ASC 2022

API SPECIFICATIONS CONFERENCE

HOSTED BY OPEN API INITIATIVE

# Transparency Report: API Specifications Conference (ASC) 2022

**September 19–21, 2022**

THE LINUX FOUNDATION

# ASC 2022

## API SPECIFICATIONS CONFERENCE

HOSTED BY OPEN API INITIATIVE

This year, the OpenAPI Initiative was thrilled to host its API Specifications Conference (ASC) in person after two years of virtual events. Registration peaked at nearly 125 attendees with a 90% attendance rate.

2022 survey participants indicated:

- 95% rated the content as great or excellent (4 or above on a scale of 1-5)
- 45% of attendees say they were there to meet people in the industry or network, 30% attended as a speaker or presenter

A thorough results summary is below, in addition to social and media highlights, and attendee survey results.

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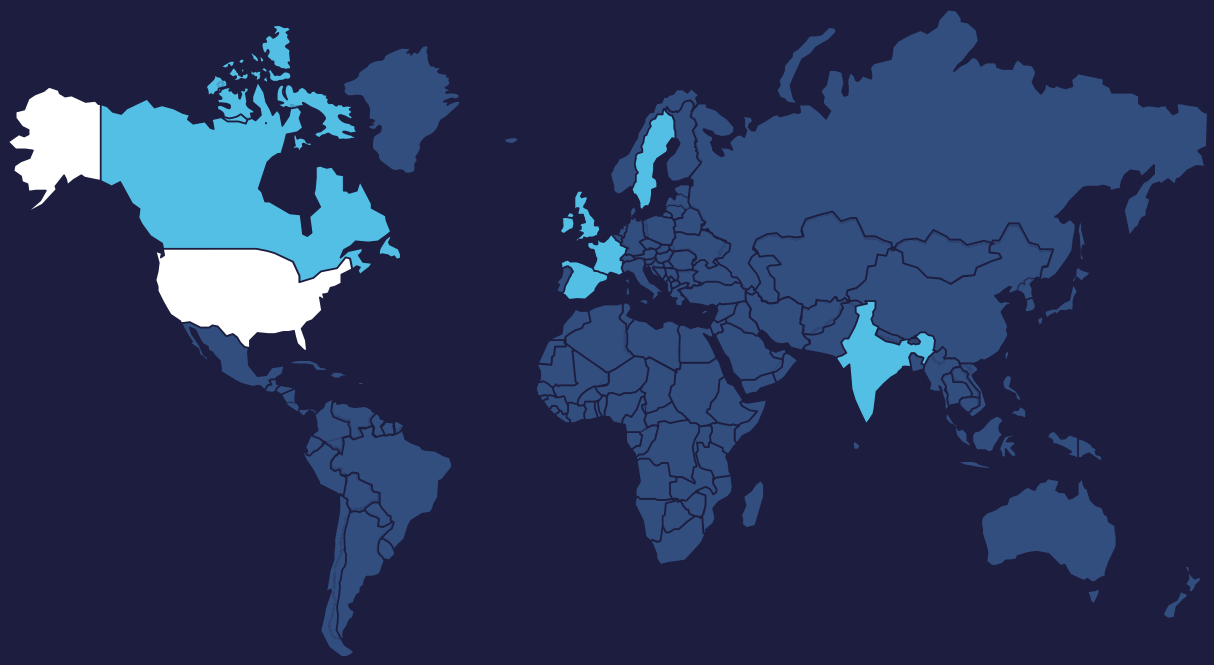
# Attendee Demographics

**Total Registration**
**123**

**Attendees from**
**17**
**Countries**

**76%**
**from the United States**

Additional countries with a sizeable audience include: Canada, France, India, Ireland, Spain, Sweden, and the United Kingdom

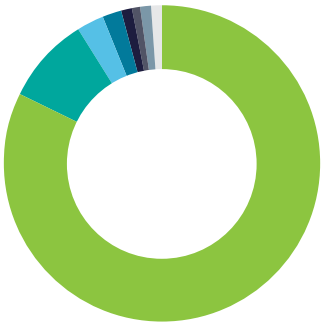


## Number of Attendees by Country

90+ 1–10

### Who are our attendees?

- Individual Contributor **37%**
- Manager **19%**
- Director **16%**
- CXO / ED **11%**
- VP / SVP / GM **10%**
- Academic **1%**
- Other **6%**



