Open Source Strategy Forum London 2021

PRESENTED BY **FINOS** | **THE LINUX FOUNDATION**

Post-Event Report
October 4–5, 2021 | London, United Kingdom

THE LINUX FOUNDATION

We were so happy to welcome, in-person, 226 Open Source & Financial Services Industry and Community Leaders for this year's Open Source Strategy Forum in London.

These registrants came from **91** organizations in **18** countries around the globe. **65%** hailed from the United Kingdom. Other countries with a sizable audience at the event include: United States - 16%; India - 3%; Brazil, Canada, Ireland, Spain - 2%. This year's event attracted an incredible mix of attendees from across the open-source and financial ecosystems, along with other industry verticals.

- **44%** of attendees were from the **financial services** industry and 43% were from the **information technology** industry.

Attendee Survey Results:

- **95%** of respondents would recommend attending Open Source Strategy Forum to a friend or colleague
- **93%** of respondents found the conference content & sessions to be informative and useful
- **89%** of respondents said they are likely to join a future Open Source Strategy Forum
- **82%** of respondents found the connections valuable and were able to build relationships at the event

Participant Experience

Content

Featuring **30+** talks including keynote, breakout, and on-demand sessions, Open Source Strategy Forum delivered content across 4 topical tracks: Addressing the Data Challenge, Building Thriving Communities, Delivering Value with Open Source Tech, and Policy/Process/Operations.

Content at the event was rated very highly by event attendees with over **93%** saying they found the conference content and sessions to be informative and useful.

Session Recordings

Every session at Open Source Strategy Forum London 2021 was recorded and is available on **The Linux Foundation YouTube Channel** which includes captioning for all sessions.

Sponsor Showcase

The event hosted in-person sponsor tables with 4 sponsors onsite in London and 6 sponsors total.

- Average badge scans: 18
- Total badge scans: 28

Community Award Winners

During the Awards & Closing Remarks Keynote session, 10 Community Awards were presented to outstanding contributors in the below categories:

Award certificates:

2021 FINOS Member Award — Leading The Pack — CodeThink
It's through great contributors like you that open source Communities thrive. Thanks for all you do, we truly appreciate it.
Gabriele Columbro, Executive Director

2021 OSSF Award — Newcomer — Mauricio Uyaguari, Goldman Sachs
It's through great contributors like you that open source Communities thrive. Thanks for all you do, we truly appreciate it.
Gabriele Columbro, Executive Director

2021 FINOS Member Award — Going "All In" Award — Deutsche Bank
It's through great contributors like you that open source Communities thrive. Thanks for all you do, we truly appreciate it.
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2021 OSSF Award — Most Active Individual — David Watkins, Deutsche Bank
It's through great contributors like you that open source Communities thrive. Thanks for all you do, we truly appreciate it.
Gabriele Columbro, Executive Director

2021 FINOS Member Award — Breaking The Status Quo — UBS
It's through great contributors like you that open source Communities thrive. Thanks for all you do, we truly appreciate it.
Gabriele Columbro, Executive Director

2021 OSSF Award — Coaching Award — Abdullah Garcia, JPMorgan Chase
It's through great contributors like you that open source Communities thrive. Thanks for all you do, we truly appreciate it.
Gabriele Columbro, Executive Director

Open Source Strategy Forum Demographics

Total Registration:

226

Attendees from

18
Countries

65%
of attendees came from the
United Kingdom

91 Organizations **Participated**

24%
of event participants
**identified
as women**

Diversity

At Open Source Strategy Forum London 2021, **37% of speakers and 24% of event participants identified as women.** For speakers, this was a **6% increase** from 2020, and for participants this was a 2% increase from 2020.

While these numbers are high compared to industry standards, we continue to increase efforts moving forward to help grow the diversity of the event presenters and audience for future events.

