
Hyperledger Global Forum 2021

Event Report

June 8-10, 2021

Virtual Experience

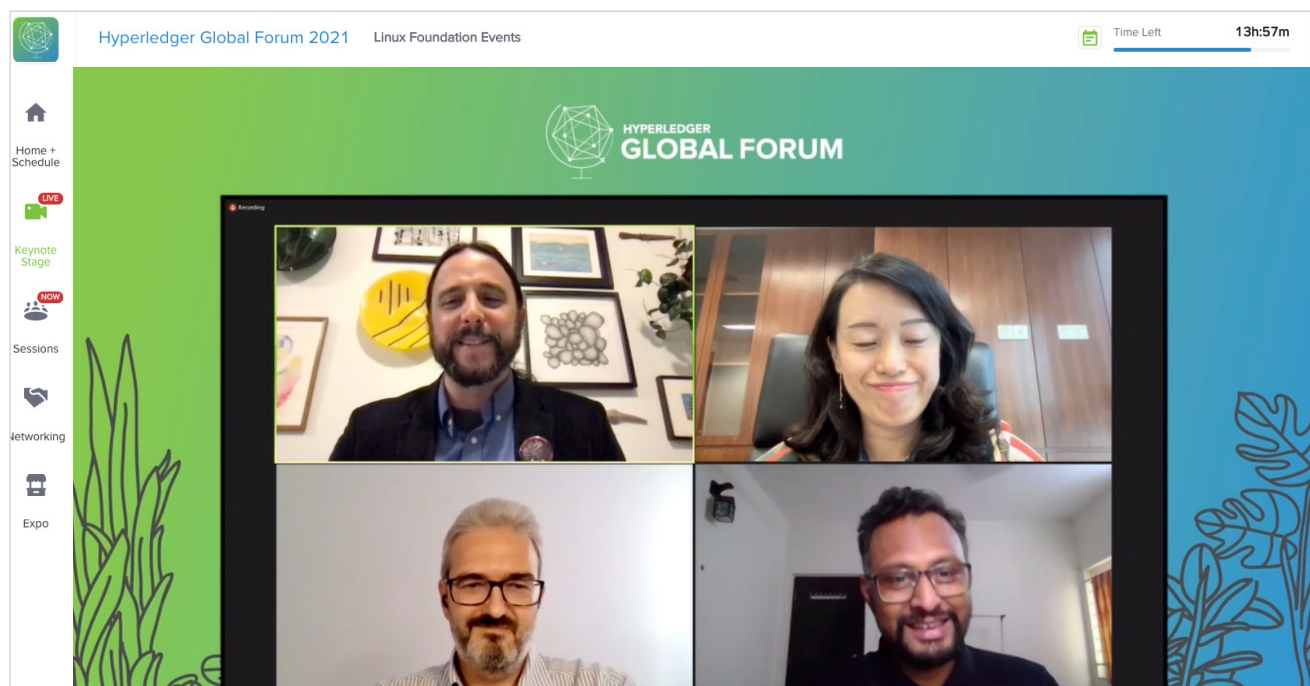




Hyperledger Global Forum 2021 had a successful third year and we are proud of our community for embracing this year's virtual event.

While we love to see our community in-person, having a virtual event allowed us to reach a new audience and expand our reach. Sessions were presented live in two different time segments, or regions, each day to accommodate our global audience. The event generated 1,391 registrations and had nearly 1,050 in attendance.

Feedback from attendees was overwhelmingly positive, and 97% would recommend this event to an industry friend. Of surveyed participants, the top three reasons that people attended Hyperledger Global Forum were as a speaker/presenter (34%), attending technical breakout sessions (30%), and attending keynotes/non-technical sessions (20%).





Industry

Twenty percent of attendees were individual contributors, and 54% were managerial level and above in their organizations. Representatives from a broad range of industries gathered online, including financial services, academia, healthcare, non-profit, and 52% stating information technology.

Content

Hyperledger Global Forum 2021 received 210 CFP submissions! Of those who spoke, 79% identified as men, 21% identified as women. A group of 27 community members scored the proposals and based on that scoring, the program was carefully curated from the top-scoring submissions. The three-day conference gave attendees 181 sessions to choose from including 36 demo theater sessions, 116 business and technical breakouts, 22 keynotes, and 7 hosted discussions or BoFs. All content was delivered live from speakers around the world.

