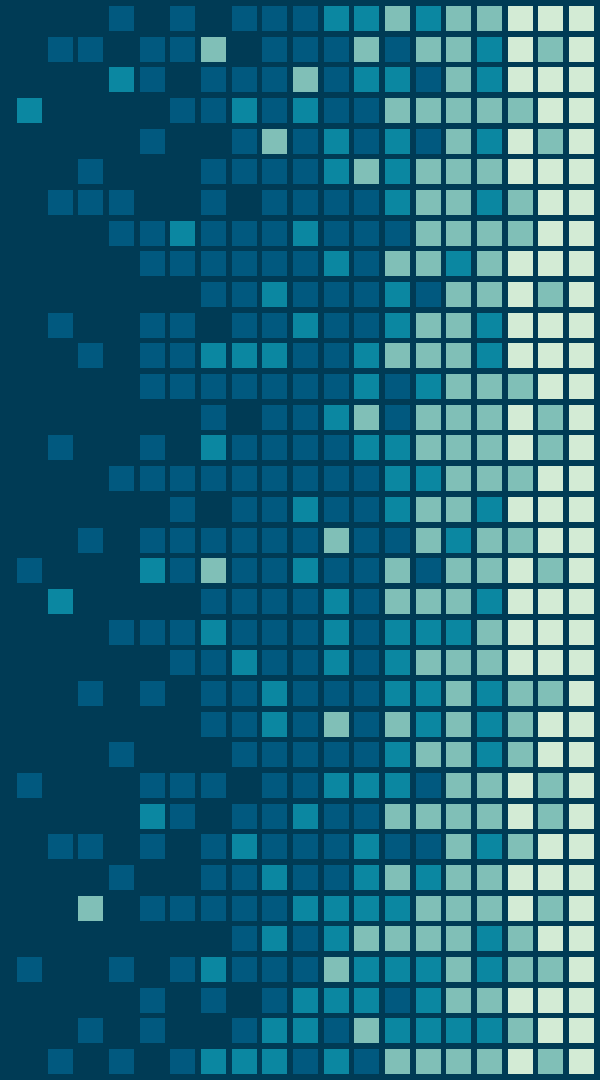


Creating the Most
Diverse and Inclusive
Conference:
Lessons learned from WE RISE



Hello! I'm Angel Banks



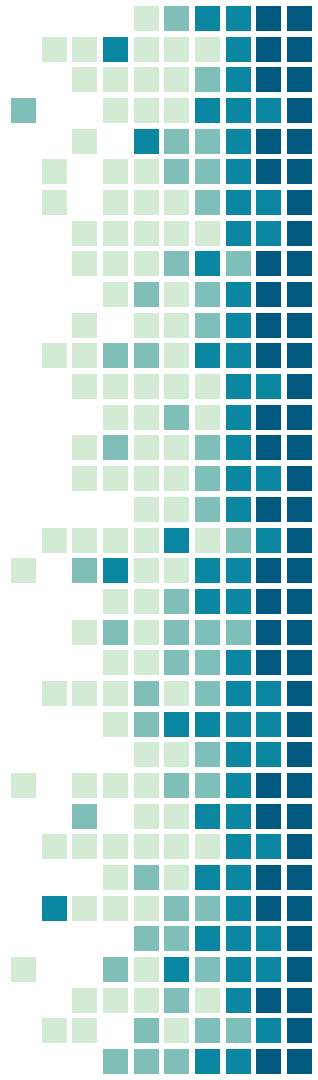
- UX Designer / Front-End Developer / Event Organizer
- Co-Director of **Women Who Code Atlanta**
- Curriculum Director **Girl Develop It Atlanta**
- Co-Organizer of **WeRISE** and **ngAtlanta**

- Find me on twitter: **@angelmbanks**

QUICK OVERVIEW OF WE RISE



- WWCode Atlanta Network created and hosted We RISE Women in Tech conference
- June 2017, Atlanta
- 2 days / 6 tracks / 7 workshops / 80 + speakers / over 400 attendees / 30 sponsors & partners
- First large women in tech in Atlanta



**WE RISE
WOMEN
IN TECH
CONFERENCE** 2017
HOSTED BY WOMEN WHO CODE ATLANTA



© Alecs Konson



WE'RE DOING IT AGAIN!



