From Conference to Global Movement: Hosting a Hybrid Event with Impact

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Institute for Computational & Mathematical Engineering (ICME), Stanford University
Why Women in Data Science?

Sources: NSF, ABA, American Assn of Medical Colleges
Technical Conference Challenge
Low Percentage of Women Speaking and Participating
Three Goals

1. **Inspire** women to join the field
2. **Educate** participants regardless of gender
3. **Support** women in the field
#WiDS2015

1 Event

400+ Attendees

6,000+ Participants Livestream
#WiDS2021

200+ Events

50+ Countries

100,000+ Participants
Livestream + FB Live
500+ WiDS Ambassadors
200+ Regional Events
WiDS Initiatives

1. Conference
2. Datathon
3. Podcast
4. Education Outreach
5. Workshops
WiDS WORLDWIDE CONFERENCE

MARCH 8 2021

24-HOUR VIRTUAL EVENT

ALL ARE WELCOME

#WiDS2021
Following the Sun: International Women’s Day
## WiDS Worldwide 2021 conference, Track 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Stanford time</th>
<th>Region times</th>
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</thead>
</table>
| Opening | 5:00-7:00 pm 3/7 | Auckland 12:00-2:00 pm 3/8  
New York, 8:00-10:00 pm 3/7  
Honolulu 2:00-4:00 pm 3/7 |
| APAC | 7:00-9:00pm 3/7 | Shanghai 10:00am -12:00pm 3/8  
Tokyo 11:00am-1:00pm 3/8  
Auckland 2:00-4:00pm 3/8 |
| EMEA | 1:00-3:00 am 3/8 | London 9:00-11:00 am 3/8  
Riyadh 11:00am-1:00pm 3/8  
Delhi 1:30-3:30pm 3/8 |
| Americas | 8:00-10:00 am 3/8 | Mexico City 10:00am -12:00 pm 3/8  
Cambridge 11:00 am-1:00pm 3/8  
São Paulo 12:00-2:00 pm 3/8 |
| Closing | 3:00-5:00 pm 3/8 | LaPaz 6:00-9:00pm, 3/8  
Honolulu 12:00-2:00 pm 3/8  
New York, 6:00-9:00 pm 3/8 |
## WiDS Worldwide 2021 conference, Track 2

<table>
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</table>
| **APAC** | 9:00pm 3/7-1:00am 3/8 | Auckland 4:00-9:00 pm 3/8  
Shanghai 12:00-5:00 pm 3/8  
Tokyo 1:00-6:00pm 3/8 |
| Meet the Speakers & Workshops |  |  |
| **EMEA** | 3:00-8:00 am 3/8 | London 11:00am-1:00pm 3/8  
Riyadh 1:00-6:00 3/8  
Delhi 3:30-8:30pm 3/8 |
| Meet the Speakers & Workshops |  |  |
| **Americas** | 10:00am-3:00pm 3/8 | New York 1:00-6:00pm 3/8  
Mexico City 12:00-5:00pm 3/8  
Honolulu 7:00am-12:00pm 3/8 |
| Meet the Speakers & Workshops |  |  |
WiDS Worldwide

40+ speakers, 25+ countries

38 hours of content, 2 stages

Networking, Expo, ‘Best of WiDS’

23 Keynotes and Technical Vision Talks

5 discussion panels,
9 meet-the-speaker sessions,
14 workshops
WiDS Worldwide Core Team

Margot

Karen

Judy

Shelly

Valerie

Hilda
# Extended Team

| Core Team | • Direction, Guidance  
|           | • Management          |
| Stanford Teams | • Registration (Conferences)  
|               | • Livestream (Video)    
|               | • Operations (ICME)     |
| Regional Content Teams | • Segment agendas     
|                       | • Regional speaker vetting |
| Production team | • Broadcast, including rehearsals and cues 
|                  | • Graphics, static and animated |
Planning for 24-hour Virtual Event

- Choosing the right virtual event platform
- Hiring a production team
- Optimizing content for viewing & engagement
- Map and secure content, minute-by-minute
- Rehearsals are mandatory, not optional
Choosing the right event platform

✓ Registration
✓ Tracks and breakout sessions
✓ Concurrent sessions
✓ Schedule
✓ Networking
✓ Integration
✓ Capacity
✓ Engagement
✓ Pricing
Hiring a production team

- Experience with Hopin
- Ability to broadcast live and recorded content
- Rehearsal process
- Multinational experience
Optimizing content for viewing & engagement

- Shorter presentations
- More dialogue, less monologue
- Constant engagement
- Interstitials
Map and secure content, minute-by-minute

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<th>GMT</th>
<th>Run Time</th>
<th>Format</th>
<th>Item</th>
<th>Presenter/Topic</th>
<th>Source</th>
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<td>Qlab</td>
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<td>Title Sting #2 - Opening Address - Suzanne Weekes</td>
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So...what did we learn?

- Pre-record, pre-record, pre-record
- Dialogues are better than monologues
- Virtual = more accessible
- Workshops, Networking, Career Expos well received
- Attendees were inspired by diversity
Next WiDS at Stanford: March 7, 2022
WiDS 2022: Hybrid Event

In-person at Stanford University

On Hopin, 12-hours, with Career Expo & Networking

On livestream, broadcasting in-person event
Integrating 200+ Regional Events
Regional events: Two-day conferences

Day 1: WiDS Worldwide
March 7, 2022

Day 2: WiDS regional event
March 8, 2022, Int’l Women’s Day