



Nicht rauchen!

loodse

HAMBURG | JUNE 24 – 26, 2019

CONTAINER days

DS-Sneaker
erDay 2019

SUMMARY

ContainerDays 2019 built on the success of the past three years of growth within the container industry to set record-breaking registrations, speakers, and sponsorship numbers. Over 1,000 attendees came from around the world to the Hamburg Harbor Museum to discuss the past, present, and future of cloud native technologies.

Day one kicked off with eight different workshops in the Hamburg Fast Lane Training Center. Over 200 attendees learned about everything from Kubernetes 101 to securing container delivery with open source tools. The learning continued into the night at our pre-conference Meetup at PlusServer where Matthias Heussler and Thorsten Jakob talked about moving legacy systems into more cloud native environments. From onboarding beginners to migrating enterprises to cloud native technologies, this wide range of topics perfectly set the stage to show the strength of the cloud native ecosystem.

The conference itself kicked off with welcoming words from Sebastian Scheele and Julian Hansert, founders of Loodse, followed by Keynotes from Ihor Dvoretzkyi, Develop-

er Advocate at the CNCF, and Craig McLuckie, VP at VMware. The next two days were a whirlwind of talks, sunshine, food trucks, and great discussions about where cloud native will head next. Most of the talks were developer focused, but went far beyond just containers and Kubernetes to new tools and real world use cases. In total, across the two days, there were 72 talks – including 3 keynotes and 8 lightning talks on 4 different stages.

Three days full of container craziness highlighted that the question is no longer “IF” containers and Kubernetes should be used, which we asked ourselves at the first edition of ContainerDays. The question is now “HOW” do we best use them and “WHAT” extra tooling do we need.