- June 21 - 22, 2018 at Loudermilk
- 2 days / 5 tracks / workshops / code labs
- CFP is open until 2/7/18
 - <https://www.papercall.io/we-rise-tech>
- Open to everyone!
 - women
 - tech allies of all genders
 - first time speakers

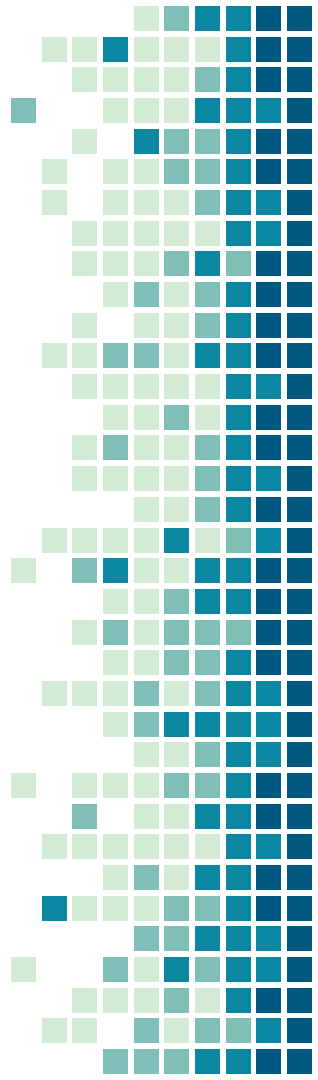
ngAtlanta



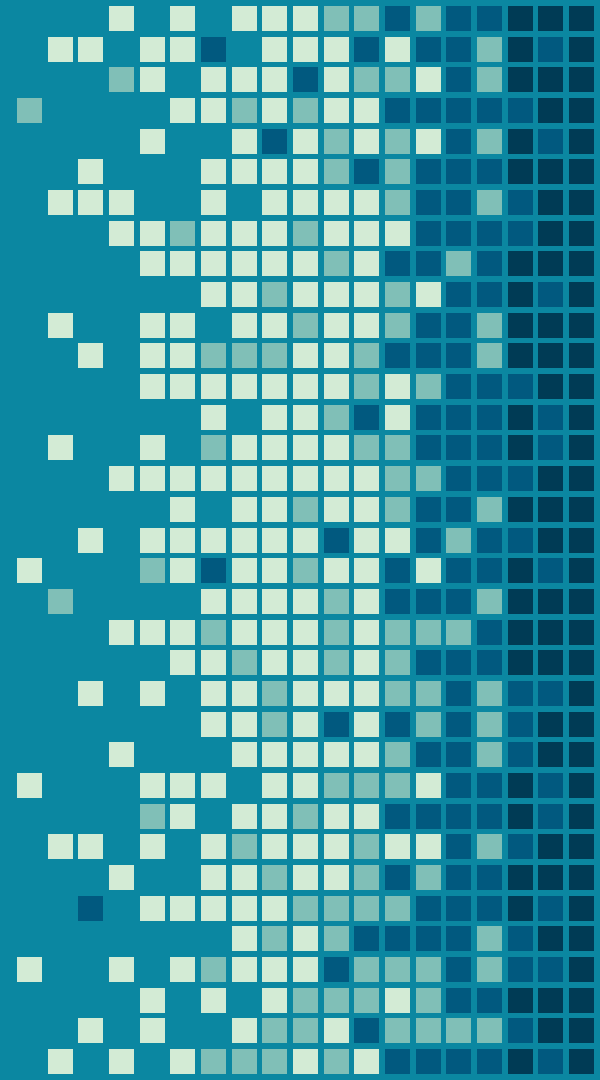
FIRST ANNUAL NGATLANTA CONFERENCE

FEATURING
2 DAYS WORKSHOPS
AND
2 DAYS SINGLE TRACK CONFERENCE
COVERING
ANGULAR, AUGMENTED REALITY, COMMUNITY,
DEPLOYMENT, MENTORSHIP, MOBILE,
PROGRESSIVE WEB APPLICATIONS AND MORE!

