DEV DAY 4 Women

Women+ who create awesome software

Prospectus
Online edition

April 17th, 2024

https:devday4w.com

What is Dev Day 4 Women?

Dev Day 4 Women is a conference focused in bringing more diversity to the tech scene, being a key component of the **Code 4 DEI** SG initiative.

Dev Day 4 Women purpose is to support the women+ in IT, so they can grow, be inspired, get connected, and encourage each other to advance in their STEAM careers.

DD4W has become **the leading conference for women+** in Latam.

Dev Day 4 Women by the numbers

Previous online editions	Registered	Live per session	Recordings views	Sessions
2021 H1*	+1k	+200	+6.0K	23
2021 H2	+1k	+200	+4.6K	25
2022 H1	+1.5k	+200	+2.4K	25
2022 H2	+1.2k	+200	+1.9K	30
2023 H1	+1.2k	+200	+1.8K	30

Dev Day 4 Women 2024 will be the 17th edition of this **highly expected event** female IT professionals in Latam.

The 1st edition held in 2015 at Guadalajara, México, was the **first conference for female Devs in Latam.**

They trust us

accenture · amazon · Microsoft · Globant · Softtek · ORACLE

luxoft (A DXC Technology Company) · NA-AT technologies · epam · brillio · CONTPAQ i (Software empresarial fácil y completo) · nextiva · improving (It's what we do.)

GitLab · edicom (connecting business) · GFT · moz://a · creditas · polyworks mexico

watr (WE ARE THE ROBOTS INC.) · lyft · MiND · michelada.io · arkusnexus · Etsy · mobiik (coding for the future) · GitHub · PALO IT · densitylabs

Salesloft · NIMBLE GRAVITY · Tech Mahindra · twilio · GE · Televisa Univision · yalo · MAGMALABS

Other previous sponsors: Praxis, Ultrasist, Brainup, Thermo Fisher, Hexaware, UnoSquare, Tiempo Development, Definity First, Kairos DS, Forward, Screen IT, Ultrasist, Busolinea, Kellogg, Playful, Skye, Headspring, Cloudflare, among others.

May 2023 online edition - Results

1197
Registered participants

240
Live participants per session

+1k
Recordings views

30
Sessions

🇲🇽 🇵🇪 🇺🇸 🇨🇴 🇦🇷
🇨🇱 🇪🇸 🇧🇴 🇵🇾 🇻🇪

Participant countries: Mexico, Peru, United States, Colombia, Argentina, Chile, Spain, Bolivia, Paraguay, Venezuela, among others.

During this edition the **SG 4 Women award** winners were announced.

Take a look at the event **memories**

Sponsors:

brillio · CONTPAQ i Software empresarial fácil y completo · improving It's what we do. · Microsoft

edicom connecting business · Softtek · watr WE ARE THE ROBOTS INC. · MiND · mobiik coding for the future

nextiva · ORACLE · Tech Mahindra · Televisa Univision

Partners:

HER LATAM · mentoralia JUNTOS CRECEMOS · Mujeres en la Computación amexcomp · MUJERES IT SOMOS LA COMUNIDAD DE MUJERES EN TECNOLOGÍA

Pyladies Cochabamba · ORBITAS · Venezolanas in <Tech>

2024 Audience and Reach

2024
Estimated reach

+1,300 Registered participants

+200   Live participants per session

The **promo campaign** will reach potential participants located at Mexico, LATAM, and other countries with hispanic audience like US and Spain.

The most representative and influential **communities and partners** will be invited to participate and support the event.

Additional reach:

The talks will be promoted at SG website, newsletter and social networks.

Expected Audience

Dev Day 4 Women audience experience goes from **junior to senior level**, besides students who are about to graduate.

Participants frequent roles are:

- Project Managers
- Programmers (specialized in different technologies JS, Python, Java, among others)
- Data Engineers
- UX designers
- Testers
- Analysts