The 22 keynote sessions and panels from industry leading experts from a broad cross section of the blockchain ecosystem addressed the growing footprint of enterprise blockchain technology. Keynote speakers included: Brian Behlendorf, Hyperledger; Arnaud Le Hors, IBM; David Treat, Accenture; HE Serey Chea, National Bank of Cambodia; Sopnendu Mohanty, Monetary Authority of Singapore; Frank Yiannas, Food and Drug Administration; Dr. Martin Wainstein, Yale Open Innovation Lab; Dr. Andreas Kind, Siemens; Veronica Garcia, Bitlumen; Vitalik Buterin, Ethereum; Marie Masserey, IATA; Drummond Reed, Evernym; Robert Palatnick, DTCC; Kareem Yusuf, IBM; Dr. Mary Lacity, Blockchain Center of Excellence; Paolo Migliari, Merck Sharp & Dohme; Lidija Prozaic Frketic, Antares Vision Group; Daniel Laverick, Zuellig Pharma; Michael del Castillo, Forbes; Xue Wang, China Construction Bank; Jose Luis Nunez Diaz, Telefonica; Rajesh Dhuddu, Tech Mahindra; Jonathan Dotan, Stanford University + USC Shoah Foundation; Marta Belcher, Filecoin Foundation; David MacFadyen, UCLA; Imogen Heap, The Creative Passport; Brendan Cooper, Panini America; Daniel Heyman, Palm NFT Studio.

Hyperledger projects were well represented with demo theater presentations in each region. Attendees were given the opportunity to participate in 22 project demos in addition to the conference content.

After the event, a record 176 keynote and session recordings were posted to the Hyperledger YouTube channel for public viewing. Speaker presentations are also available for download under each talk in the [schedule](#).



Diversity



Hyperledger Global Forum 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 were incredibly well-received this year, including the following:

Parent & Caregiver Inclusion Support: Program for Kids

Hyperledger aimed to make it easier for parents and caretakers, who were statistically more over-burdened during COVID-19, to be able to attend a portion of the event free of distraction. This initiative included a 45-minute engaging and interactive activity for children ages 5-14 during each time zone's keynote sessions. Registration was open to all event attendees.

Registration Discounts & 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. With the virtual format, full conference registration was offered to 90 Diversity Scholarship recipients.

Local Language Presentations

Speakers were given the option to present their talk in their native language. There were seven talks presented in Chinese, two in Portuguese, and one in Spanish.

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.

Diversity & Inclusion Program

A sponsored session featuring a speaker and discussion around diversity and inclusivity in an open source community. This year's session focused on exploring diversity and inclusion at the workplace and beyond. Over 125 attendees participated in the session.

Closed Captioning

In an effort to allow attendees with any difficulties hearing or needing another language to fully participate and enjoy the event, closed captioning was available for all keynote and breakout sessions. Captioning and translation was offered in 17 languages.



Attendee and speaker participation from 69 countries made for a culturally diverse event this year. We were pleased that 19% of attendees and 21% of speakers identified as women, increased from 18% and 17% in 2020. However, increasing gender diversity and attendance of underrepresented groups continues to be a challenge that we work to improve.

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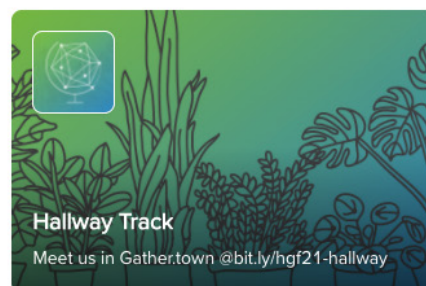
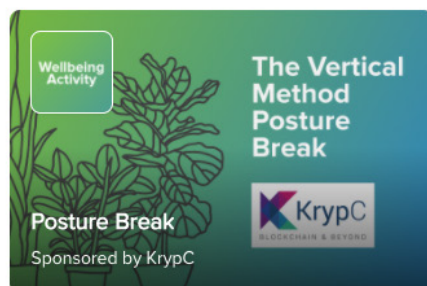
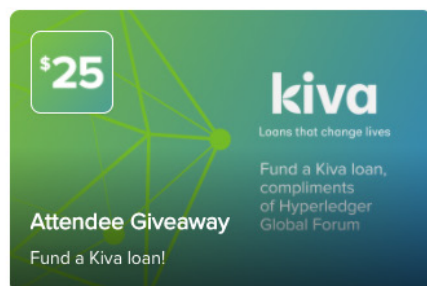
Attendee Engagement

We saw over 1,250 unique event platform users and nearly 1,050 unique session visitors throughout the event. Keynotes were viewed live by nearly 500 attendees in both the Europe/APAC and Americas regions on Day 1, 300 in each region on Day 2, and 250 in each region on Day 3.