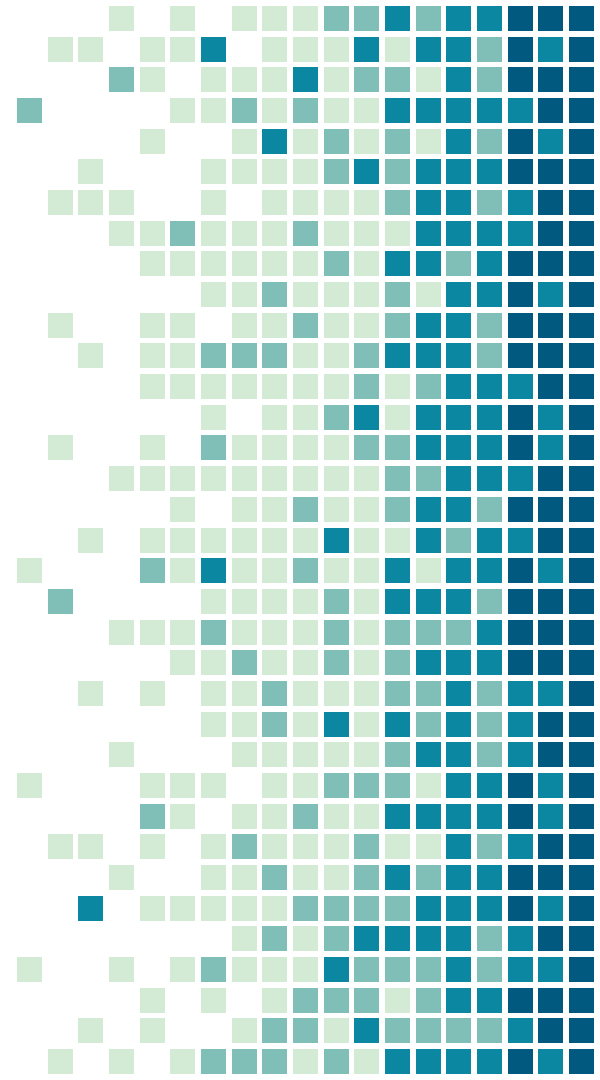
SIGN UP NOW



“ *Diversity is being at the party, **inclusion** is being asked to dance* ”



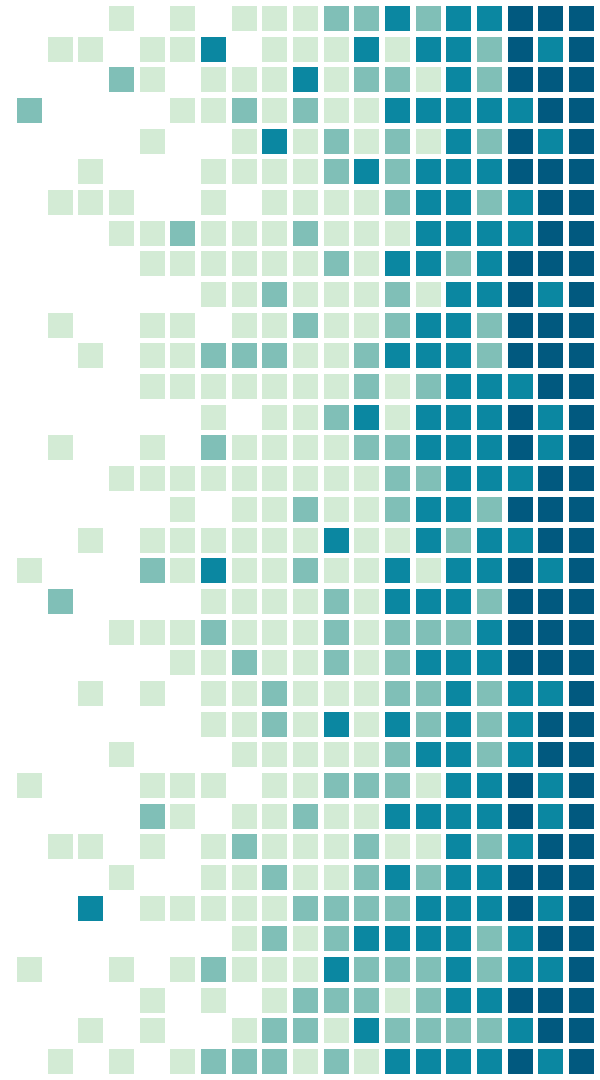
What does an **inclusive**
event mean to you?