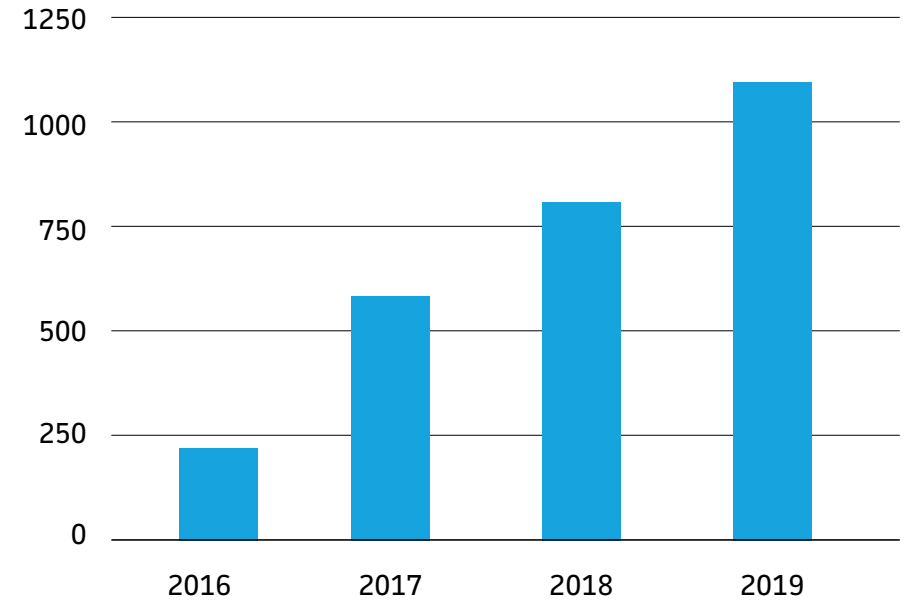


CDS DEVELOPMENT

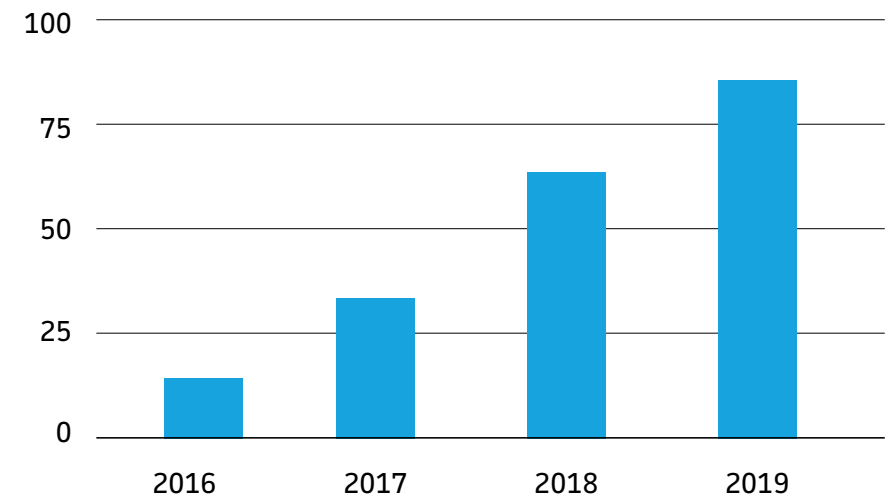
In 2016, when we first launched ContainerDays, there was only a small group of cloud native early adopters and evangelists in attendance. Since then, the number of attendees and speakers has increased every year, reflecting the growth of the container industry. We are excited to see this progress while still being able to maintain a high quality event.



