
Report: API Specifications Conference (ASC) 2020

September 9–10, 2020



ASC 2020

API SPECIFICATIONS CONFERENCE

HOSTED BY



OPEN API
INITIATIVE

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

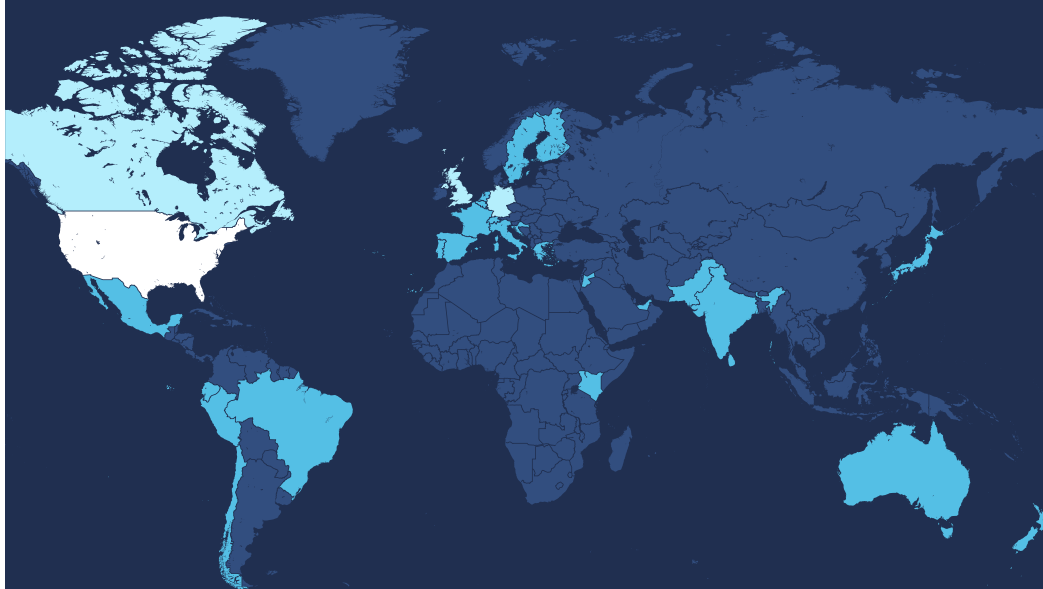
18
**Community
Scholarships**

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.

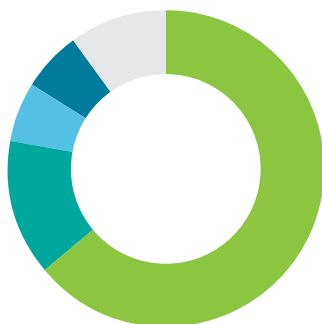
Other countries with a sizeable audience at the event include Canada, France, Germany, India, Sweden, and the United Kingdom





Who are our attendees?

- Individual Contributor **42%**
- Manager **19%**
- Executive **14%**
- Director **9%**
- Academic **2%**
- Other **14%**



Top Industries

- Information Technology **64%**
- Financials **14%**
- Non-Profit Organization **6%**
- Healthcare **6%**
- Other **10%**

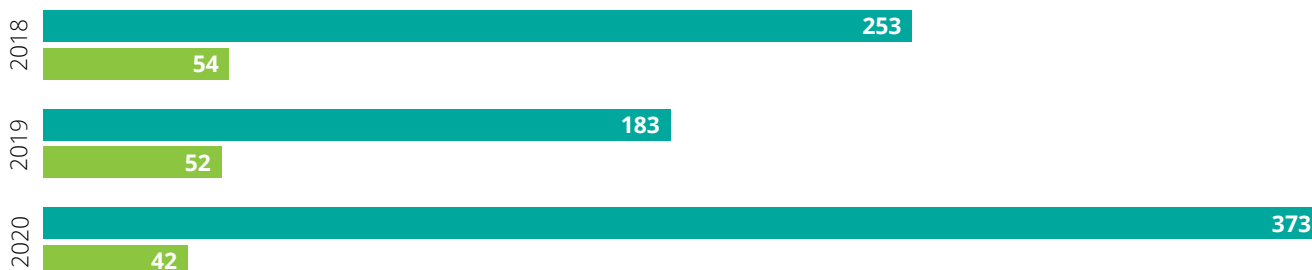


Feedback from attendees was overwhelmingly positive with 100% of survey respondents rating the event Good, Great or Excellent.