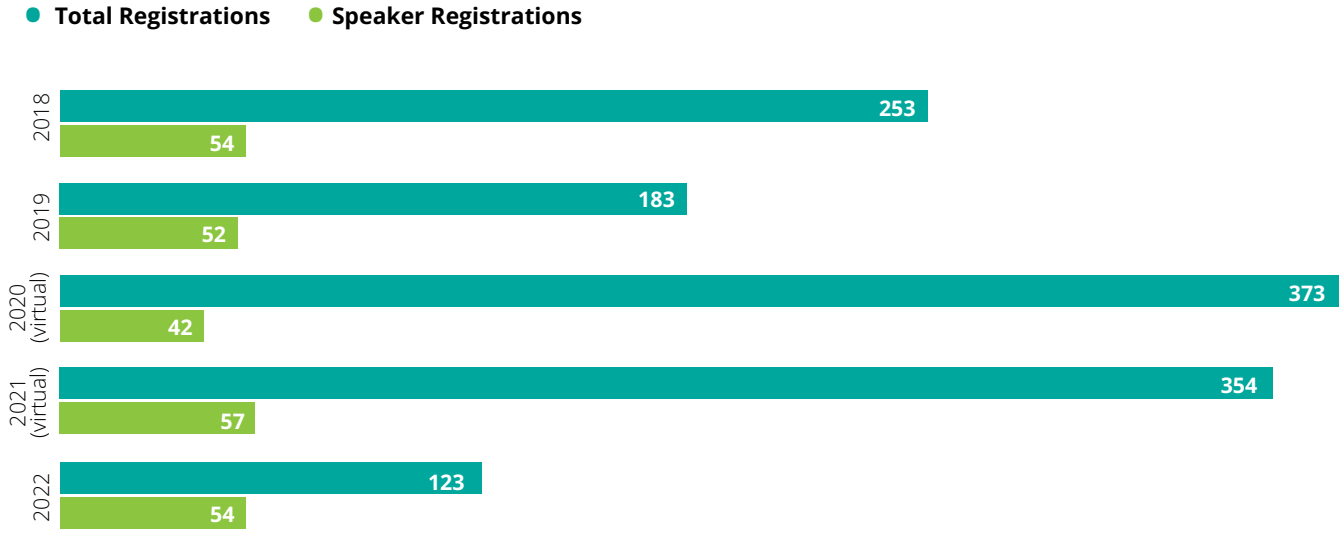
### Top Industries

- Information Technology **84%**
- Financials **9%**
- Professional Services **3%**
- Consumer Goods **2%**
- Non-Profit Organization **1%**
- Healthcare **1%**
- Telecommunications **1%**
- Other **1%**

### Job Function

- Architect **23%**
- Application Developer **17%**
- Manager - Technical Teams **13%**
- Product/Biz Dev **13%**
- Executive Leader **13%**
- Marketing **3%**
- Manager - Other **3%**
- DevOps/SRE/Sysadmin **1%**
- Professor / Academic **1%**
- Other **14%**

# Year Over Year Registration Comparison



# Diversity

For the second year in a row, the API Specifications Conference received the highest rated Gold Badge from the CHAOSS D&I Event Badging Program, showing that we foster healthy D&I practices. Our initiatives for diversity and inclusion included the following:

### Inclusive Speaker Orientation Course & Accessibility Resources for Speakers

Presentation accessibility resources and access to the Linux Foundation's online orientation course to learn tips/tools to use when speaking to encourage inclusivity in presentations and messaging were provided to all speakers.

### Travel Funding & Scholarships

To encourage and increase the participation of a diverse community, we were pleased to offer diversity and need-based scholarships and discounts to this year's event. Travel funding and full conference registration was covered for 8 recipients.

### All-Gender Restrooms

Specific restrooms were dedicated as all-gender for attendees who feel more comfortable using all-gender facilities.