Community Support

To encourage and increase the participation of a diverse community, The Linux Foundation offers diversity and need-based registration scholarships to our conferences. For Open Source Strategy Forum London this year, we provided:

- **4** Travel Fund Scholarships
- **6** Need-Based Registration Scholarships

Event Demographics

Bill Mulligan
@breakawaybilly

"Open source is the nuts and bolts of the industry that we need to standardize on for happier engineers, better security, and new features faster" great talk from @lizrice at @linuxfoundation #OSfinserv

5:08 AM · Oct 5, 2021 · Twitter for Android

Graham Odds
@g_odds

.@TamaraCMakarem doing a brilliant job at #OSSF2021 chairing a panel for the first time. #OSfinserv

6:54 AM · Oct 5, 2021 · Twitter for iPhone

FINOS
@FINOSFoundation

And we're off! FINOS ED @mindthegabz leads off #OSSFLondon this morning! Here's to a great day of learning and networking for #opensource, #financialservices, & #fintech - #osfinserv @linuxfoundation
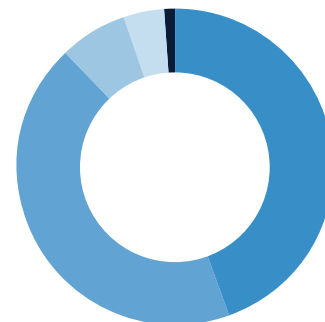
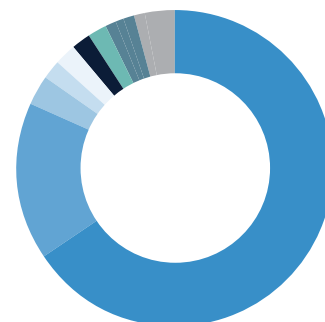4:14 AM · Oct 5, 2021 · Twitter for iPhone
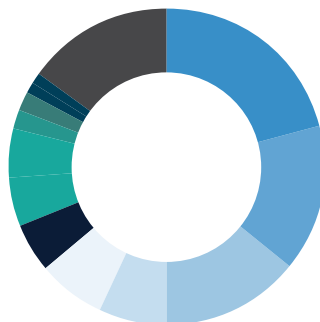
Job Function

- Executive Leader **21%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **15%**
- Architect **14%**
- Manager - Technical Teams **7%**
- Product/Biz Dev **7%**
- Manager - OSPO **5%**
- Manager - Other **5%**
- Marketing **5%**
- DevOps/SRE/Sysadmin **2%**
- Media / Analyst **2%**
- Systems/Embedded Developer **1%**
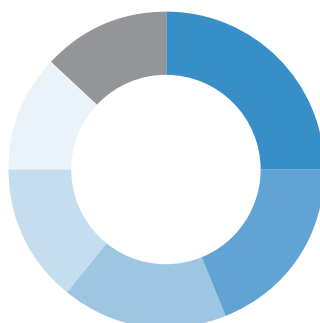- Legal / Compliance **1%**
- Other **15%**

Industry

- Financials **45%**
- Information Technology **43%**
- Non Profit Organization **7%**
- Professional Services **4%**
- Automotive **1%**

Job Level

- Director **25%**
- Manager **19%**
- VP / SVP / GM **17%**
- CXO / ED **14%**
- Individual Contributor **12%**
- Other **13%**

Country

- UK **65%**
- USA **16%**
- India **3%**
- Canada **2%**
- Brazil **2%**
- Ireland **2%**
- Spain **2%**
- Germany **1%**
- Czech Republic **1%**
- Poland **1%**
- Bulgaria **1%**
- Switzerland **1%**
- Other **3%**

Health & Safety

The health and safety of all conference attendees was a critical focus and of utmost importance to us, as we watched the pandemic closely all year and worked to put many measures and new protocols in place. To keep everyone at the event safe, all were required to provide proof of vaccination and their ID, wear a mask throughout the event, and take a daily health symptom survey in order to participate.