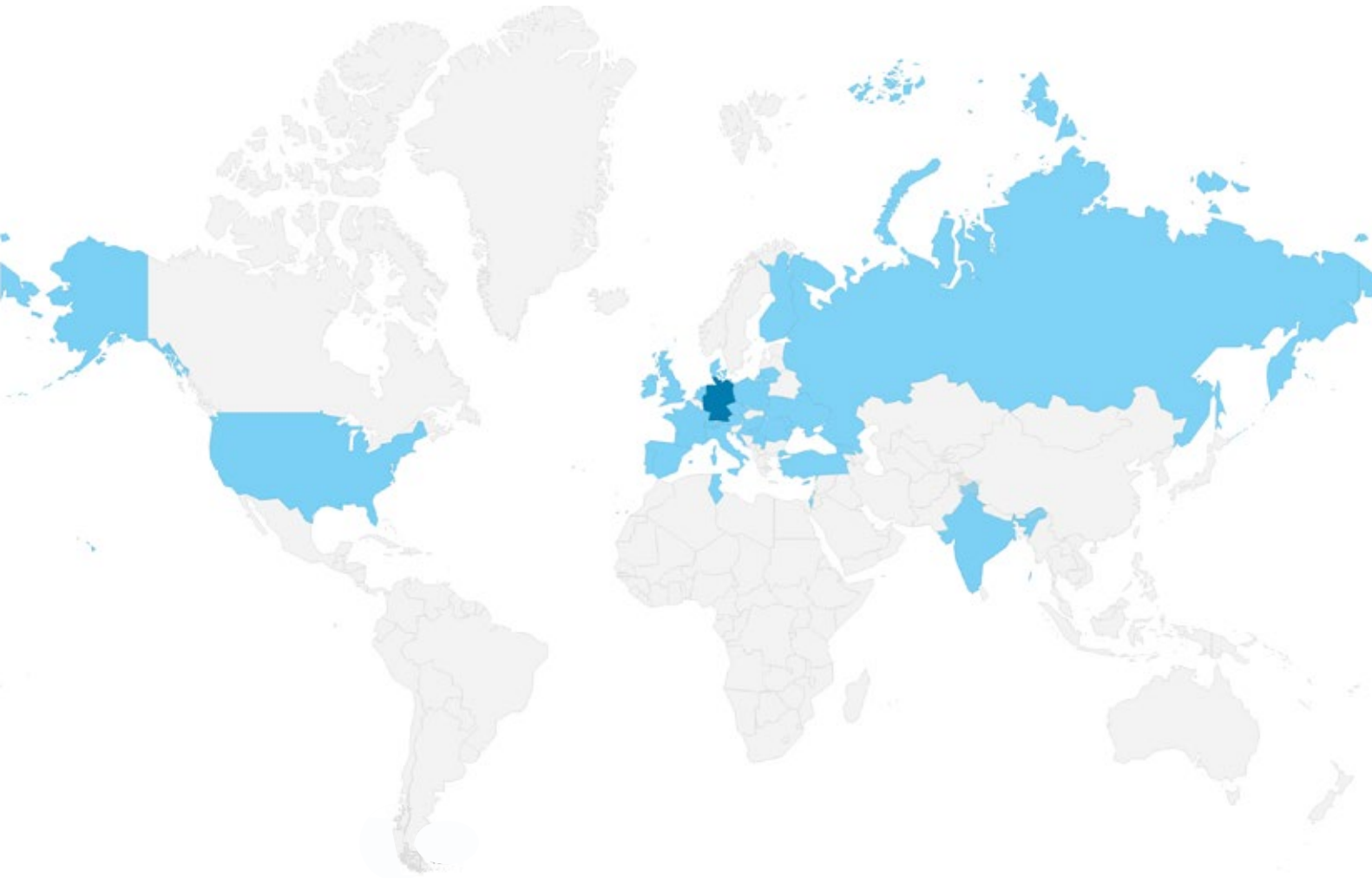
ATTENDEES



TRAINERS & SPEAKERS



ATTENDEE OVERVIEW



1,100 ATTENDEES

- More than 80 international trainers and speakers
- 200 workshop and 890 conference attendees



