



Highlights Report

#techweek19
#goodfortheworld

techweek2019

A woman with blonde hair is wearing a VR headset and holding a controller, smiling. The image has a red overlay. The text is white and bold.

**A festival
amplifying
New Zealand
innovation
that's good for
the world.**

techweek2019

About Techweek

Launched in 2017, Techweek is New Zealand's annual festival of innovation that's good for the world. It amplifies the stories of individuals and companies who are changing the shape of the future for the better.

New Zealand's technology and innovation sectors are growing rapidly, and Techweek fosters that growth by providing the national ecosystem with an opportunity for connection and cross-pollination, and a platform through which to amplify New Zealand's unique and inspiring innovation stories to the world.

In the years to come, Techweek's vision is for New Zealand to be globally recognised as a beautiful country where world-leading solutions are born. It's not just about showcasing leading edge technology, but amplifying brilliant ideas that are solving the biggest global challenges - innovation that's pai mō te ao - good for the world.

The numbers

- 7** → **DAYS**
- 38** → **LOCATIONS**
- 562** → **EVENTS**
- 882** → **SPEAKERS**
- 46,252*** → **EVENT ATTENDEES**

- 80+** → **MEDIA ARTICLES, TV, RADIO**
- 6,834** → **TWITTER MENTIONS**
DURING TECHWEEK
- 2,500,000+** → **PEOPLE REACHED**
ACROSS ALL MEDIA

DIGITAL AUDIENCE:

→ **100,491 unique users of the website**

- 87%** → **Of our audience is in New Zealand**
- 13%** → **Our international audience is mostly in the US, Australia, India, the UK, and Japan**

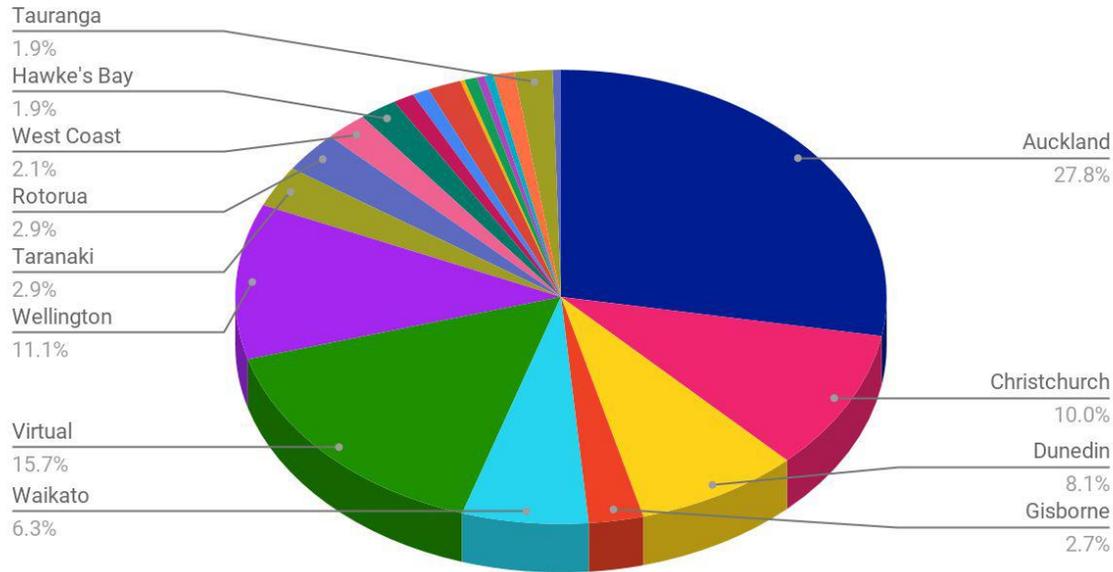
RECEPTION:

- 87%** **Would recommend Techweek to others**
- 72%** **Of people made a connection during Techweek that could help them progress their work**

**Number based on attendee data provided, unknown event numbers were averaged to provide a guesstimate*

So, where were we?