What are some **issues**
you've experienced at tech
events?



How can tech events **do better** to address these issues?



What does your ideal
inclusive tech conference
look like?



THANKS!

You can find **me** at:

@angelmbanks, @WWCAtl, @WeRiseConf, @ngAtlanta

www.angelbanks.com

www.meetup.com/women-who-code-atlanta

www.werise.tech

www.ng-atl.org

1. Why are you doing this?

Creating a conference is not going to make you rich and famous....

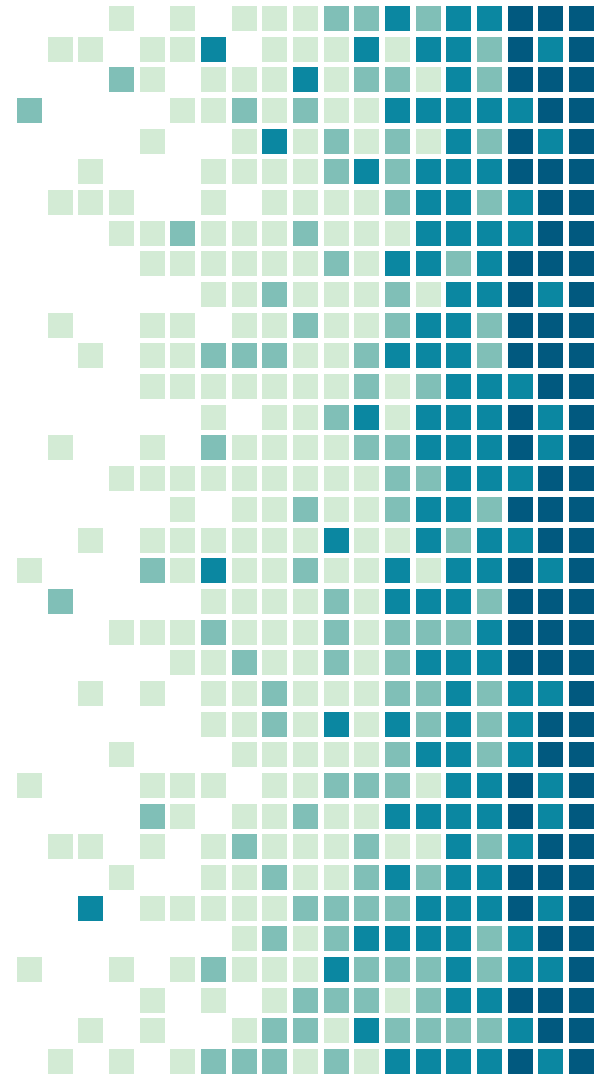


FIGURE OUT THE **WHY**

- What is your inspiration?
- What motivates you?
- What does success look like?