COMPANIES

- More than 390 companies represented
- 23 sponsors from captain to sailor level

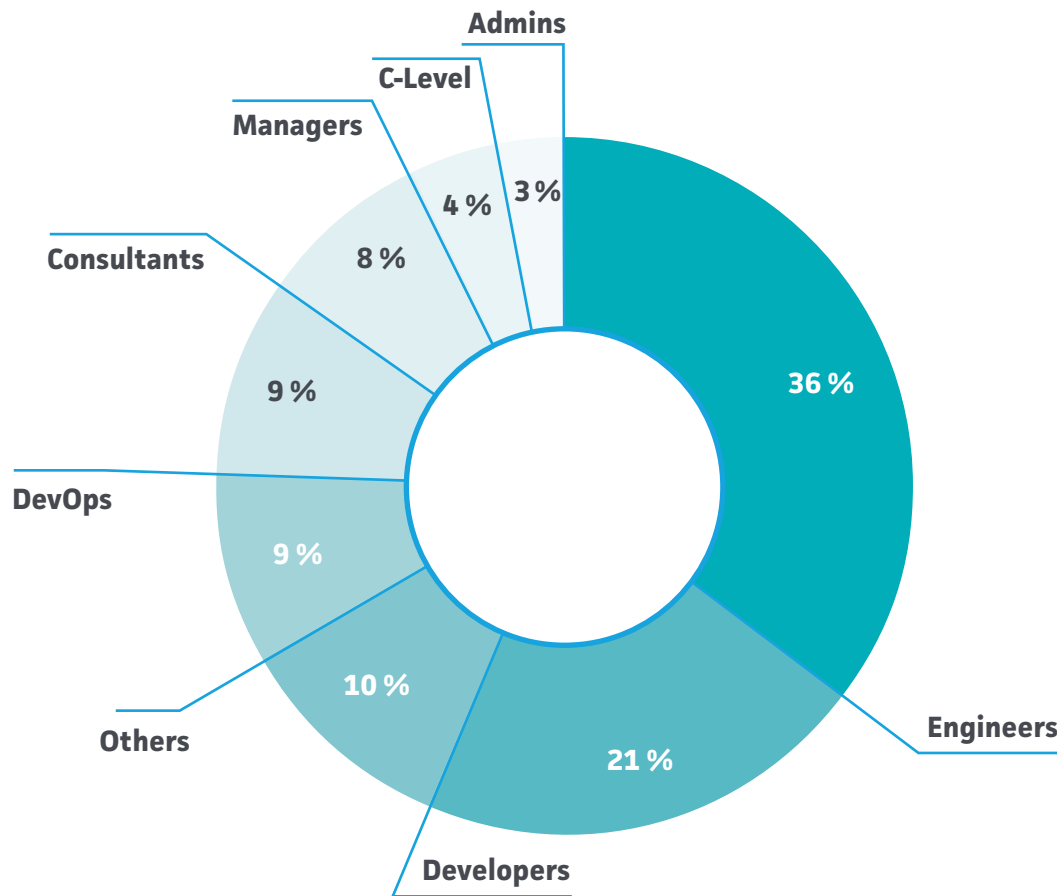


DEMOGRAPHICS

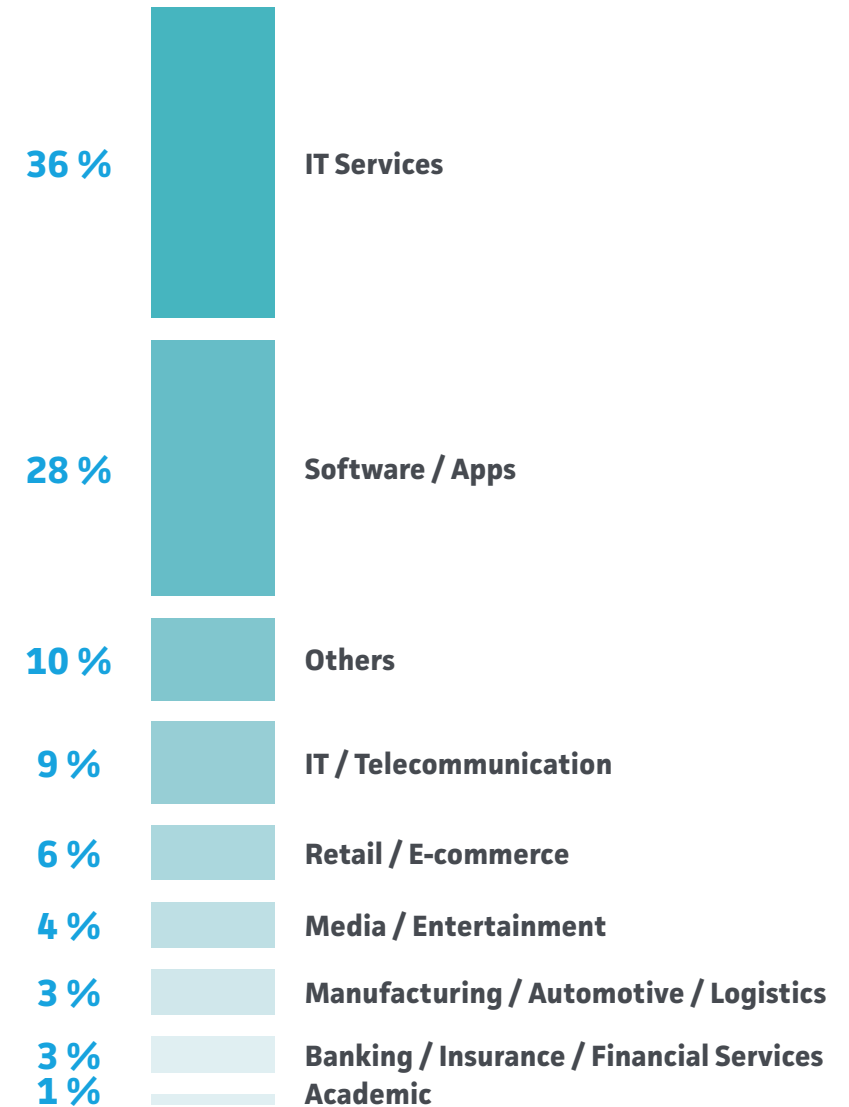
- Attendees from 31 countries across 4 continents
- 80% Germany, 3% Switzerland, 3% USA, 3% Netherlands

