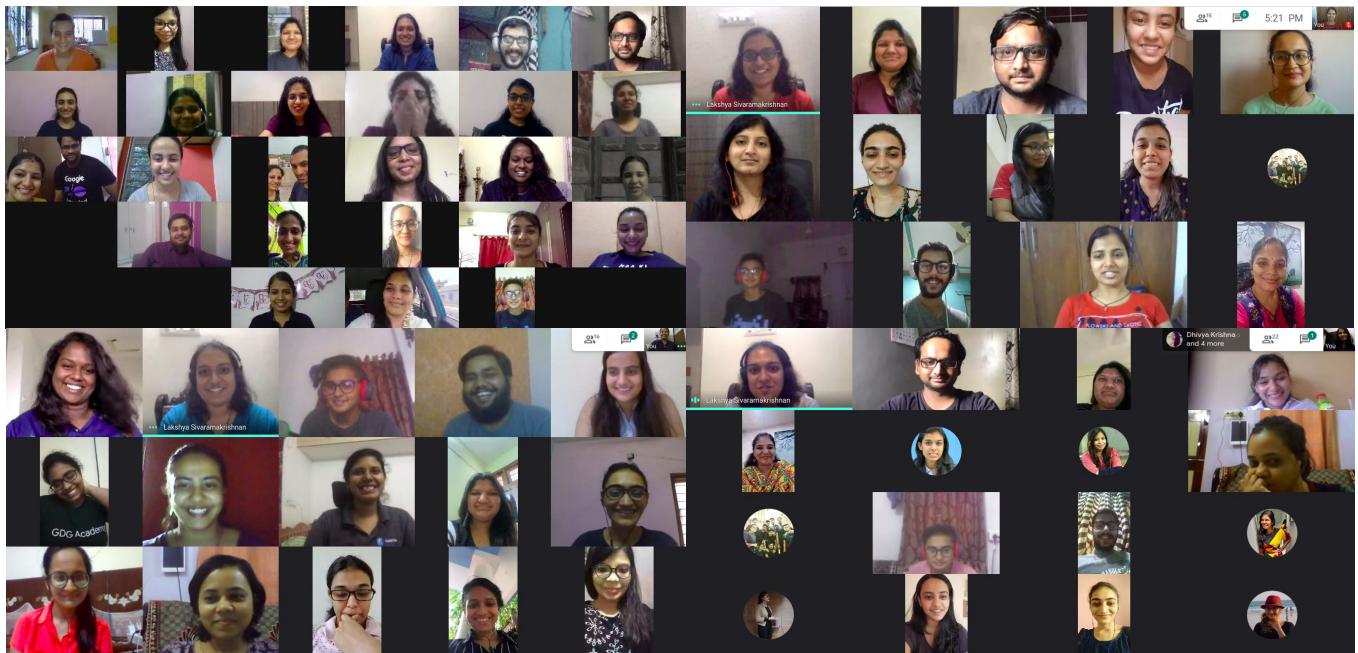
- **Amalu Susan Santhosh**

1. Getting to work alongside amazing WTM ambassadors packed full with energy was one of my best moments of the event.
2. Learning!! Lots of it!! Working with a diverse group of folks with varied individual experiences, thoughts and ideas has helped me think and explore topics beyond my limit and learn so much. How to conduct events well, things to consider while doing so, creative ideas to explore, ways to document, thinking of the bigger picture also the tiniest detail. Everything!!

- **Supriya Shashivasan**

Event Gallery

Here's a collection of a few photographs captured at this mega virtual event. This is a combination of event pictures, after-party pictures etc.



Success party after the event

[View Event Gallery](#)

Speakers

Our speakers are influential women who have been associated with communities within their organisations, cities, country and beyond.



Gayathri



Payal



Souniya



Supriya



Dhivya



Usha



Annapurna



Aditi



Dhruva



Punita



Bhavani



Remya



Shilpa



Varsha



Poornima



Sriranjani



Shweta



Dikshita



Viji



Sumitra

The speaker's details can be found [here](#).



The speaker's details can be found [here](#).



Team

Our goal as a team is to empower women to thrive in tech and nurture communities.

We know that when women support each other, incredible things happen. We volunteer to encourage, elevate and support women and underrepresented groups in the tech industry.

01 Website Team



Poornima Satheesh



Priyal Jain



Sumitra Bagchi



Supriya Shashivasan



Usha Ramani Vemuru



Varsha Jaiswal



Vrijraj Singh

02 Design Team



Aananya



Aditi Soni



Akanshi Srivastava



Annapurna Agrawal



Padmapriya R



Pranoti Nandurkar



Savvy Jain



Vrijraj Singh

03 Tech Infrastructure Team



Devesh Lashkari



Dhrumil Shah



Dhruva Shastri



Riya Guha Thakurta



Shilpa Garg



Sneh Pandya



Varsha Jaiswal



Vrijraj Singh

04 Track Owners



Dikshita Desai



Priyal Jain



Savvy Jain



Shilpa Garg



Swathi Bavanaka



Usha Ramani Vemuru



Varsha Jaiswal

05 Social Team



Ananya R



Apoorva Tiwari



Bhavani Ravi



Dhara Vihol



Dhruba Shastri



Keerthika



Padmapriya R



Priyal Jain



Riya Guha Thakurta



Supriya Shashivasan



Varsha Jaiswal

06 Session / Email Moderators and Speaker Buddies



Aditi Soni



Amalu Susan
Santhosh



Apoorva Tiwari



Aarshiya Guneja



Dikshita Desai



Poornima Satheesh



Priyal Jain



Savvy Jain



Ranu Jaiswal



Shilpa Garg



Supriya Shashivasan



Sonakshi Shukla



Usha Ramani Vemuru



Tayba Wasim

07 Dev-Ecosystem Contributors



Adil



Caitlin



Lakshya



Melissa



Mridula



Natalie



Paul



Rana

Thank You