FIGURE OUT THE **WHO**

- Who is your audience?
- Who do you want in the room?
 - Geographic
 - Profession
 - Areas of Interest
 - Level of Experience



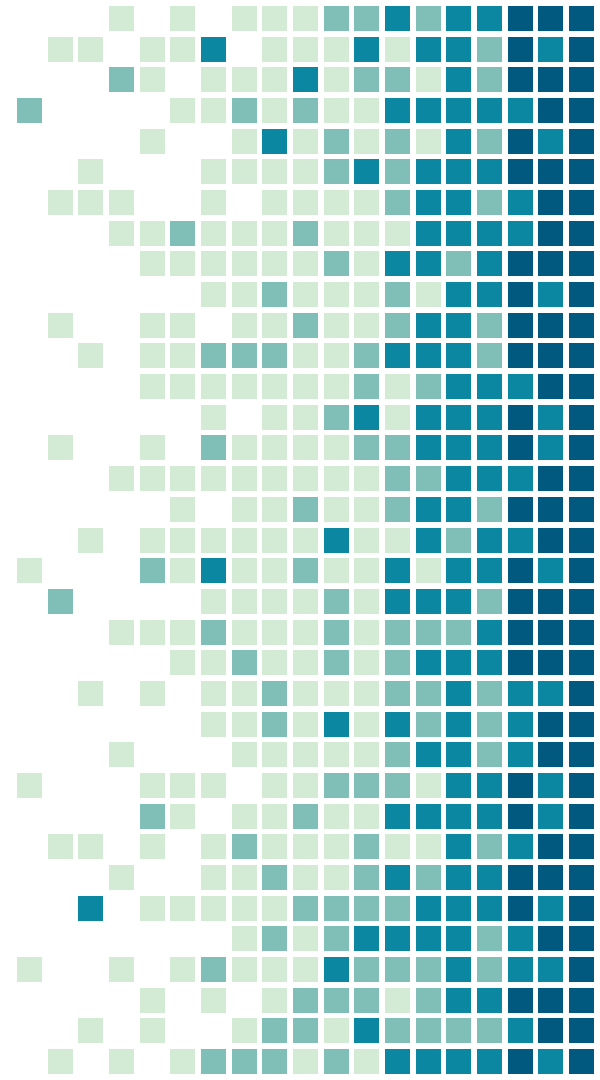
FIGURE OUT THE **WHAT**

- What are you trying to accomplish?
- What does your conference need to be to meet your **WHY**?



2. Getting it done

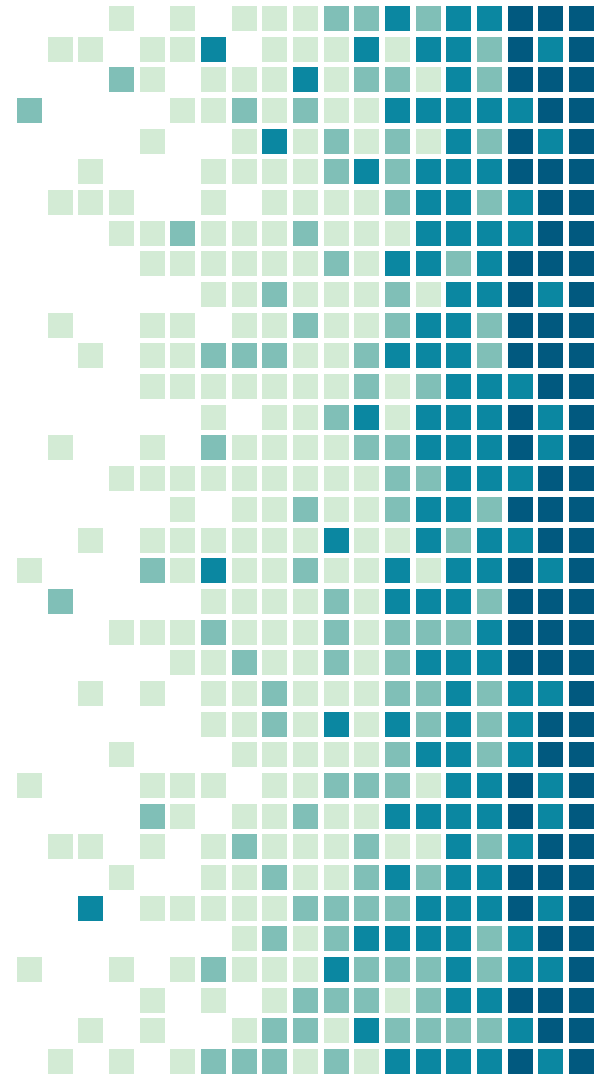
The real works begin...



