HYBRID

# CONTAINER days

SEP 21 – 23, 2021

CONFERENCE REPORT

# SUMMARY

After a break for one year, we organised our very first hybrid edition of ContainerDays in 2021, which took place online and in the beautiful city of Hamburg. We were amazed at how well the community adapted to the new concept and by the great response from our attendees, speakers and sponsors. This year's 5th edition was a very special one which broke all the records: With 28 partners and around 1,700 attendees worldwide it was our biggest ContainerDays ever. The results from our call for speakers was incredible. With almost 200 proposals overall, our review team was able to choose from a wide array of content to provide the best talks on everything cloud native and for a diverse and inspiring agenda. With over 50 international speakers sharing their expertise in more than 70 sessions on the current hot topics: The Edge, GitOps, Machine Learning, AI and many more, we were able to generate a huge output of 1,800 minutes full with content for the community. So, a big thank you to all of our sponsors and speakers.

This new concept also provided some new opportunities, with some minor changes to our agenda: We started with two days of talks and keynotes, with most of the sessions on two stages, both live and streamed online. The main stage, the cargo vessel MS Bleichen, had space for nearly 150 people and the second stage, located outside in a tent accommodated another 50 attendees.

We also had 7 brave sponsors onsite who presented their solutions and products. We enjoyed seeing participants meeting each other, and being able to network in person again, in compliance, of course, with the 2-G regulations, which allowed us all to enjoy a safe, relaxed and authentic conference experience. Almost like in the good old days.

For the online world the event took place on the EventMobi platform. The attendees were able to watch more than 20 pre-recorded talks and join 50 live talks and interactive sessions with our sponsors on the platform.

All onsite talks were recorded and streamed, giving all of our attendees the opportunity to follow the sessions and ask questions. The platform also provided the opportunity to take part in our gamification and win some really great prizes.

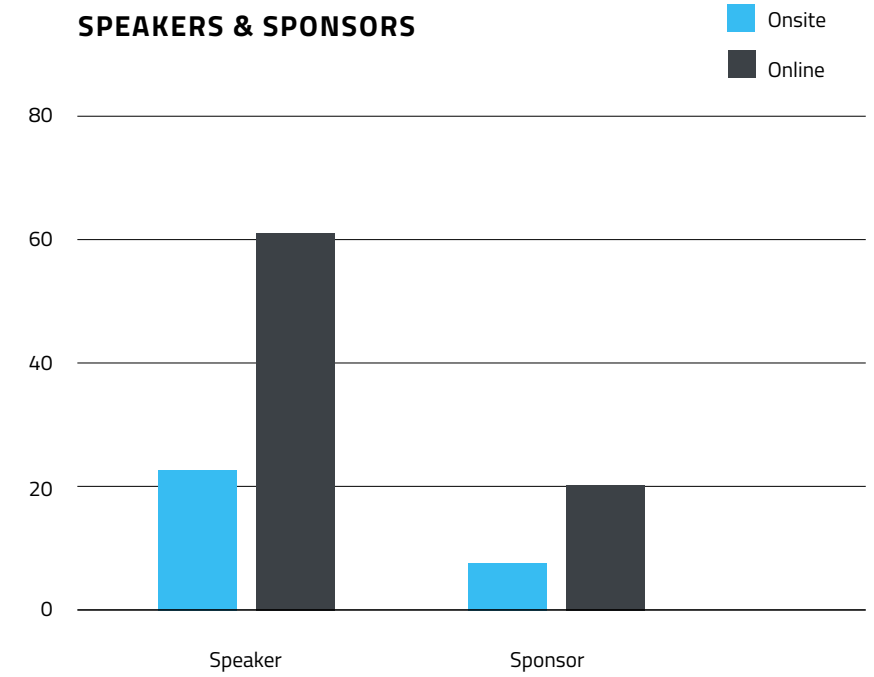
The third day was dedicated to our workshops about ServiceMesh, Multi-Cluster Setup, Kubernetes and Docker. We had three workshops in the morning and one in the afternoon, all of them online.

