axe-con 2021

Building Accessible Experiences

What is axe-con?

Axe-con is an inclusive digital accessibility conference that welcomes developers, designers, business users, and accessibility professionals of all experience levels. Attendees and speakers are focused on building, testing, and maintaining accessible digital experiences.

This first year of axe-con was completely free and online; we hope to host this both in-person and online in the future when it is safe to do so.

axe-con by the numbers
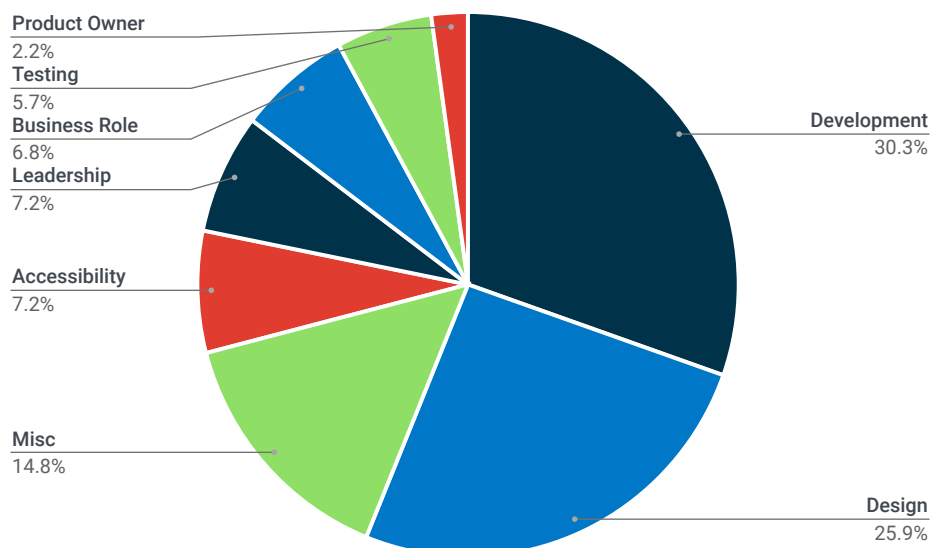
82
Sessions

100+
Speakers

17,000+
Attendees

7,600+
Organizations

Attendee Roles

Product Owner 2.2%
Testing 5.7%
Business Role 6.8%
Leadership 7.2%
Accessibility 7.2%
Misc 14.8%
Development 30.3%
Design 25.9%

deque | deque.com/axe-con

Admired Past Speakers

Vint Cerf, Haben Girma, Gina Bhawalkar, Rachel Andrew, Dave Rupert, Sara Soueidan, Anna E. Cook, Eve Hill, Kristina Launey, Val Head, Eric Bailey, Glenda Sims, Carie Fisher, Crystal Preston-Watson, and dozens more.

Worldwide representation

Individuals from 88 countries in attendance. The top 10 countries represented include the United States, Canada, United Kingdom, Germany, Netherlands, India, Sweden, Finland, France and Australia.

Attendee Engagement

- **1/3** of axe-con attendees joined because a colleague or friend referred them
- **60%** attendance rate for the live-conference
- Nearly **10k** attendee comments and questions
- **96.88%** of Attendees would recommend axe-con again to a colleague
- **99.54%** Attendees said they would join us again for 2022

> "LOVED the diversity of those who spoke and the different perspectives that were provided."

> "Amazing speakers...it gave me confidence that I am doing the right thing and digital accessibility is the field that I want to be in."

> "LOTS OF GREAT sessions. Seriously. I have been to a number of conferences and usually a lot of it is hit or miss, but I would say probably 90%+ of the sessions I attended were really fantastic."

Diane Ko (she/her)
@backwardok

Wow! Inaugural #axecon and it was so ridiculously amazing. So many good speakers, so many great talks, and I'm feeling re-energized about the work I'm doing. Hats off to the folks at @dequesystems for organizing such an amazing conference!

7:28 PM · Mar 11, 2021 · Twitter Web App

Gerry Neustatl
@a11yoz

Just finished 2 days of #axecon. Wonderful event stacked full of really interesting topics for designers, developers, product... and everything else. Well done @dequesystems. Now to find the time to catch recordings of everything I missed...

9:27 PM · Mar 11, 2021 · Twitter Web App

Aylin
@aylin_marie

The content shared and presenters at this conference are so good #axecon. It's better than some paid ones I've been too 😩

5:53 PM · Mar 10, 2021 · Twitter Web App

ChazDoom
@ChazDoom

Replying to @ShellELittle and @HabenGirma

#axecon has been AWESOME so far. I went dual screen for the last session b/c there were too many great sessions. Thank you @dequesystems this gives me hope.

12:41 PM · Mar 10, 2021 · Twitter for iPad

---

deque | deque.com/axe-con

Why attend axe-con?

Building accessible digital experiences requires a team effort, across design, development, management, testing, accessibility experts, and of course, legal. Axe-con is the first of its kind, dedicating topics to each of these key players. This is not an assistive technology convention.

Talks at axe-con will include case studies from enterprise companies leading in large-scale accessibility efforts, as well as best practices and updates from technology leaders around the world.

Topics of focus will include accessibility in development, accessibility in design, organizational success with accessibility, and accessibility compliance.
Join us to learn how to build, test, monitor, and maintain digital accessibility.

A note about axe-con culture

We take the axe-con Code of Conduct very seriously. It is our goal to uphold the inclusive standard that the accessibility community expects and deserves. As you evaluate attending, speaking, or sponsoring the event, we expect everyone to respect this important aspect of the axe-con culture.

Furthermore, we strongly value a diverse and inclusive lineup of speakers. We believe that the diversity of speakers and topics will not only make axe-con better, but it allows for important perspectives and voices to be heard in the greater #a11y community.

Lastly, we strive to make the content and experience of axe-con digitally accessible. We ask that our attendees, speakers, and sponsors join us in maintaining this core aspect of axe-con culture as well.

deque | deque.com/axe-con