FINDING **SPONSORS** AND **PARTNERS**

- Who are your sponsors and how do they fit with your mission?
- When to say “No”
- What do they bring to the table?
- Finding people and organizations to fill in your “holes.”





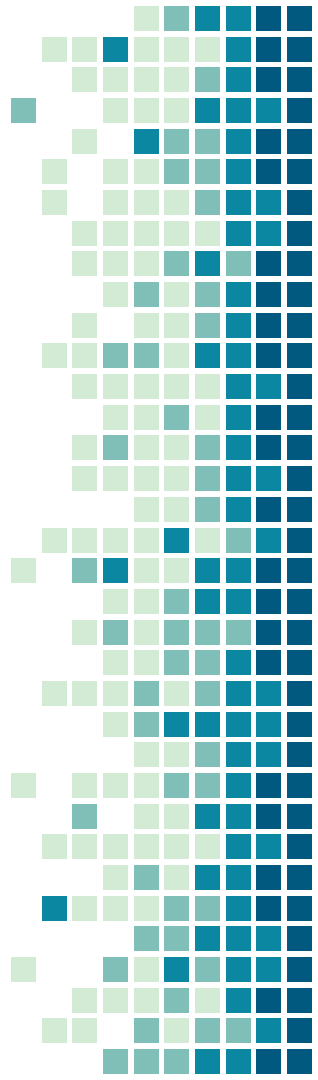
WHAT ARE WE **TALKING** ABOUT?

- Outreach to speakers (CFPs v. Invites)
- Evaluation process
- Building your track(s)



MARKETING: GETTING THE WORD OUT

- Messaging is key... make it clear
- Where are the people you want to reach?
- Highlighting speakers and content
- Sales strategies

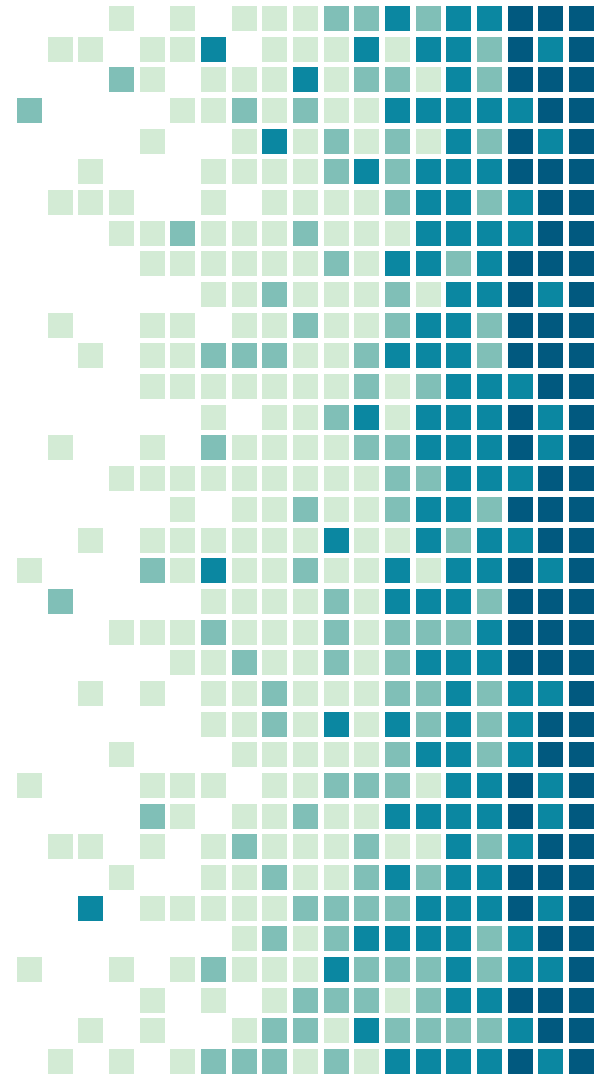


YOU **CAN'T** DO IT ALONE

- Recruit an army of volunteers
 - Make them diverse
 - Keep them engaged
 - Treat them well
 - Communicate
 - Properly train them