Multiple attendee experiences were offered during the event to encourage attendee interaction. In our virtual environment, attendees were invited to participate in an interactive hallway track in Gather.town for 1:1 or small group discussions and connections. Networking breaks were also offered via the event platform's randomized networking tool, connecting attendees in the moment. Break topics of discussion included Digital Identity, Interoperability, Financial Services & Digital Currencies, Telecom, Media & Entertainment, and Supply Chain & Logistics. Nearly 700 attendees participated in the networking breaks with 179 networking meetings taking place.

A fun, live, interactive Virtual Trivia session with a live DJ ended the first day of content. The event was enjoyed by over 100 participants in each session. While we were unable to gather for trivia in-person, this offered a great alternative. A posture break was offered throughout the event to support wellbeing and allow attendees to recharge between sessions.

FireFly @ Hyperledger, a co-located event focused on the multiparty system for enterprise data flows, took place on June 11 following Global Forum. The event featured a technical overview, deep dive, expert panel, and a getting started hands-on workshop with the new FireFly community. The event saw nearly 225 registrants with a 52% attendance rate.





Resources:

Session Recordings:

https://youtube.com/playlist?list=PL0MZ85B_96CHVdiSc3ZeLdKugb04wTbNw

Presentations and Speaker Bios:

<https://events.linuxfoundation.org/hyperledger-global-forum/program/schedule/>

Attendee Demographics

Total
Registration:
1391

Attendees from

6



Continents

69

Countries

37%

of attendees came from
the **United States**

Other countries with a sizeable
audience at the event include:

10%

India

6%

China

5%

Japan

5%

United Kingdom

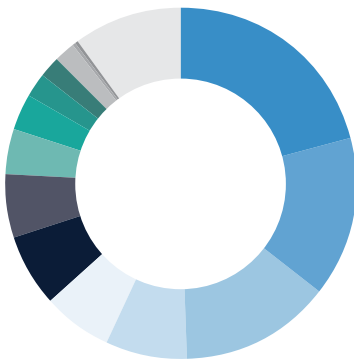
728 Companies
Participated



112 Member
Companies

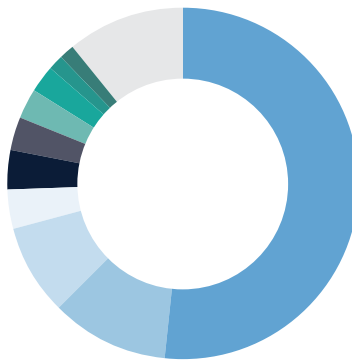


Attendee Demographics



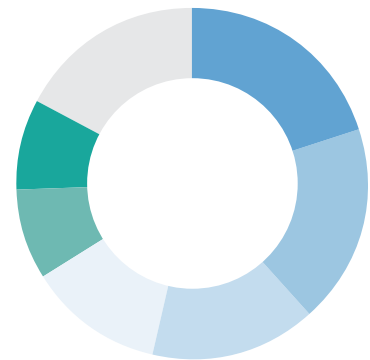
Attendee Job Function

- Executive Leader **21.08%**
- Architect **14.53%**
- Application Developer (Front-end/Back-end/Mobile/Full Stack) **14.03%**
- Manager - Technical Teams **7.34%**
- Product/Biz Dev **6.61%**
- Student **6.47%**
- Manager - Other **5.81%**
- Marketing **4.14%**
- Professor / Academic **3.42%**
- Systems/Embedded Developer **2.33%**
- Media / Analyst **1.96%**
- DevOps/SRE/Sysadmin **1.74%**
- Legal / Compliance **0.51%**
- Manager - OSPO **0.15%**
- Kernel/Operating Systems Developer **0.07%**
- Other **9.81%**



Industry

- Information Technology **51.82%**
- Financial Services **10.83%**
- Academic **8.43%**
- Healthcare **3.49%**
- Non-Profit Organization **3.49%**
- Public Sector **3.20%**
- Manufacturing **2.83%**
- Telecom **2.33%**
- Consumer Goods **1.45%**
- Energy **1.45%**
- Other **10.68%**