- Excellent **28%**
- Great **58%**
- Good **14%**
- Somewhat satisfactory **0%**
- Unsatisfactory **0%**

Year Over Year Registration Comparison

- Total Registrations
- Speaker Registrations



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 the Specification for API Products?" with Mike Amundsen, amundsen.com, Inc.; Yiina 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](#).

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 @mnot 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.



Keynote: Standards and APIs
Mark Nottingham, Fastly
[youtube.com](#)

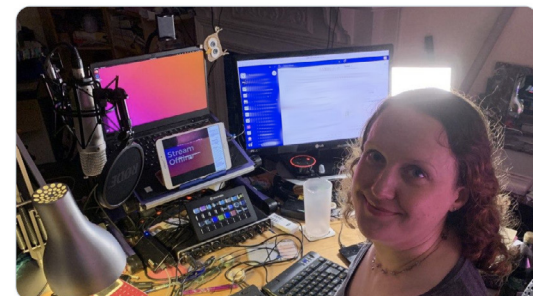
 **Sago JC** @sagopro · Sep 10
[#ASC2020](#) @APISpecs Great virtual conference, a lot of knowledge to put in work and great persons. I hope next year it could be possible to be in person.

Thanks to all the sponsors & speakers !!

 **Jay Dreyer** @kaline · 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_atx · 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 :)

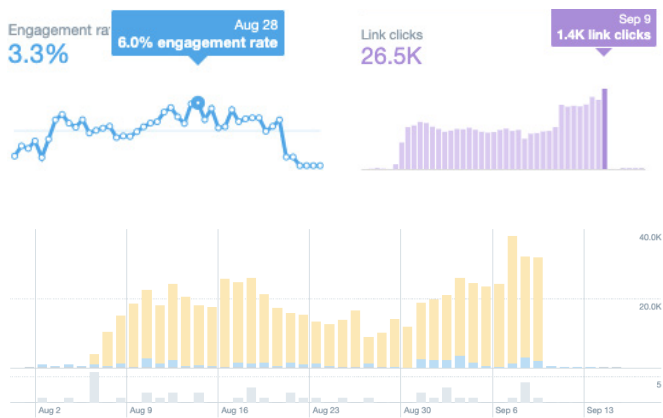


ASC 2020 Social Media Results

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

CODE	NUMBER OF USES
Complimentary OAI Member (3 per member company)	10
Complimentary Program Committee Member	3
Additional Sponsor Passes (20% discount)	1

OpenAPI Spec @OpenApiSpec · Sep 8
Join us at #ASC2020 starting TOMORROW with fantastic speakers like Microsoft senior software engineer Michael Brown @browniepoints - ASC 2020 is fully virtual Sept 9-10! Register today at bddy.me/336nHxm #OpenAPI #API #APIs #webdev #coding



OpenAPI Spec @OpenApiSpec · Sep 3
NEXT WEEK! Join us at ASC 2020 and connect with our Speakers like Glenn Block, Product Manager, Servant Leader, DEI Advocate, Tech Geek, Microsoft - Register now for ASC 2020, Sept 9-10, at bddy.me/3lOu2pJ @gblock #ASC2020 #API #APIs #webdev #coding



OpenAPI Spec @OpenApiSpec · Sep 2
Join Keynote Speaker and Microsoft Principal Group Program Manager @yina_arenas at #ASC2020 - fully online - to learn about topics like #OpenAPI, #API modeling, and more, Sept 9-10. For more information and how to register: bddy.me/2R1zW8R #APIs #webdev #coding



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
6. Event Announcement, [The API Specification Conference \(ASC 2020\) - Hold the dates: Sept 9th-10th](#), June 12

