Hyperledger Global Forum 2020

Event Report
March 3–6, 2020
Phoenix, Arizona

THE **LINUX** FOUNDATION

HYPERLEDGER
GLOBAL FORUM

Hyperledger Global Forum 2020 had a successful second year. The event generated 539 registrations and had over 450 in attendance.

It should be noted, this year's event was hosted during an unprecedented time - as the COVID-19 pandemic began impacting the world. Had the event been scheduled the following week, it would have been canceled as the impact of the coronavirus progressed significantly during the event days. Significant resources were dedicated to ensuring our participating community stayed healthy.

Feedback from attendees was overwhelmingly positive, and 92.5% would recommend this event to an industry friend. The top three reasons that people attended Hyperledger Global Forum were for networking (31%), attending technical breakouts sessions (23%), and attending keynotes/non-technical sessions (23%).

Content

Hyperledger Global Forum 2020 received more than 300 CFP submissions! Of those who spoke, 75% were males, 17% were females. A group of nine community members scored the proposals and based on that scoring, the program chairs Tracy Kuhrt, Accenture and Hart Montgomery, Fujitsu, carefully curated the schedule from the top-scoring submissions. The four-day conference gave attendees 98 sessions to choose from, 27 demo theater sessions, 51 breakout sessions, 8 keynote sessions, and 11 workshops.

In addition, we brought 8 keynote sessions and panels from industry leading experts to focus on adoption, provide real insight on how they've gone beyond experimentation to lead blockchain production applications with measurable impact, and actionable advice for overcoming challenges and barriers to entry. Speakers included: Robert Palatnick, DTCC; Brian Behlendorf, Hyperledger; David Treat, Accenture; Archana Sristy, Walmart; Lisa Butters, Honeywell; Michael Concannon, American Express; Michael del Castillo, Forbes; Don Tapscott, Blockchain Research Institute; Arnaud Le Hors, IBM; and Sheila Warren, World Economic Forum.

Over 150 delegates attended the workshops and hands-on training held on the last two days. Workshops offered introductions to projects within the Hyperledger greenhouse to in-depth topics within specific projects.

Post-event a record 88 keynote and session video recordings were posted to the Hyperledger YouTube channel. Speaker presentations are also available for download under each talk in the **schedule**.

Diversity

Attendees from 37 countries made for a culturally diverse event this year. With $25,000 in diversity scholarship funds available, travel and/or conference registration was covered for 10 recipients. Scholarship funding was provided by Accenture and DTCC. We were pleased that 20% of attendees and 17% of speakers were women or non-binary, increased from 14% and 12% in 2018. However, increasing gender diversity and attendance of underrepresented groups continues to be a challenge that we work to improve.

Our initiatives for diversity/inclusion were incredibly well-received, including the Diversity Happy Hour, sponsored by Accenture, with approximately 125 participants.

Industry

Thirty-six percent of attendees were technologists and 27% were executives in their organizations. Representatives from a broad range of industries gathered in Phoenix, including telecommunications, consulting, healthcare, financial services, retail and internet/web services, and 39% stating software.

This year's event had thirty-six supporters including 20 sponsors, 7 community partners, and 9 media sponsors. Support from companies is critical to making these events successful and their contributions are always appreciated.

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Gold Sponsors

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Diversity Scholarship

accenture   DTCC Securing Today. Shaping Tomorrow.™

Media Sponsors

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Networking

Networking time was built into the schedule beyond specialized networking events. Breakfast, break and lunch times were extended to allow for conversation. Plenty of networking space and seating were provided to delegates to enhance networking opportunities. Over 86% of attendees were satisfied with the balance of learning and networking.

Community members were encouraged to create Birds of a Feather table topics to be discussed during lunch each day. Topics ranged from 'Hyperledger Meetup Organizers', 'Hyperledger Use Cases in Government', 'Blockchain in Healthcare', and more.

Hyperledger projects and Special Interest Groups were well represented with informational presentations at designated kiosks in the Sponsor Showcase. Attendees were given the opportunity to participate in 9 project and 12 Special Interest Group sessions in addition to the conference content.

Attendees were invited to participate in the Mentor/Mentee program, designed to attract and nurture open source contributors. Participants met for one hour to connect on specific topics, meet industry leaders in a small-group setting, and provide connections they could leverage throughout the event and after.

The Networking Reception & Booth Crawl and All-Attendee Party were incredibly well-received. The Attendee Party at local ranch and rodeo grounds was busy with attendees excited to network with companies and fellow attendees.