### Communication Stickers + Interaction Buttons

Communication stickers and interaction buttons were available for attendees to indicate their requested level of interaction with both other attendees and press (including photographers and videographers).

### Complimentary Child Care

The OpenAPI Initiative was proud to offer complimentary, onsite child care services to ASC attendees. This service was open to anyone that may need additional support in order to attend the event.

### Pronoun Stickers

Pronoun stickers were available for attendees to share their pronouns with other conference attendees. Attendees were expected to be respectful of all pronouns.

### Nursing Room

A private nursing room was made available at the event to aid in the comfort and accessibility for our nursing attendees.

## Gender Diversity

| 70 | 19 | 2 | 32 |
|---|---|---|---|
| Men | Women | Other Gender Identity | Prefer not to Answer |

## Speaker Gender Diversity

| 33 | 10 | 1 | 10 |
|---|---|---|---|
| Men | Women | Other Gender Identity | Prefer not to Answer |

# Content

The API Specifications Conference (ASC) 2022 received 111 CFP submissions, compared to 104 in 2021, 72 in 2020, and 42 in 2019. A team of peer reviewers accepted 44 sessions. Program Chair, Frank Kilcommins of SmartBear, along with the planning committee, carefully curated content and the keynote lineup bringing the most relevant topics and talks to this year's event.

The two and a half-day conference provided attendees 7 tracks, 44 breakout sessions, 4 keynote talks, 3 open discussions, and 4 workshops covering diverse industry viewpoints and a direct line to key stakeholders in the OpenAPI Specification community. One of the seven tracks was presented virtually on Day 0 of the conference, with a Speaker Q&A session hosted on Slack.

Day 1 keynotes hosted Jean Yang, Akita Software, presenting "Near Realtime, Autogenerated API Specs for Fun and Profit" and Mike Kistler and Mark Weitzel, Microsoft, presenting "Building APIs at Scale: Moving from API Governance to API Stewardship." Day 2 keynotes featured a well-received Retrospective Panel with Lorinda Brandon, BetterCloud; Gareth Jones, Microsoft; Ole Lensmar, Kubeshop; Tanya Vlahovic, Salesforce; and Kin Lane, Postman as well as Daniele Bernardi, Twitter, presenting "The Spec at Twitter."

Of survey participants, a majority of attendees joined up to 8 sessions, 40% joined 9 sessions or more. Feedback from event attendees and sponsors has been incredibly positive, with 90% of survey participants indicating their overall experience was "Great" or "Excellent."

## Resources

Keynote and session recordings are available on the OpenAPI Initiative YouTube channel.

Submitted speaker presentations are also available for download under each talk in the schedule.

# Sponsors

This year's event had ten supporters including 2 Event Partners, 5 Event Supporters, and 3 community partners. Support from companies is critical to making these events successful and their contributions are always appreciated.

