What is Dev Day 4 Women Virtual?

Dev Day 4 Women is a conference focused in bringing more diversity to the tech scene. It's purpose is to develop a tech community where women can learn, be inspired, get connected, and encourage each other to continue their STEAM careers.

DD4W has become the leading conference for women in Latam.

This year it will be held as **online event in september 28 and 29th, 2022**.

About Dev Day 4 Women

Dev Day 4 Women Virtual 2022 will be the 13th edition of the most expected event for women in IT in Latam.

- The 1st edition was held on June 2015, at Guadalajara, presented by Intel, 154 women attended the event, and it was the First conference for female Devs in Mexico.

- The 2019 edition was held at Torre BBVA Bancomer CDMX, having more than 300 attendees onsite + 1,000 online, and +15 talks.

- The 2020 edition was held online, with more than + 1300 registered + 200 connected, and + 25 talks

- The 2021 edition was held online, with more than +1000 registered + 200 connected, and + 25 talks

- The 2022 edition was held online, with more than +1500 registered + 200 connected, and + 25 talks

- Some sponsors are: Accenture, Amazon, GE, Luxoft, Oracle, Praxis, Magma Labs, Ultrasist, Brainup, GFT, Thermo Fisher, Hexaware, Mozilla, UnoSquare, Tiempo Development, Luxoft, Definity First, EPAM, Kairos DS, Forward, Screen IT, Praxis, Ultrasist, Busolinea, Kellogg, Density Labs, Playful, Skye, Headspring, Softtek, Cloudflare, Gitlab, Digital Ocean, Polyworks, Globant, Nimble Gravity, Creditas, Lyft, Yalo, PALO IT, Twilio, Salesloft and Edicom.

Dev Day 4 Women virtual 2022 12th edition Results

1,500 Participants
+300 Participants per session

Additional reach:
+ 2000 views by session at FB
+1200 views by session at YouTube

Participant countries:
Mexico, Peru, Chile, Colombia, Argentina, Bolivia, United States, Venezuela, Chile and Paraguay.

Sponsors:
Accenture, Oracle, Microsoft, Softtek, PALO IT, Globant, Twillio, Salesloft, Nimble Gravity and NA-AT Technologies.

Event Audience

2022 Estimated Reach

1,500 Event registered
+300 Participants per session

Additional reach:
Recordings will be made available to the general public 6 months after the event in SG website and YouTube channel.
On average, each video gets 2,000 views.

Estimated participant countries:
73% Mexico, 4.6% Peru, 3.9% Colombia, 3% Argentina, 3% Bolivia, 2.4% United States, 2.4% Venezuela, 1.8% Chile and 1.7% Paraguay.

Event Structure

Dev Day 4 Women will be distributed over 2 days

Main topics:

- Fireside chat with highly regarded women in the IT community.
- Technical talks.
- Ignite with lightning talks presented by the community.
- Professional development talks.
- Virtual networking activities.

* Sessions can be presented either in English or Spanish.

Sponsorship Benefits

Positioning and lead generation opportunities

Virtual designated space
Slack will be used as the event communication chat. A specific channel will be assigned to each sponsor.

Virtual Swag bag Example
Opportunity to participate in the swag bag by providing a gift to attendees that accept to share their info with sponsors.

Call to action
The session broadcast will include a Call to Action button that can direct participants to sponsors website.

Sponsorship packages

Benefit	Platinum	Gold	Silver
Logo on recordings (bumper)	Yes	Yes	Yes
Session	60mins Workshop or 30mins talk	60mins Workshop or 30mins talk	10 mins message
Attendees contact data (includes personal data of attendees that authorize to share)	All event	Session	Session
Assigned channel at event chat (slack)	Yes	Yes	Yes
Virtual space at networking event (Gather.town)	Yes	Yes	Yes
Participation at virtual swag bag	Yes	Yes	Yes
Brand presence digital campaign and website	Yes	Yes	Yes
Social networks mentions	1 mention	1 mention	1 mention
Slack mentions	1 mention	1 mention	1 mention
Call to action in session	Yes	Yes	
Price (USD)	$1,900	$ 1,600	$ 900

Additional deliverables

- Session recordings will be available right after the talk ends, and will be available after the event.
- For the session sponsors, We will provide recordings in mp4 format for sponsor's publication in their own channels.
- Final report of the event, including event analytics.
- Event note on SG website.

Contact us

We will be happy to help you...

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https://devday4w.com