A Hyperledger Meetup was hosted in conjunction with Global Forum. Guests were invited to attend the Onsite Networking Reception & Booth Crawl followed by presentations from Danno Ferrin, Blockchain Protocol Engineer at ConsenSys about Besu, Dave Enyeart, Architect at IBM Blockchain about Fabric, Bruno Vavala, Research Scientist at Intel Labs and Marcus Brandenburger, Researcher at IBM Research about Fabric Private Chaincode, Sasa Pesic, Director of Software Development at VizLore Labs Foundation about ChainRider and Tyler Wince, Head of R&D at Myndshft about how they're using Fabric to build healthcare solutions.

Hyperledger launched a branded networking app, Hyperledger Events, via Socio prior to Hyperledger Global Forum. Hyperledger Events served as the event app and networking tool this year. Adoption rate was high compared to the industry standard. 277 delegates used the app and 1,178 connections were made.

Event Demographics

Total Registration:

539

Attendees from

6
Continents

37
Countries

64%

of attendees came from the **United States**

Other countries with a sizeable audience at the event include:

6%
Canada

4%
UK

3%
India

3%
Japan

272
Companies **Participated**

58
Member Companies

Attendee Demographics

Male
80%

Female
18%

Non-Binary
0%

2% prefer
not to answer

Speaker Demographics

Male
75%

Female
17%

8% prefer
not to answer

10 **Diversity** Scholarships

125 Attendees at **Diversity Happy Hour**

Attendee Demographics
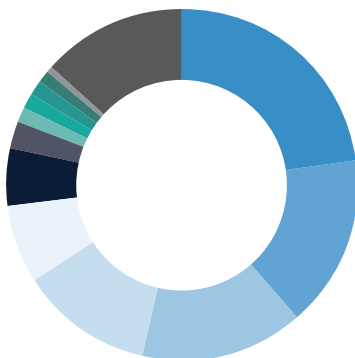
Attendee Job Function

- Executive **27.02%**
- Architect **18.52%**
- Developer **17.65%**
- Sales / Marketing / Business Dev **14.38%**
- Student **8.50%**
- Product Manager **6.32%**
- Professor / Academic **2.83%**
- Media / Analyst **1.74%**
- Program Office Leader **1.74%**
- IT Operations - DevOps **1.53%**
- Legal / Compliance **1.09%**
- IT Operations - Sys Admin **0.87%**
- Other **15.47%**
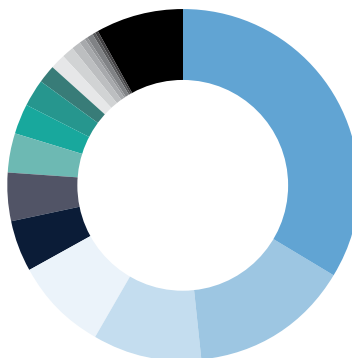
Industry

- Software **39.43%**
- Consulting **17.21%**
- Finance / Banking / Insurance **11.76%**
- Education **10.24%**
- Non-Profit Organization **5.45%**
- Computer Hardware or Consumer Electronics **5.01%**
- Internet or Web Services **4.36%**
- Media / Advertising / Publishing **3.27%**
- Government **2.83%**
- Retail / Wholesale Trade **1.96%**
- Healthcare **1.74%**
- Energy **1.09%**
- Telecommunications **1.09%**
- Agriculture / Forestry **0.65%**
- Industrial Equipment / Heavy Manufacturing **0.65%**
- Aerospace / Defense **0.44%**
- Associations / Trade Groups **0.44%**
- Automotive **0.22%**
- Carrier / Telecommunications **0.22%**
- Construction **0.22%**
- Transportation / Logistics / Warehousing **0.22%**
- Other **9.15%**
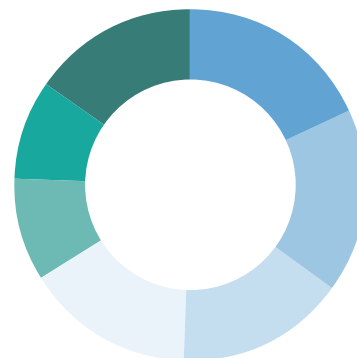
Job Level