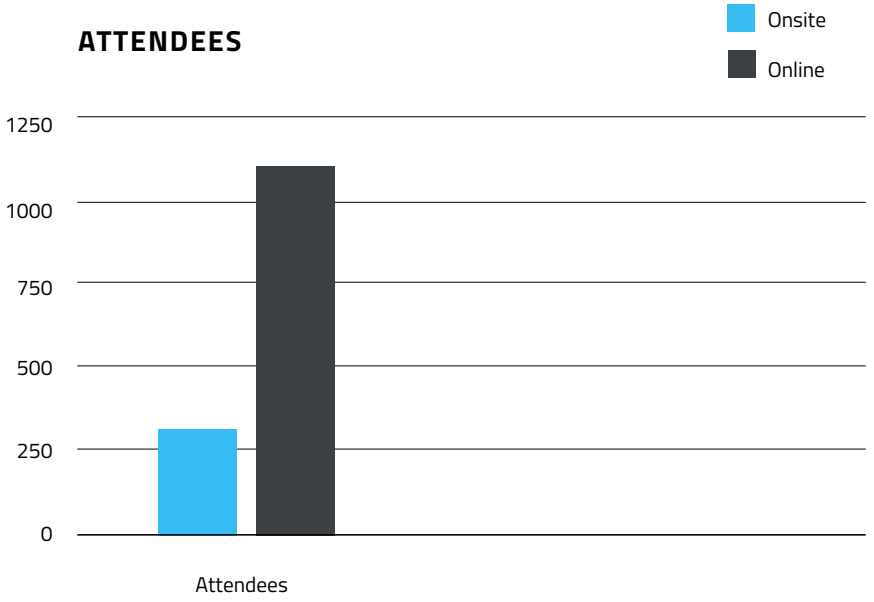
Overall, it was a learning experience to prepare this type of event and to ensure a hygienic environment in which participants who were fully vaccinated or recovered from COVID-19 (2-G rule) were able to attend. There was a lot to think about and we are very happy with the outcome. It has also shown us that there's room for improvement for the next edition, and we are looking forward to integrating those changes to bring you an even better experience next year.

The following pages outline the numbers and the stats for the 2021 conference.

# TRULY HYBRID! ONSITE AND ONLINE

This year's hybrid ContainerDays was somewhat unprecedented, with the opportunity to plan both an outstanding onsite as well as online experience for our audience, speakers and sponsors. With the 2-G rule, we were able to welcome 320 people for the live event and we were very happy to see lots of engaged participants, sponsors and speakers, both online and onsite.



# ATTENDANCE NUMBERS & FIGURES

### 1,700 ATTENDEES

320 onsite & 1,470 online
(90 % attendance rate)