## Thank you to our 2022 Sponsors!

### EVENT PARTNERS

Karate Labs

POSTMAN

### EVENT SUPPPORTERS

42crunch

APIMATIC

kusk

SAUCELABS

SMARTBEAR

### COMMUNITY PARTNERS

Bloomberg®

RapidAPI

readme

# Marketing & Social Media

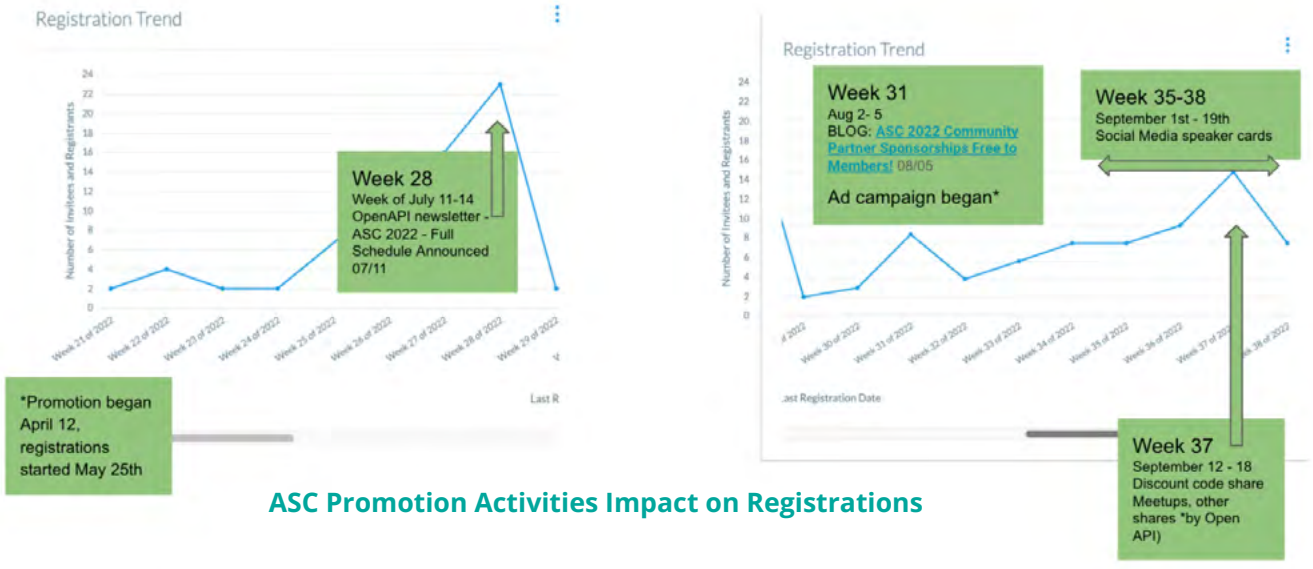
## Summary

Marketing efforts for this year's event focused on paid and earned social media efforts, blog posts, email campaigns, and local community outreach. Paid social earned a total of **1,656,690 impressions with 493,894 clicks.**

**Totals**

- 123 registrations
- 5 Newsletters
- 4 blog posts
- 27 tweets/LinkedIn posts
- 1,656,690 impressions (Twitter ads)
- 493,894 click-throughs (Twitter ads)

We also had extensive non-paid scheduled ASC 2022 social engagements including speaker social cards, tagging speakers, retweeting, sponsor posts, and more.




**ASC Promotion Activities Impact on Registrations**

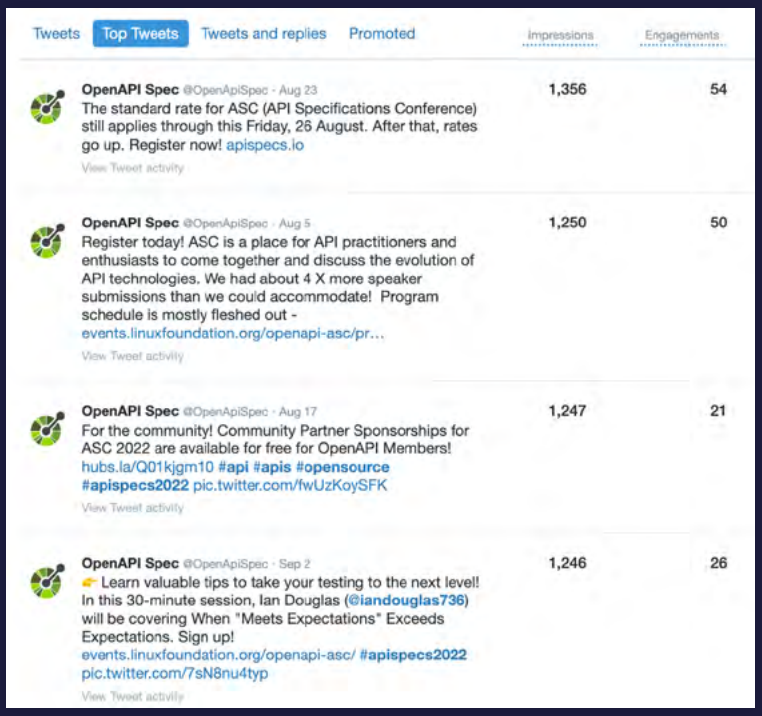
# Twitter Advertising

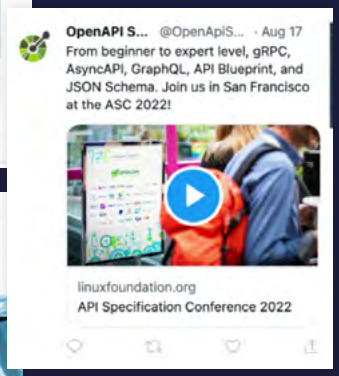
**Overview**

- Success metric: Number of clicks through to ASC 2022 website, registrations (Note: Registrations is not directly measurable)