- Individual Contributor **21.35%**
- Director **19.83%**
- CXO / ED **18.52%**
- Manager **18.30%**
- Academic **11.11%**
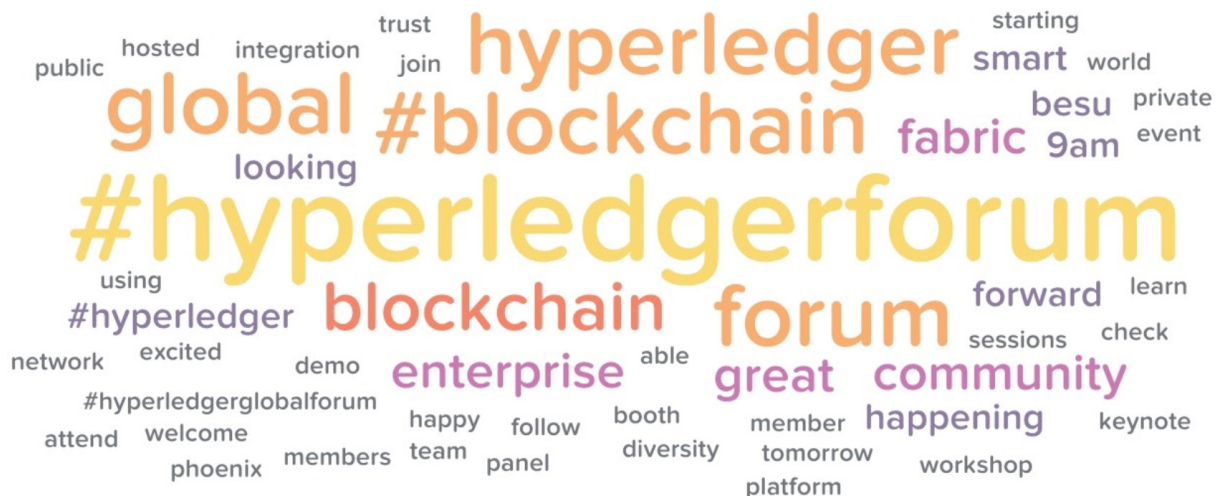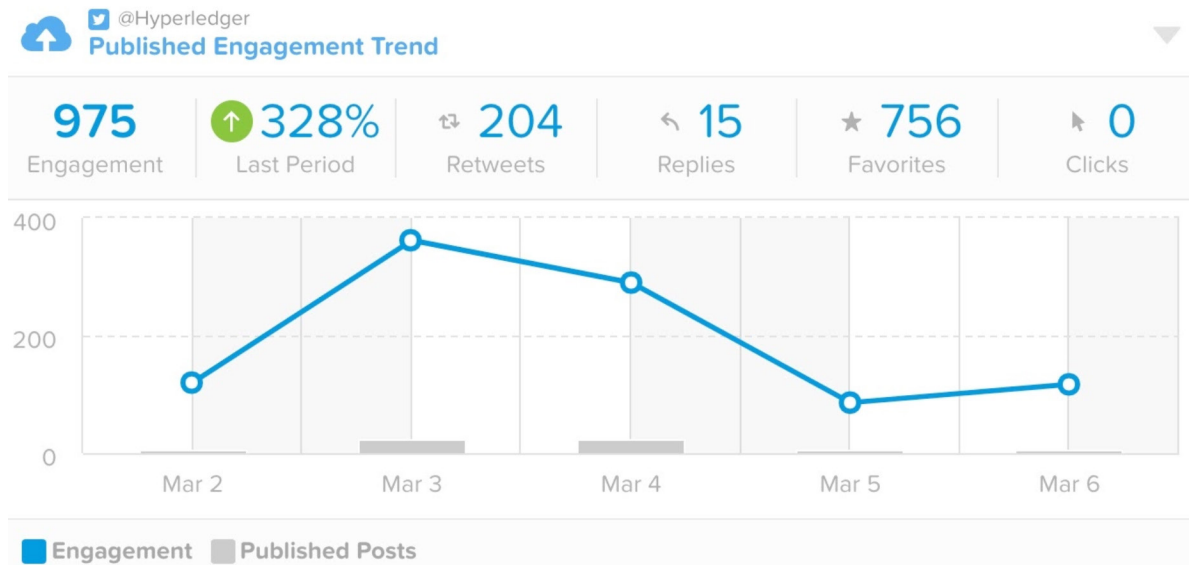- VP / SVP / GM **10.68%**
- Other **17.86%**

Videos & Photos

Videos: https://www.youtube.com/playlist?list=PL0MZ85B_96CFY3isYUplorFSenn04WwBt

Event Photos: https://flic.kr/s/aHsmLD24gK

Presentations and Speaker Bios: https://hgf20.sched.com/

Online Reach & Traffic

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Rachel Wolfson @Rachelwolf00 · Mar 4

Just wrapped up an amazing interview for @Cointelegraph with @sheila_warren head of #Blockchain and data policy for The World Economic Forum @q_worldeconomic btw check out her awesome shoes! 👠👌 #hyperledgerforum @Hyperledger

3   ↻ 9   ♥ 43

Cointelegraph @Cointelegraph · 18h

WEF Head of Blockchain Sheila Warren explains the potential of blockchain technology and how it can change the world, but notes we are not there yet

Sheila Warren: Blockchain Awareness Growing — but Still Needs 3 Th...
WEF Head of Blockchain Sheila Warren explains the potential of blockchain technology and how it can change the world — but notes ...
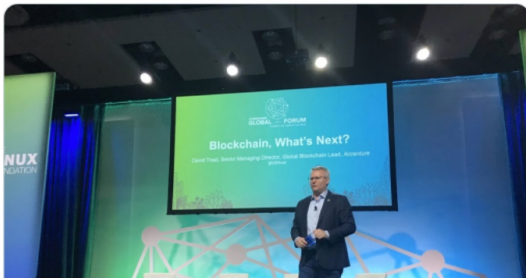🔗 cointelegraph.com