3. Keys to Success



CODE OF CONDUCT

- Make it clear
- Have a plan for handling concerns
- Identify a point person for these issues and share that with speakers, attendees, and volunteers



DIVERSITY

- Getting the right people in the room AND on the stage
- If you want to expand the speaker group, consider including first time speakers
- Identify communities to invite but welcome everyone





DETAILS MATTER

- Create a *welcoming* experience
- Food to accommodate dietary needs
- Ensure the size of the location fits your group
- Accessibility
 - Public transportation and parking
 - ADA compliant



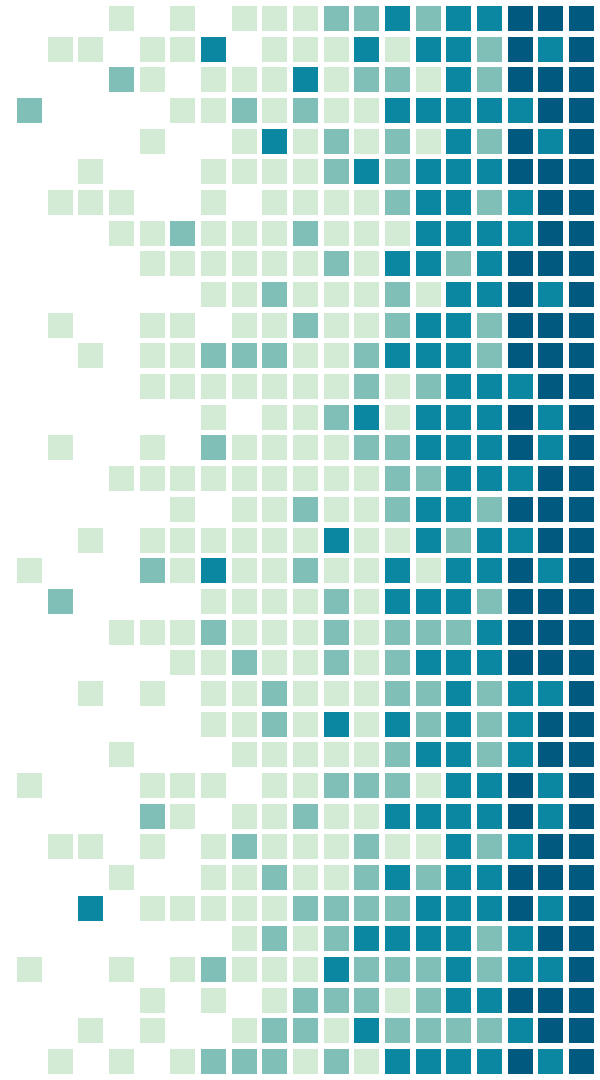
GOING **BEYOND**

- Gender neutral bathrooms
- Childcare
- Make adjustments on the fly
- Community channel for conference speakers and attendees before, during, and after
- Support your speakers





