



PyConline AU 2021 Sponsors Report

The Internet
10 - 12 September 2021

sponsorship@pycon.org.au



#pyconlineau

Sponsorship Report

We're incredibly grateful to all our sponsors - that's you! This year we had 9 sponsoring companies including both first-time sponsors and returning members of the PyCon AU community.

This year, we also welcomed 4 exhibitors who ran virtual 'booths' inside our Venueless platform. The booths acted as a more interactive way to connect with attendees at the conference and we'd welcome feedback on how they helped you connect with attendees.

Finally, 11 attendees (or their employers) registered as Contributor Sponsors, above and beyond their professional ticket benefits.



Sponsors



Special Thanks

Video Sponsor



Video & Media



Auspice



By the numbers

- Over 660 attendees registered and attended PyConline AU 2021. *Attendees were registering right up to Saturday afternoon when we closed ticket sales.*
- Ticket sales were consistent with both online and in-person events in the past, demonstrating the ongoing demand and interest from the Python community in Australia.
- Approximately 10% of attendees were registered as students at an Australian education institution including high schools, TAFE and universities.
- Approximately half of attendees registered as a professional delegate, indicating that they were directly earning an income from Python in some way.
- 60 presentations across 4 specialist tracks and the main conference, covering a wide range of topics.
- Production & volunteer crew of over 40 staff who helped with video production, speaker coordination, moderation and facilitation on-the-day.
- A core organising team of 10 volunteers over 9 months to organise the conference.

Highlights

- **Chip Tunes and You!** Sponsor acknowledgements between talks were played to a unique PyConline AU soundtrack by [cTrix](#) that has attracted many compliments from attendees.
- **Student Showcase.** The Education Specialist Track concludes with the [Student Showcase](#). Gaining in popularity, this year's showcase featured 6 presentations from high school students using Python.
If you're hiring in a few years - these students have done some incredible work!
- **Conference Dinner.** For the first time ever, PyConline AU held an official-yet-informal virtual conference dinner on Saturday night that welcomed participants from across Australia, New Zealand and even Hong Kong!
- **First year with captions!** Another first for PyCon AU - we were able to caption all talks presented in the main conference on Saturday. 305 user sessions over 2 tracks were recorded for attendees using the captions.
- **New Friends!** Approximately 10% of attendees completed the feedback survey. Of those, 33% indicated this was their first PyCon AU.
This represents PyCon AU's ongoing efforts to welcome new members of the community across our industry.

Video Acknowledgements

All talks have been published to the PyCon AU Youtube channel at <https://youtube.com/pyconau>. Copies can also be watched via PyVideo.

Videos published to youtube have sponsor acknowledgements on the title slide and at the end of the video as shown here:



Additional Info

Merchandise

Merchandise was unbundled from ticket prices again this year to help with logistics and distribution. If you or your team missed out on your shirt, sticker, magnet or even apron, please visit <https://2021.pycon.org.au/shirt> until **30 September 2021** when our online store will close.

Feedback

We value your feedback having sponsored PyConline AU 2021. With your input, we're able to improve our commercial and event offering in future years.

Please reach out to sponsorship@pycon.org.au.

2022 and beyond

Traditionally, we try to announce the following year's dates and location at the conference close. Having learned from 2020 and 2021, we've agreed to make decisions in early 2022 on how to connect with the community next year.

PyCon AU will run in 2022, but its format (and optimistically, location) are yet to be determined.

Early sponsorship opportunities

If you would like to hear from us regarding early sponsorship opportunities next year, please let us know.

“Community events like PyCon AU often operate on slim budgets where cash flow makes a big difference to the benefits & services the conference can offer to the community.

Early sponsorships enable the event to operate larger community programs. In prior years, this has meant financial aid support, on-site childcare, and in 2021 stream captioning.

Sponsoring PyCon AU early is one of the highest impact ways sponsors can support the Python community in Australia.”

Jack Skinner
2021 Co-Director & Sponsorships Lead

Credits & Thank you

(Originally published 12 September as a PyConline AU news post)

PyConline AU 2021 could not happen without a cast and crew of almost 100 people working for months to make things happen.

This includes almost 60 presenters and hosts who spent months drafting, writing and rehearsing their sessions, but also our crew of volunteers behind the scenes.

Here's those people (and we apologise in advance if we missed anyone!)

Our **AV team**: Ryan Verner from Next Day Video, cTrix (of chiptune fame!!), and our AV volunteers: Michael, Daniel, Patrick, and Jordan.

Thank you! You made us all look and sound amazing!

Our **Production volunteers**: Caitlin, Betsy, Isabella, Grace, Niharika, Sae Ra, Tom, Chris and Libby.

You helped make things run as smoothly as possible!

Our **social event organisers**!

You made the time between talks so fun!

Our **specialist track organisers**: Nicky and Amanda from Education; Justin and Auryynn from DevOops; Chris and Eliza from SnakeOil Academy, and Genevieve, Maia, Ned, Javier, and Rachel from Science Data and Analytics

Thank you!! Your tracks were amazing!

Our **program review team** of 20(!) people from our core team and track team, but also including Adedapo, Ram, and Martin who came

in as external reviewers to look over our talks.

Thank you! Your input helped us make the best program!

Our **stenographers** from Whitecoat: Thank you!

Our **platform team** from Venueless, Pretix, and Pretalx: *Thank you!*

The **shirt design & artwork** from Tania Walker: Wow!

Our **many amazing sponsors!**

Platinum sponsors Canva, WSP Australia

Gold sponsors Octopus Energy, Google Cloud, and

our **digital sponsors** Elastic, Planet Innovation, Thoughtworks, the Python Software Foundation, Twilio, and our auspice Linux Australia:

Thank you!


Our **speakers!**

Well done! You presented to over 660 total attendees!

Putting on an event isn't useful unless there are people to enjoy it!

Thank you all for attending!

And our core team: Mike, David, Benno, Neill, Cintia, Russell, Jack, Katie, and our lead director: Richard.

Thank you for the months of work and the dedication to make this event happen. 

Thank you friends for making #pyconlineau such a memorable moment in our calendars. We run this conference because of you and this amazing community!

See you online <3

PyConline AU is an event of



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