1   ↻ 21   ♥ 46

CoinDesk ✔ @coindesk · Mar 4

NEW: Social impact took center stage at this year's #HyperledgerGlobalForum, with talk of banking consortia taking a backseat to tackling climate change.

ow.ly/DnUy50yCBYz

@IanAllison123 reports

Hyperledger Conference Shows Where Blockchain Can Fight Global ...
Social impact took center stage at this year's Hyperledger Global Forum, with perhaps less of an emphasis on banking consortia and ...
🔗 coindesk.com

1   ↻ 10   ♥ 18

The hashtag #HyperledgerForum was used 1,350 in tweets and 862 retweets, garnering 17.3 million impressions.

Mentions of Hyperledger went up 244% on Twitter, 117% on Facebook, and comments on the LinkedIn page went up 200% the same week.

Articles during the week of Global Forum were shared across Facebook, Twitter, LinkedIn, and Reddit 858 times.

Twitter Moments

Day 1
twitter.com/i/events/1234852510738911233

Day 2
twitter.com/i/events/1235202728370069506

Day 3
twitter.com/i/events/1235923829991575552

Press and Analysts

On Wednesday March 4, we hosted an "Blockchain Adoption Around the World" panel of Hyperledger community members that focused on the strong adoption of blockchain in various areas of the world - from EMEA to Americas to APAC. Panelists spoke to their region, and specific market conditions, business objectives, and political drivers that are influencing adoption of Hyperledger blockchain tech. They also provided details on different use cases, who the main players are and where they see the marketing and overall adoption heading.

Panelists included:

SecureKey, Andre Boysen, *CIO*

Tech Mahindra, Rajesh Dhuddu, *Global Practice Leader, Blockchain*

Circulor, Douglas Johnson-Poensgen, *Founder and CEO*

Everledger, Leanne Kemp, *CEO*

LedgerDomain, Ben Taylor, *CEO*

Media that attended included:

CoinDesk, Ian Allison

Cointelegraph, Rachel Wolfson

Digital Asset Live, Leonid Khmelnitski

Forbes, Michael del Castillo

Forrester, Martha Bennett

415 Research, Csilla Zsigri

Press Coverage Highlights

During the week of Global Forum, Hyperledger was included in 408 stories, 73 of which mentioned news from the event including Walmart joining as a member.

Enterprisers Project - **Blockchain reality check 2020: Challenges and winning applications**

Bitcoin Exchange Guide - **Boeing Leverages Honeywell's GoDirect Blockchain Network to Track $1B In Parts**

The Block - **Walmart leads septet of new Hyperledger members**

Cointelegraph - **Diversity and Inclusion Major Themes at Hyperledger Global Forum 2020**

Digital Asset Live - **Brian Behlendorf: Opening Remarks at Hyperledger Global Forum**

Digital Asset Live - **David Treat: Blockchain, What's Next?**

Digital Asset Live - **Don Tapscott: Blockchain State of the Union Address. Highlights**

Digital Asset Live - **Hyperledger Tech Committee Chairman Keynote Address**

Asia Crypto Today - **Walmart Partners with Blockchain Company Hyperledger**

Cointelegraph - **Walmart Joins Hyperledger to Expand Role in Open-Source Community**

Cointelegraph - **Sheila Warren: Blockchain Awareness Growing — but Still Needs 3 Things**

Cointelegraph - **Walmart Joins Hyperledger Alongside 7 Other Companies**

Cointelegraph - **EY, Microsoft and ConsenSys Launch Enterprise Platform on Ethereum Mainnet**

CoinDesk - **Hyperledger Conference Shows Where Blockchain Can Fight Global Warming**

Coindesk - **Old Rivals Oracle and IBM Want Their Blockchains to Talk to Each Other**

FXStreet - **Walmart joins open-source Hyperledger consortium**

Forbes - **Walmart Joins Hyperledger Along With Seven Other New Members**

Forbes - **Honeywell Is Now Tracking $1 Billion In Boeing Parts On A Blockchain**

BTCManager - **Walmart, 7 Others Join Open-Source Hyperledger Consortium**

Ledger Insights - **Smart contract language DAML now works with Ethereum compatible Hyperledger Besu**

Ledger Insights - **Blockchain interoperability takes center stage for Hyperledger Global Forum panel**

Tokenpost - **Hyperledger Conference Shows How Blockchain Can Be Used for Climate Change**

Cryptopolitan - **Walmart joins Hyperledger for next-gen enterprise blockchain solutions**