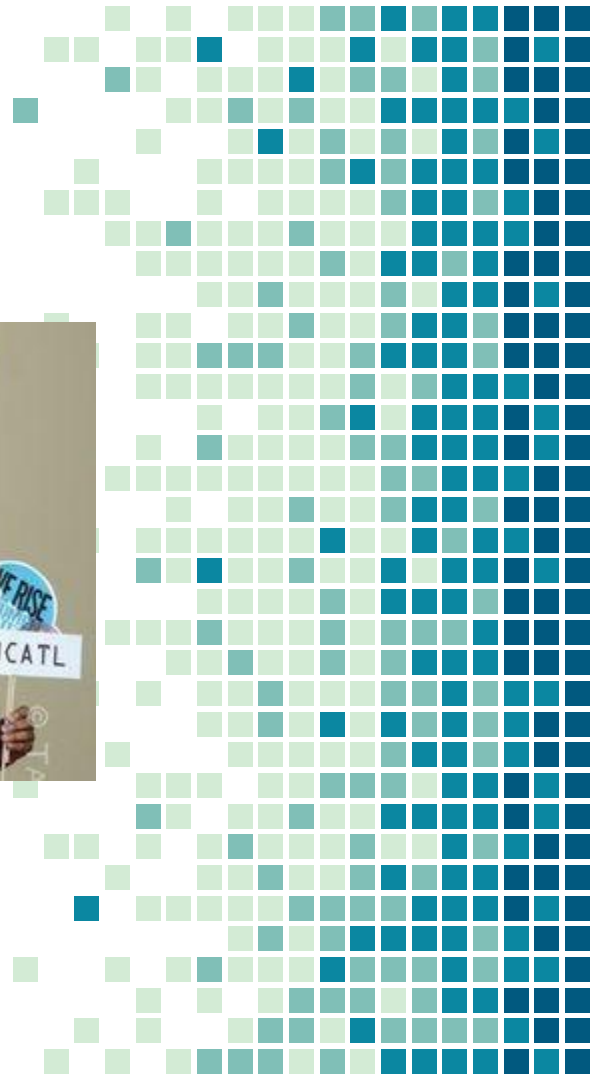
4. Outcomes



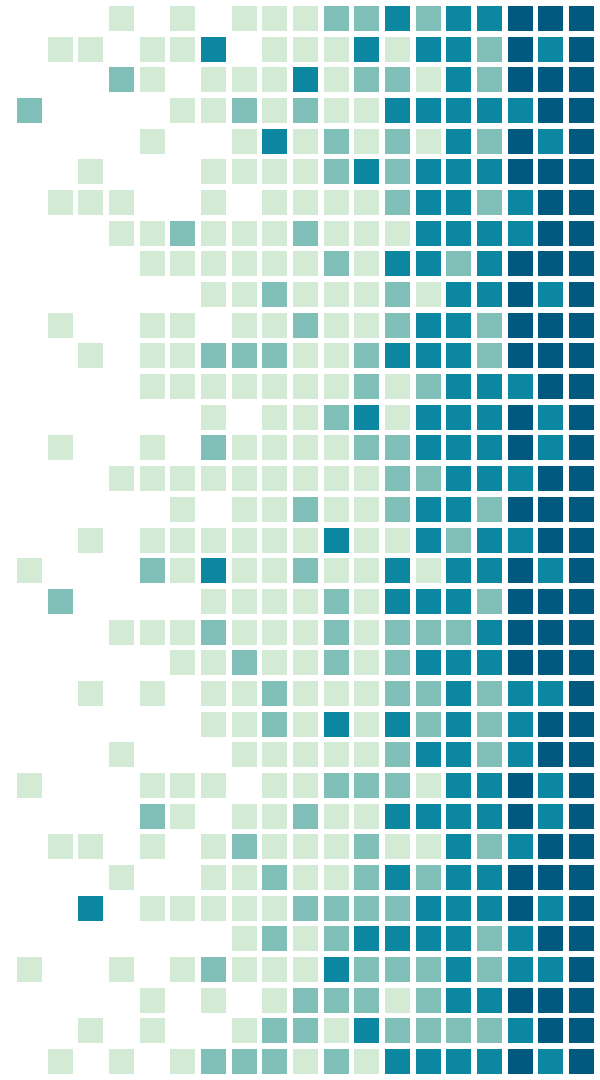
MEASURING **SUCCESS**

- Surveys
- Social media
- Did it make an impact?
- What are people saying?
- Was it fun?





5. So what now?



MAKING IT **BETTER**

- Gather feedback:
 - Analyze survey results
 - Capture planning team thoughts immediately
 - Gather other feedback (blogs, conversations...)
 - Check-in with sponsors & partners
- Put it in your plan for next time!