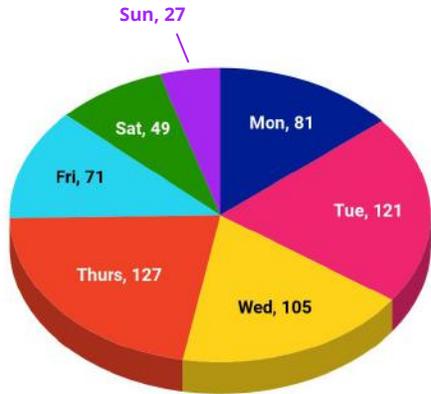
Techweek was across 38 towns or cities in NZ and hosted 1 event in the Pacific Islands



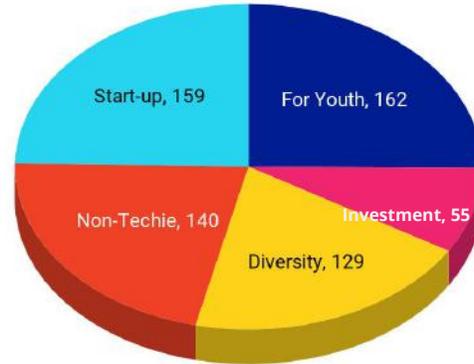
- Auckland
- Christchurch
- Dunedin
- Gisborne
- Greymouth
- Hamilton
- Hawera
- Hokitika
- Hastings
- Havelock North
- Huntly
- Invercargill
- Kerikeri
- Lower Hutt
- Matamata
- New Plymouth
- Nelson
- Ngaruawahia
- Napier
- Otaki
- Opunake
- Palmerston North
- Paraparaumu
- Porirua
- Queenstown
- Raglan
- Rotorua
- The Coromandel
- Te Kauwhata
- Taupo
- Tauranga
- Tokoroa
- Timaru
- Wellington
- Whangarei
- Whanganui
- Waimate
- Wairoa
- Pacific Island (Rarotonga)

The events

Days during Techweek



Event Themes



Techweek had 480 unique events and a staggering amount available to all:

- 80% were free events
- 18% paid
- 2% were koha/donation

Techweek's key event themes were Youth, Diversity and Non-Techie events.

For diversity the strong themes coming through focused on;

- Women in Tech
- Māori & Pasifika.

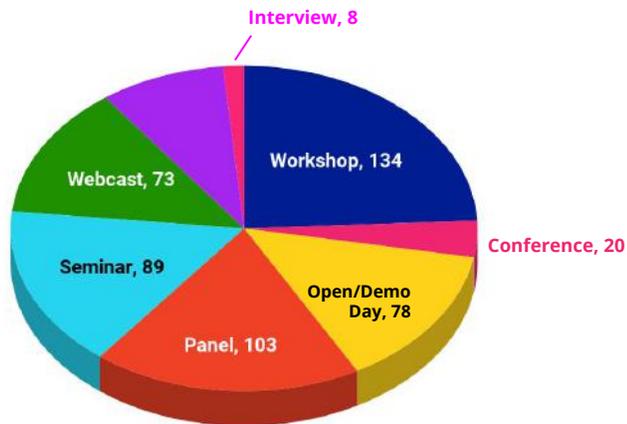
For Youth, we saw events with a focus on;

- Coding and Robotics
- Upskilling the next generation

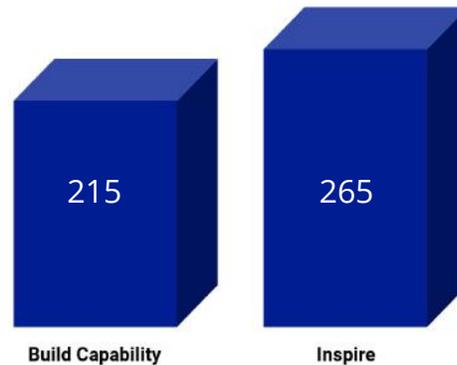
For Non-Techie (New to Tech), there were a large range of events, some of the key sub-themes coming through were;

- AI & Automation
- Virtual Reality
- Creative

Event Type



Event Theme



*Events may fall on multiple days and across multiple themes

■

Shouting from the rooftops...