Onsite, specific measures, including increased social distancing, interaction wristbands, designated dining areas, plentiful sanitation stations, and more were introduced in order to ensure that all attendees felt comfortable during the event. To learn more about our onsite safety protocols, please read our **blog post here** and our OSSF London Healthy and Safety page **here**.

Social Results

Twitter

The following image shows engagement with the event hashtag, #OSfinserv, from September 27–October 10. During this time, there was a total of 18.3M hashtag impressions.The highest number of impressions was on October 5, (Day of OSSF), with over 12.9M impressions.
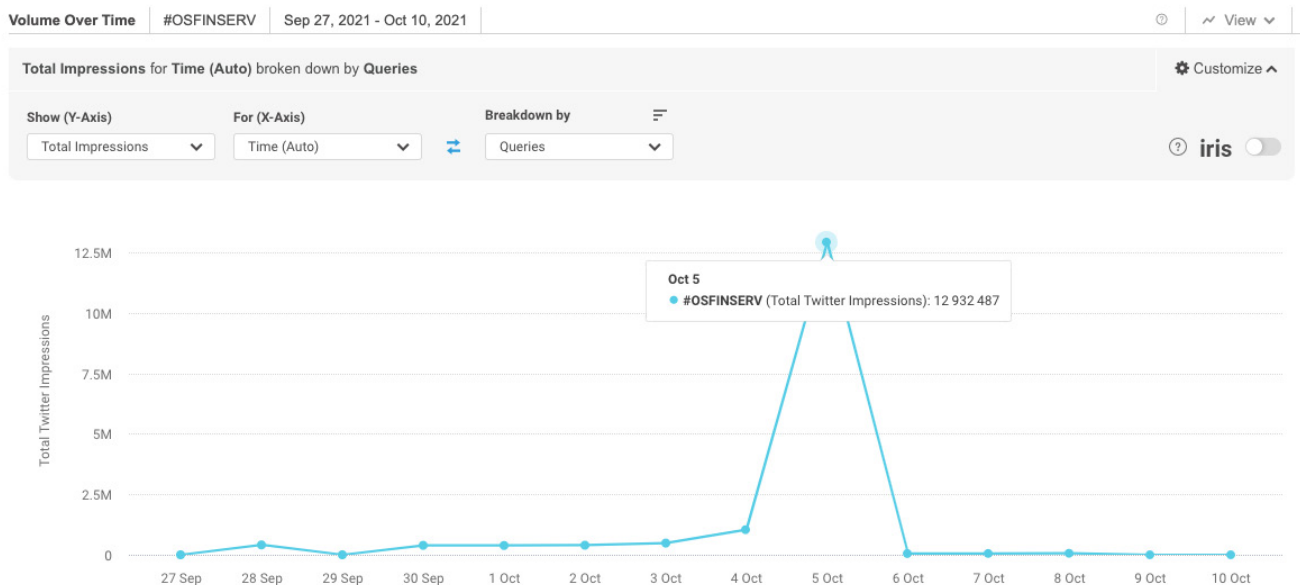
Facebook

Posts from The Linux Foundation's Facebook page reached over 100K impressions from September 17 - October 17, achieving over 800 individual engagements.

LinkedIn

From September 17 - October 17, The Linux Foundation's LinkedIn page increased by 3.8K followers for a total of over 173.8K. Posts made to our page during this timeframe have garnered 462K impressions.

Media & Analyst Coverage Synopsis

The following media registered to attend and cover Open Source Strategy Forum London 2021:

- *IDG Communications,* Scott Carey
- *IBS Intelligence,* Gaia Lamperti
- *OpenUK,* May Cheung
- *Freeform Dynamics,* Bryan Betts

Press Release:

FINOS SURVEY: FINANCIAL SERVICES INDUSTRY EMBRACES OPEN SOURCE AS KEY DRIVER FOR INNOVATION AND EFFICIENCY, BUT LAGS IN GOVERNANCE AND EXECUTIVE LEADERSHIP