### SESSIONS

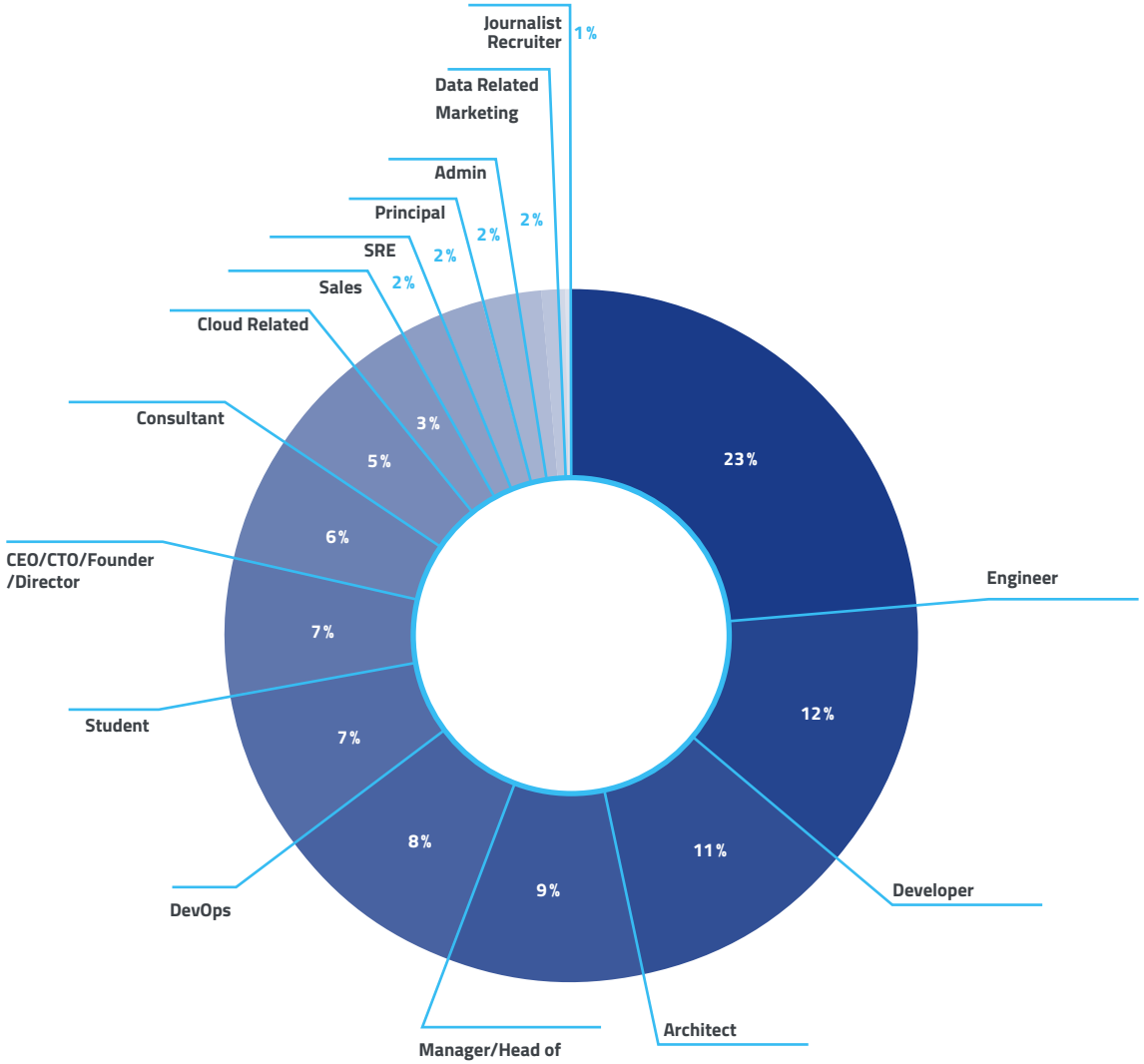
More than 80 international speakers (12 % women)
74 sessions (keynote & talks) 4 workshops

### DEMOGRAPHICS

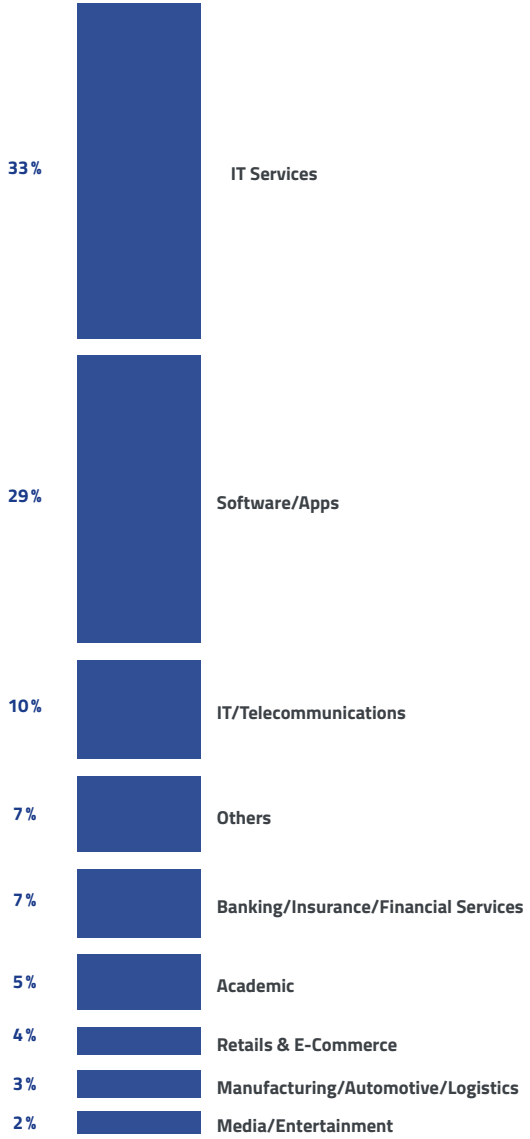
45 % Germany
16 % India
6 % United States
3 % Netherlands
3 % Great Britain
3 % Poland

