AFRO TECH™ CONFERENCE

2023 Impact Report

Understand the cultural significance of this event and how to prepare for 2024

Attendee Demographics

78%
25-44 years old

42%
Postgraduate degree

49%
Have **10+ years** experience

31%
Actively seek work

44%
In tech roles
UI/UX, Data, Product, IT, Software Engineering

Top 5 US States in Attendance

1 Texas
2 California
3 New York
4 Georgia
5 Maryland

Workplace Trend

Acquire top talent that have their finger on the pulse of industry trends to scale your business for future success.

40%
Of attendees are only interested in remote work

Talent Discovery

38%
of brands recruiting onsite identified **20 or more** potential employee candidates

84%
of our brand partners achieved their recruiting/ employee engagement goals

Partner Case Study

194% increase from 2022 in applicants applying to their roles

264% increase in their talent pool compared to 2022

17 hires from ATC 2023

Investor Opportunity

70%
of startups onsite are pre-launch or bootstrapped (no external funding) presenting a great opportunity for investors

Local Impact

$42.8M
Total Business Sales
(+43% increase from 2022)

$8M
went to the local community as personal income via wages, salaries, and other general labor fees

8,294
Local jobs supported

BLAVITY *INC.*   BLAVITY™   AFROTECH™   TRAVEL+NOIRE   home&texture   SHADOW AND ACT   21Ninety   BLAVITY 360   House Party