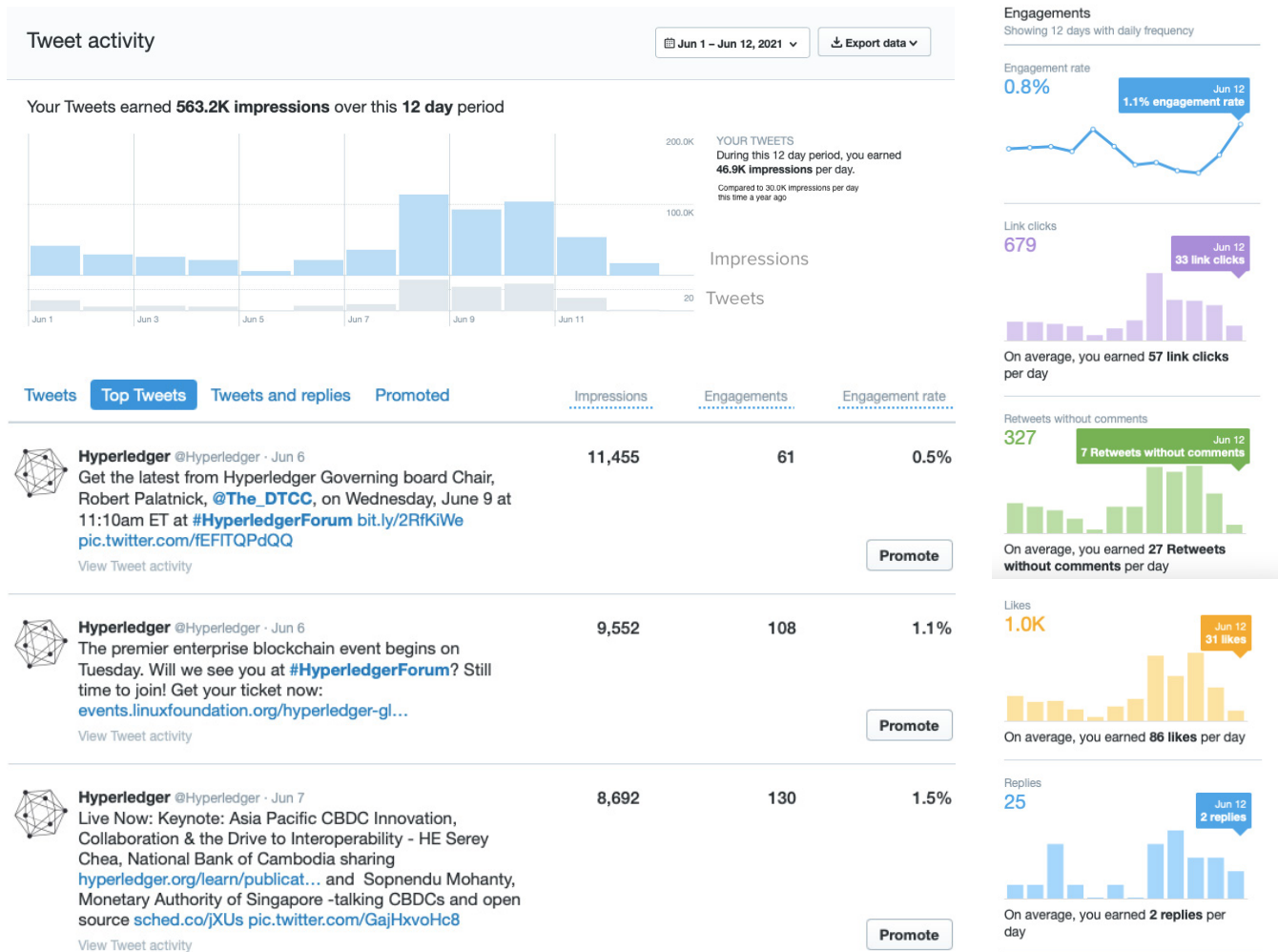


Job Level

- Individual Contributor **20.06%**
- Manager **18.46%**
- Director **15.26%**
- CXO / ED **12.35%**
- VP / SVP / GM **8.36%**
- Academic **8.28%**
- Other **17.22%**



Online Reach & Traffic



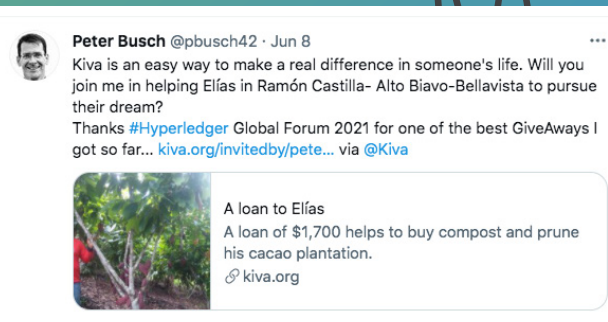
The hashtag #HyperledgerForum was used 1,034 times in tweets and 682 retweets, garnering 13.6 million impressions.