# AUDIENCE SNAPSHOT

## ATTENDEES' JOB FUNCTION:




## ATTENDEES' INDUSTRIES



# OUR SPONSORS IN 2021

## CAPTAINS

KUBERMATIC

codefresh

IONOS by 1&1

Google

SUSE

Microsoft

QA|WARE
SOFTWARE ENGINEERING

## CHIEF OFFICER

NOVATEC

DATADOG

PRODYNA

TechData
Advanced Solutions

Distributor IBM

## ENGINEER

styra

Red Hat

Delivery Hero

B1 SYSTEMS

D2 IQ

NGINX

solo.io

$markets

civo

RIDGE

HAMBURG SÜD
A Maersk Company

aqua

SysEleven

MIRANTIS

## SAILOR

globaldatanet

## MEDIAPARTNER

Hamburg@work
Das Netzwerk für eine neue Welt

the cloud report

t:n digital pioneers

Fast Lane

eco

THENEWSTACK

cloud7

# SOCIAL MEDIA ENGAGEMENT

Wow, a lot happened on our social channel as well. We're pleased to see the growth in followers since 2019 and that sponsors, speakers and attendees shared their positive experiences with the community.

Twitter (@ConDaysEU), for example, with over 2,400 followers, had more than 200 tweets about CDS21. Here are some of our favorites:

# MEDIA & ATTENDEES FEEDBACK

Our media partners TheNewStack, Hamburg@work, T3n, Cloud7, ECO and The Cloud Report supported us throughout the event.

We also received great feedback from our attendees:

"I had a wonderful time at @ConDaysEU Many thanks to the fantastic team from @Kubermatic for bringing us back together in Hamburg. Workshops are ongoing still today but I sadly won't be able to join."

**@Manuel Stöße**

"Going back to in-person (or hybrid in this case) was a mixture of feelings for me. I was reminded of what I enjoyed about conferences, such as meeting new people, experiencing new places, hearing case studies, and speaking directly to people to answer questions or problems." See full report here.

**@Chris Ward**

"Thank you @ConDaysEU for being an amazing and inclusive event. it was a blast being on stage again! Hopefully we see each other again 2022."

**@Mario Fahlandt**

We are excited to build on this success even more next year!

# CONCLUSION

Kelsey Hightower already predicted in the Spring of 2020 that the pandemic would be a driving force for cloud native technologies and we could not agree more. Since the last ContainerDays in 2019 the ecosystem has been evolving at high speed. Multi-cloud, Edge Computing, GitOps and Security were definitely the hot topics of this year's conference and we're excited to plan for what's next. In any case, ContainerDays will continue to be the place where the future of cloud native technologies is discussed and defined.

Our very first successful hybrid edition has clearly shown that people still want in person networking opportunities. Equally important, hybrid provides a very inclusive conference experience, which people from all over the world are able to join. Of course full on in person conferences will be back; we believe hybrid is also here to stay.

We can't wait to see you at the next hybrid edition.

# RESOURCES 2021

Recordings: https://www.youtube.com/watch?v=ijd2sSqVKGg&list=PLHhKcdBlprMcOcNvB1S6NKCHlGmfDSQRQ

Photos: https://www.containerdays.io/past-cds/

Twitter Channel: https://twitter.com/ConDaysEU

LinkedIn Page: https://www.linkedin.com/company/18084738