**Results**

- 493,894 link clicks to ASC registration page
- Link click rate 29.81% (excellent)
- 7,564 (+4.6%) profile visits
- Over 1.6M impressions
- 142 new followers





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## Social Media Promotion Posts

**Sponsor Thank You**

- Karate Labs #1
- Karate Labs #2
- Postman #1
- Postman #2
- 42Crunch
- APIMatic
- Kusk
- Sauce Labs
- SmartBear

**Speaker/General**

- Joyce Lin, Postman
- LinkedIn
- Ian Douglas, Postman
  - LinkedIn
- Erik Cunningham and Emily Shih, Twitter
  - LinkedIn
- Nikhil Kolekar, CDK Global
- Shruti Parab, Google
  - LinkedIn
- Today is the day!

**Workshop**

- Frank Kilcommins, SmartBear
  - LinkedIn
- Isabelle Mauny, 42Crunch
  - LinkedIn
- Jason Desrosiers, Hyperjump Software
- Syed Adeel Ali & Muhammad Sajid, APIMatic
  - LinkedIn

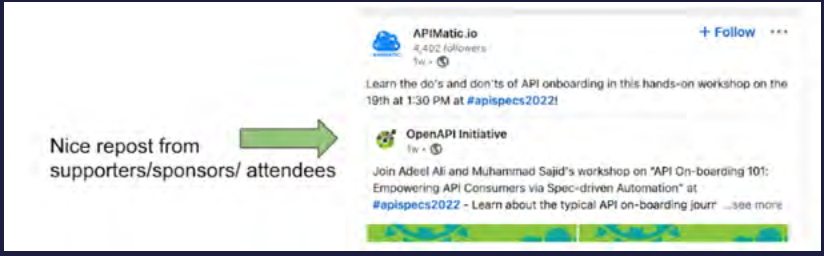
## Leveraging Our Twitter and LinkedIn Accounts Reach

**Organic Social Media Promotion**

- 5 speaker cards
- 5 workshop speakers
- 8 posts to retweet (from speakers and community partners)

- 5 event supporters
- 4 event sponsors

#APISPECS2022



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## Meetup.com Outreach

- Email to OpenAPI Initiative (OAI) Meetup list (586 members) in August
- Invited 10 local SF Bay Area Meetups in September including:
  - https://www.meetup.com/apidiscovery/ (1422 Members)
  - https://www.meetup.com/microservices-apis-integration-meetup/ (2260 Members)
  - https://www.meetup.com/api-meetup/ (1256 Members)
  - https://www.meetup.com/api-craft-san-francisco/ (1112 Members)
  - https://www.meetup.com/san-francisco-healthcare-data-science-meetup/ (1125 Members)
  - https://www.meetup.com/geomeetup/ (1679 Members)
  - https://www.meetup.com/sviphone/ (7422 Members)