ATTENDEE OVERVIEW

JOB FUNCTIONS



INDUSTRY SNAPSHOT



SOCIAL MEDIA ENGAGEMENT






For ContainerDays 2019, we used all of our social media platforms to show a strong presence and have a clear communication. Across all channels, the posts with the most impressions and interactions were regarding speaker announcements and live information from the conference.

The social media channel with the highest engagement was **Twitter**. The @ConDaysEU account now has over 1,700 followers – growing by 250 followers just in the past two months alone!

We wrote over 130 posts on **Facebook**. The response rate was significantly higher when compared to last year. A social platform we started to utilize this year was **Instagram**. It currently has 75 followers and we look forward to growing the audience over the next years. Finally, through our **Xing** channel, we reached more than 25k people and got more attendees on board.

Each of our CDS social media channels showed strong expansion and we are convinced that we will continue the growth through the next years.

Social Results for the Month June:

-  750 @ConDaysEU related posts
-  42,2K @ConDaysEU impressions
-  346 @ConDaysEU retweets
-  970 @ConDaysEU mentions
-  1,800 @ConDaysEU likes



SUPPORTIVE SPONSORS

Without our great sponsors, ContainerDays 2019 would not have been possible! A special thanks goes to our Captain Sponsors Packet and Loodse and our Chief Officer Sponsors 1&1 IONOS, Trend Micro, and QAware. Of course, a big thank you goes to all other sponsors who have supported us in making ContainerDays an innovative community conference over the years.



