2020 - What a year it’s been! The API Specifications Conference (ASC) was a resounding success and we are proud of our community for embracing the transition to a virtual event. While we love to see our community in-person, having a virtual event allowed us to reach a new audience and expand our reach.

Registration for the event peaked this year at 373 from 27 countries. There were 341 unique logins - a 91% attendance rate! A majority of attendees joined up to 8 sessions, 28% joined 11 sessions or more. Feedback from event attendees has been incredibly positive, with the overwhelming majority indicating their overall experience was “Great” or “Excellent”.

Attendees surveyed indicated:
• 88% rated the content as great or excellent
• 72% of attendees agreed that the virtual event platform’s functionality allowed them to effectively consume content
• 60% of attendees say they were there to attend the technical breakout sessions, 16% to attend the keynotes and other business (non-technical) sessions

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

Total Registration

373

Attendees from

27 Countries

50% from the United States

Community Scholarships

18

providing complimentary registration to active members of the open source community were distributed.

$2,500 donated to Code2040

The OpenAPI Initiative and this year’s planning committee decided to donate $10 from each registration fee collected to the nonprofit organization, Code2040, in support of their mission to dismantle the structural barriers that prevent the full participation and leadership of Black and Latinx people in the innovation economy.

Other countries with a sizeable audience at the event include Canada, France, Germany, India, Sweden, and the United Kingdom.

Number of Attendees by Country

- 100+
- 10–99
- 1–9
- 0
Top Industries
- Information Technology 64%
- Financials 14%
- Non-Profit Organization 6%
- Healthcare 6%
- Other 10%

Feedback from attendees was overwhelmingly positive with 100% of survey respondents rating the event Good, Great or Excellent.
- Excellent 28%
- Great 58%
- Good 14%
- Somewhat satisfactory 0%
- Unsatisfactory 0%

Year Over Year Registration Comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Registrations</th>
<th>Speaker Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>253</td>
<td>54</td>
</tr>
<tr>
<td>2019</td>
<td>183</td>
<td>52</td>
</tr>
<tr>
<td>2020</td>
<td>373</td>
<td>42</td>
</tr>
</tbody>
</table>

Who are our attendees?
- Individual Contributor 42%
- Manager 19%
- Executive 14%
- Director 9%
- Academic 2%
- Other 14%
Attendee Booth Traffic

In addition, the event also hosted 3 sponsor booth pages, which attendees were encouraged to visit during breaks via push notifications on the virtual event platform. Sponsors were provided contact details for attendees who visited their booth at any time during the event. A total of 204 leads were collected, averaging 68 leads per sponsor. Sponsors that completed the event survey rated their ROI a 4 on a scale of 1 (Poor) - 5 (High).

Why did people attend the event?

- Attend technical sessions 60%
- Attend keynotes and other (non-technical) sessions 16%
- As a speaker/presenter 14%
- Networking 2.50%
- As a company representative 2.50%
- Other 5%

Thank you to our 2020 Event Supporters!
Content

The API Specifications Conference (ASC) 2020 received 72 CFP submissions, compared to 42 in 2019. A team of peer reviewers accepted 31 sessions. Program Chair, Taylor Barnett of Transposit, along with the planning committee, carefully curated content bringing the most relevant topics and talks to the forefront.

As the premier platform for API specification leaders and practitioners, this year’s conference talks and discussions showed maturity and growth in both the conference and the broader community. Some of the common trends were how to manage and scale API specifications, API governance, leveraging API specifications for their machine-based strengths while embracing humans, and other processes and techniques to use with specifications. The two-day conference provided attendees 5 tracks, 24 breakout sessions, 7 open discussions, and 3 keynotes, covering diverse viewpoints on new and established API specification trends and technologies, and a direct line to key stakeholders in the OpenAPI Specification community.

This year’s keynotes were extremely popular and engaging. Day 1 hosted Mark Nottingham, Fastly, presenting “Standards and APIs” and Lorna Mitchell, Vonage, focusing on “Playing to Our Strengths”. Day 2 keynotes brought together a panel of industry experts discussing “What’s theSpecification for API Products?” with Mike Amundsen, amundsen.com, Inc.; Yina Arenas, Microsoft; Adam DuVander, EveryDeveloper; Gail Frederick, Salesforce and moderator Erik Wilde, Axway.

Resources

Keynote and session recordings are available on the OpenAPI Initiative [YouTube channel](https://youtube.com). Submitted speaker presentations are also available for download under each talk in the [schedule](#).

Attendee Social Engagement

#ASC2020

Some of our favorite attendee tweets from the event include:

- **Erik Wilde** @dret · Sep 21
  
  This #ASC2020 keynote by @mrnt is a great motivation for why standards matter for APIs! It also is a good explanation of the role of the upcoming @ietf “HTTP APIs” working group and how it can make the #API space more effective.

- **Sago JC** @sagopro · Sep 10
  
  #ASC2020 @APISpecs: Great virtual conference, a lot of knowledge to put in work and great persons. I hope next year it could be possible to be in person.

  Thanks to all the sponsors & speakers !!

- **Jay Drayer** @jatine · Sep 10
  
  Really enjoyed #ASC2020. It’s been a while since I’ve attended one (or the old API Strat) and that was a mistake. Lots of learning and great conversations. Also, thank you for letting me present this year! It was an honor.

- **Taylor Barnett** @taylor_atix · Sep 10
  
  you know a panel is good when the chat is like, we want more of this every week! #ASC2020

- **Lorna Mitchell** @lornajane · Sep 9
  
  Digital events are weird. I have butterflies for my keynote at #ASC2020 today …. but it was recorded a couple of weeks ago. There is literally nothing I can do to improve things at this point in time so instead here’s a photo of me in my new-normal talk setup cave 😊
ASC 2020 Social Media Results

Summary

Marketing efforts started two months before the conference, with promotional efforts focused on email campaigns as well as paid and earned social media efforts. Paid social earned a total of 633,402 impressions with 26,283 clicks and a 3.3% engagement rate.

We also had extensive non-paid scheduled ASC 2020 social engagements including speaker social cards, tagging speakers, retweeting, an event countdown, and more.

Discount Codes

<table>
<thead>
<tr>
<th>CODE</th>
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<tr>
<td>Complimentary OAI Member (3 per member company)</td>
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</tr>
<tr>
<td>Complimentary Program Committee Member</td>
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</tr>
<tr>
<td>Additional Sponsor Passes (20% discount)</td>
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</tbody>
</table>
Articles Promoting/Mentioned the Event (Highlights)

Community Blogs
1. Transposit Blog, API Specifications Conference 2020 Recap, Taylor Barnett, September 21

OpenAPI Initiative Blog Content
1. OpenAPI is People!, September 24
2. From 0 to OpenAPI: How GitHub Described a 10 year old API, September 22
3. Reasons to Register! ASC 2020 Keynote Panel Deep with Real-World API Experience, September 1
4. ASC Speakers Announced!, August 13
5. ASC 2020 - Keynote Speakers, July 17