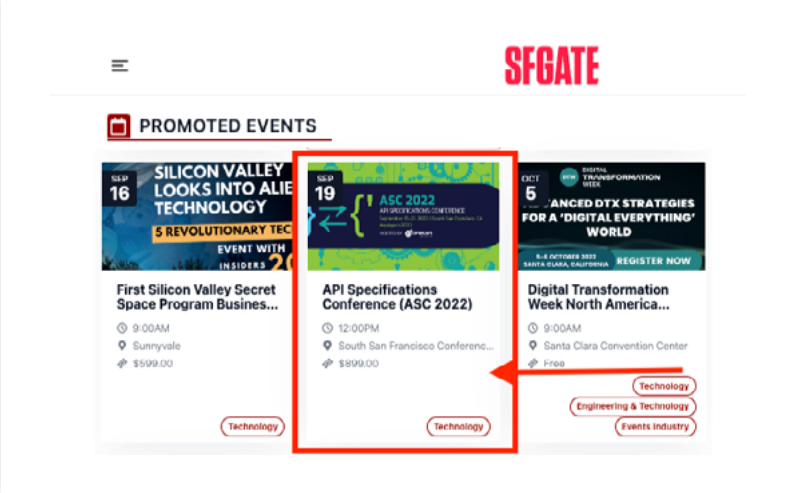
## Discount Codes

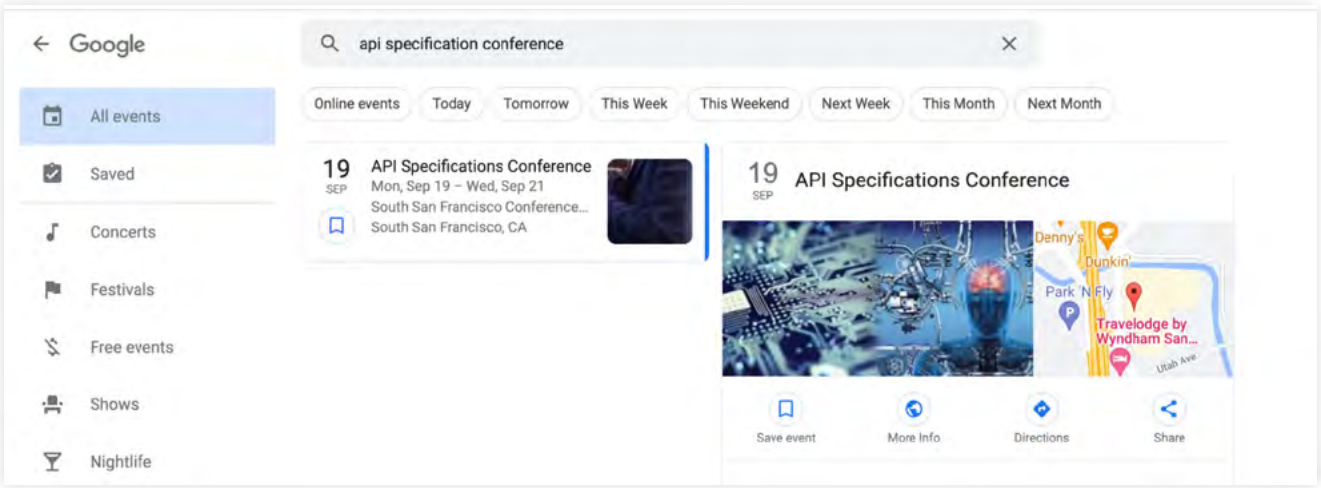
| CODE | NUMBER OF USES |
|---|---|
| Speaker +1 Promo | 15 |
| OpenAPI Initiative Member Network Discount | 8 |
| OpenAPI Initiative September Newsletter | 3 |

### Twitter Cards for ASC 2022 Speakers

## Posting to Local Event Pages

- Events.com (General events page submission
- FunCheapSF
- SFGATE
- Google Events (Shows when googling "API Specification Conference" or related keywords)




## Articles Promoting or Mentioning the Event (Highlights)

**Community Blogs**

- NordicAPIs Blog, The Benefits of Using API Specifications, Frank Kilcommins, July 14

**OpenAPI Initiative Newsletters**

- 5 different emailings: April 12, April 25, July 11, August 22, September 14
- 5,500 person mailing list
- Open rates: 31%, 29%, 27%, 7%, 22%
- Click through rates: 7.8%, 9%, 8.9%, 6.4%, 6.2%

**OpenAPI Initiative Blog Content**

- API Specifications Conference (ASC) 2022 - Call for Proposals, April 24
- Announcing the API Specifications (ASC) 2022 Early Bird Submission Deadline, April 24
- Join Us at ASC 2022!, June 9
- ASC 2022 Community Partner Sponsorships Free to Members!, August 5

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