CAPTAIN



CHIEF OFFICER



ENGINEER



SAILOR



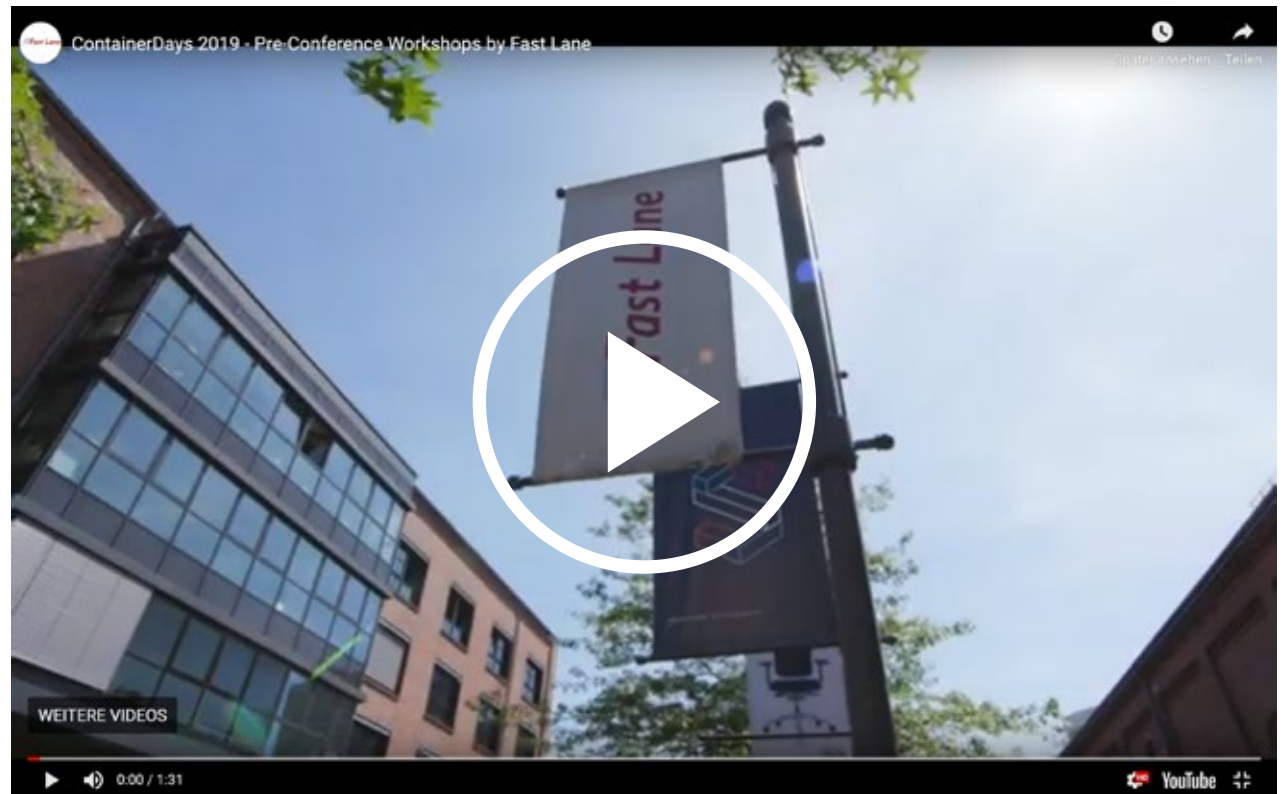
MEDIA PARTNERS

Our media partners Gründerszene, TheNewStack, Cloudical, Hamburg@work, and t3n supported us with social media posts, articles, and newsletter announcements. Their work has been invaluable to the conference's continued growth and we owe them a big thanks.

TheNewStack published articles after the conference. It's worthwhile to read them.

- [“ContainerDays 2019: Knative Release Addresses Real-World Serverless for Kubernetes”](#)
- [“ContainerDays 2019: Why GDPR Is Good for Data Sovereignty”](#)

Last but not least we want to thank our workshop partner Fast Lane for a well organized and relaxed workshop day. Check out the video they created afterwards.



CONCLUSION

Three years after the first edition of ContainerDays, it is hard to believe how far the cloud native ecosystem has come. While many things have changed, a few things have become more clear: Kubernetes is the future of IT infrastructure and ContainerDays will continue to be the place where this future is discussed and defined. Now that containers and Kubernetes are here to stay, the fun part is seeing all the new possibilities open up. While we don't have a crystal ball to predict exactly what

the future will hold, you can bet it will come up at ContainerDays. We can't wait to see what the next years will bring!

Planning for ContainerDays 2020 has already started. While the date is not fixed yet, one thing is for sure: the conference will remain in the beautiful city of Hamburg and maybe there will be another edition in the US. Once we have all the information, we will let you know and send out the save-the-date. Stay tuned!

RESOURCES

Pictures: <https://www.containerdays.io/past-cds/>

Slide deck: <https://speakerdeck.com/condaysu>

Session videos: <https://www.youtube.com/c/ContainerDays>

CDS19 Aftermovie: <https://www.youtube.com/watch? ...>



ContainerDays is an awesome conference: Great talks, friendly atmosphere, good food, beautiful location and stellar organization. I will definitely be back next year.

Bastian Hofmann – SysEleven, Sponsor

Thanks to all people who made @ConDaysEU #containerdays such a great event! Inspiring location, great speakers, interesting content on all things #devops #Kubernetes #docker

Andreas Leicher – Attendee

Thanks @Loodse for organizing @ConDaysEU. I am happy to have such a conference in Hamburg, and it makes me proud that this time our team was able to contribute. See you again next year 🙌

Sebastian Röbbke – Xing, Attendee

We've been the workshop partner of ContainerDays since the beginning and every year we get inspired by the great enthusiasm of the container community.

This is the place where the people meet up who really have something to say about containers. It was a pleasure to support the ContainerDays with our training center in Hamburg.

FAST LANE – Workshop Partner

2019
CONTAINER
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