Mentions of Hyperledger went up 147% on Twitter, 76% on Facebook, and reactions on the LinkedIn page went up 50% the same week.

Articles during the week of Global Forum were shared across Facebook, Twitter, LinkedIn, and Reddit 320 times.

Twitter Moments

[Day 1](#) | [Day 2](#) | [Day 3](#)





Press and Analysts

There were 21 press and analysts registered for Hyperledger Global Forum:

Myra Thomas, Editor, *Bank Automation News*

Claudia Mancini, Editor, *Blocknews*

Anna Baydakova, Reporter, *CoinDesk*

Alan Xin, COO, *CoinDesk China*

Rachel Wolfson, Reporter | Podcast Host, *Cointelegraph*

Genny Diaz, Editorial Manager, *CriptoNoticias*

Ronak Doshi, Vice President, *Everest Group*

Michael del Castillo, Associate Editor, *Forbes*

Timmy Chen, *Forkast News*

Lucas Cacioli, Journalist, *Forkast News*

Danny Park, Research Associate Intern, *Forkast News*

Yihui Xi, Reporter, *Forkast News*

Kelly Le, Tech Reporter, Producer, *Forkast News*

Michelle Lim, Research Associate Intern, *Forkast News*

Martha Bennett, VP & Principal Analyst, *Forrester*

Rajesh Kandaswamy, Chief of Research & Gartner Fellow – Emerging Technologies, *Gartner*

Avivah Litan, Distinguished VP Analyst, *Gartner*

James Wester, Research Director, Worldwide Blockchain Strategies, *IDC*

Nicky Morris, Editor, *Ledger Insights*

Staff Writer, *Ledger Insights*

George Lawton, Freelance Correspondent, *Tech Target*



Press Activities & Highlights

Press releases

During Hyperledger Global Forum, there were two releases:

[Hyperledger Kicks Off Global Forum With New Members, New Training Offering](#)

[Hyperledger Spotlights Diverse and Expanding Enterprise Blockchain Ecosystem at Hyperledger Global Forum](#)

Media coverage

During the week of Hyperledger Global Forum, Hyperledger was included in 361 stories including coverage of speakers/sessions and member news from the event. Highlights include:

Blocknews - [Hyperledger Global Forum 2021 acontece de 8 a 10 de junho em três fusos horários](#)

Ledger Insights - [The vision behind Palm: NFTs are the record collection of the future](#)

Blocknews - [Blocknotas: DeFi em discussão no IcoLab e evento global da Hyperledger](#)

Ledger Insights - [Monetary Authority of Singapore explores cross border CBDC that could challenge SWIFT](#)

CoinDesk - [IBM Donates Code Improvements to Open Source Hyperledger](#)

Yahoo Finance - [IBM Donates Code Improvements to Open Source Hyperledger](#)

Ledger Insights - [Kaleido open sources consortium system for enterprise blockchains](#)

Forkast News - [Vitalik Buterin: Why Eth2 will propel Ethereum's use in enterprise](#)

Ledger Insights - [IBM open sources Hyperledger Fabric Tokens, other blockchain code](#)

Blocknews - [Hyperledger premia Brasil](#)

Cointelegraph - [IBM contributes blockchain platform code to Hyperledger to drive enterprise blockchain adoption](#)

Investing.com - [IBM contributes blockchain platform code to Hyperledger to drive enterprise blockchain adoption](#)

BTC Manager - [Vitalik Buterin Predicts Eth2 to Boost Enterprise Ethereum Adoption](#)

Enterprise Times - [IBM deepens its commitment to open source Hyperledger Fabric](#)

Forkast - [How Singapore and Cambodia see digital currencies for cross-border use](#)



Sponsors

This year's event had thirty-six supporters including 16 sponsors, 6 community partners, and 8 media sponsors. Support from companies is critical to making these events successful and their contributions are always appreciated.

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