Event Structure

Dev Day 4 Women sessions will be distributed over 2 days
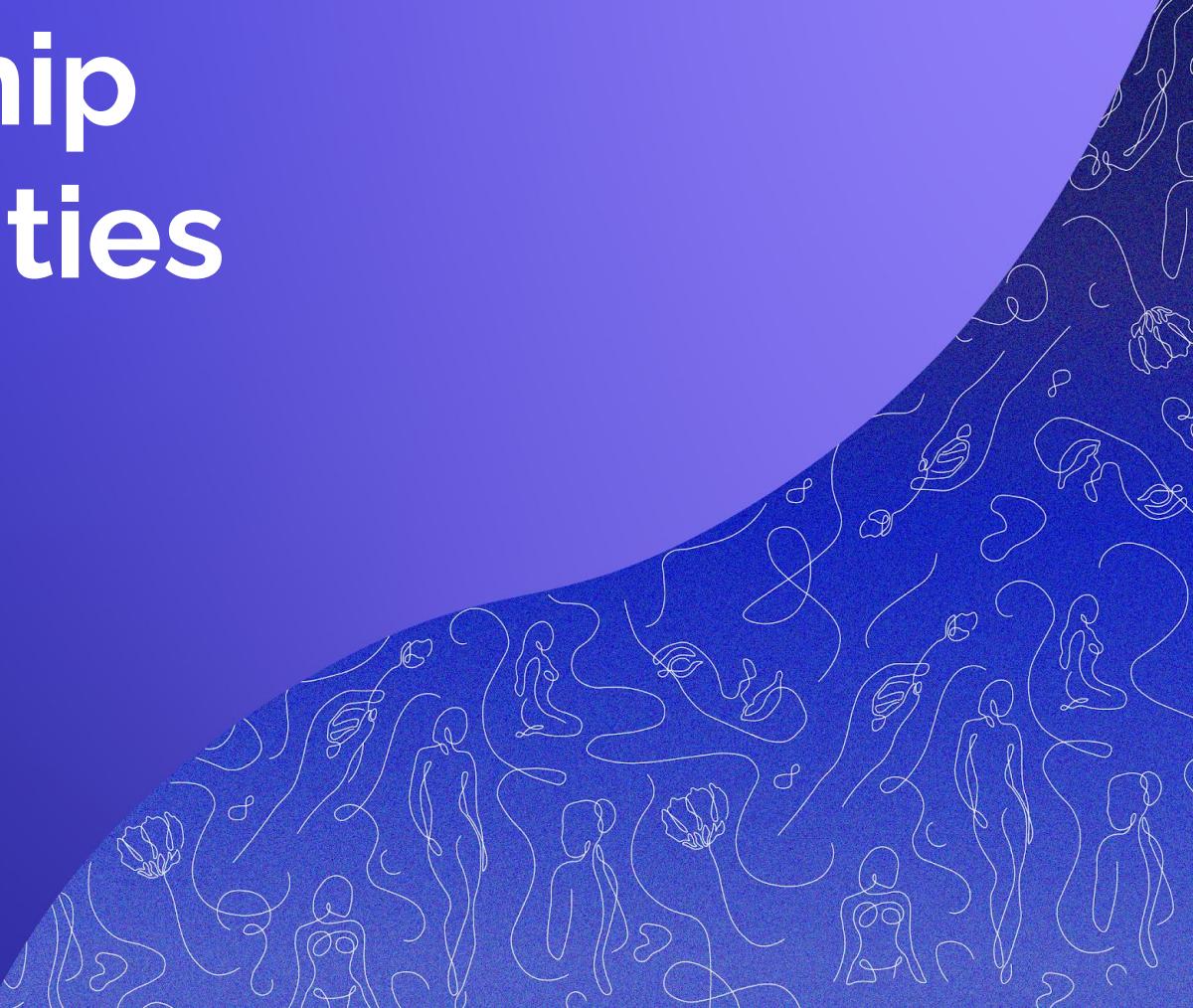
Session format:

- Fireside chat with highly regarded women in the IT.
- Technical talks and workshops.
- Lightning talks.
- Professional development talks.
- Communities messages.
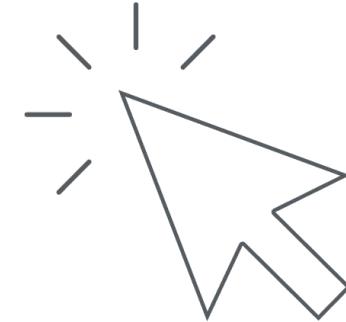
* Sessions can be presented either in English or Spanish.

Sponsorship Opportunities
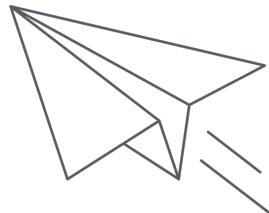
Sponsorship packages

Benefit	Platinum (6)	Gold (3)	Silver (2)
Session or message	30 mins talk	30 mins talk	10 mins message
Participants contact data (personal data of participants who authorize to share)	All participants	Session participants	n/a
Brand presence (promotion campaign and during the event)	Yes	Yes	Yes
Social networks mentions	2 mentions	1 mention	1 mention
Logo in recordings	Platinum level	Gold level	Silver level
Job opportunities promoted	3 job offers	2 job offers	1 job offer
Price (USD)	$2,200	$1,870	$ 1,100

10% discount previous sponsors
20% discount Best Place To Code active members

Deliverables

- Event participants data for Platinum level, and Session participants data for Gold level (Opt-ins only).
- Event final report.
- Event analytics.
- Post event note on SG website, promoted on newsletter and social networks.
- Recordings are published at SG Youtube channel and SG website.

Contact us

We will be happy to help you...

sponsorships@sg.com.mx

https://devday4w.com

Twitter: @code4dei