Most viewed – techweek.co.nz

— Most popular keyword searches:

techweek, tech week, tech week 2019, techweek 2019, techweeknz, tech week dunedin, tech week vector, tech week wellington

— Top 5 viewed events:

#Futureslam, Techweek Launch: Good for the World, Government and Businesses working smarter together, Making the Future Less Scary, Converging Reality

— Top 5 event playlists:

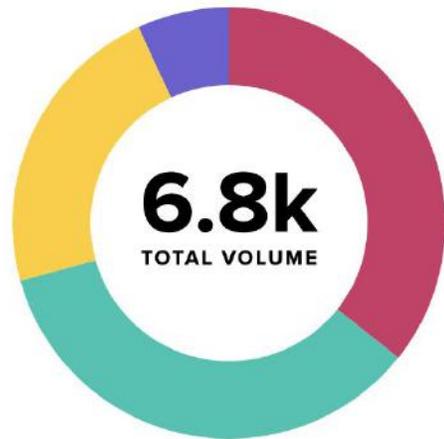
School Series, AUT Events, Callaghan Techweek TV sessions, AWS Events, Events in Agritech



Word on the tweet

Data from 20 - 26 May

Share of Volume



	%
#techweek19	35%
techweek 2019	7%
techweek19	36%
techweeknz	22%

#techweek19
#techweek19

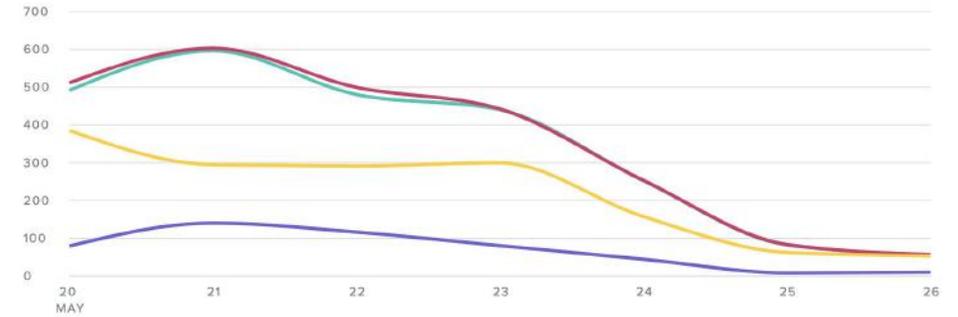
techweek 2019
techweek 2019

techweek19
techweek19

techweeknz
techweeknz

Keyword Volume

VOLUME, BY DAY



Stats by Keyword

Twitter Keyword	Average per Day	Total Volume
#techweek19	341	2,390
techweek 2019	67	470
techweek19	349	2,440
techweeknz	219	1,534

Word on the tweet

You Retweeted

 **Rebecca Smith** @becs355 · May 20

Why do we need clean tech? “Because dirty tech isn’t working out so well”
Sean Simpson, founder of New Zealand clean tech waste transformation company @Lanzatech #Techweek19

1 8 25

You Retweeted

 **Green Party NZ** @NZGreens · May 19

Replying to @EducationGovtNZ @TechweekNZ @Te_Papa
Looks seriously cool!

1 3

You Retweeted

 **Ministry of Education** @EducationGovtNZ · May 19

We've kicked off @TechWeekNZ by joining the Year 8 students from St Anne's School at @Te_Papa's #RararangaMatihiko programme, where the students watched the #schoolseries19 webcast and explored Scratch coding, green screens, VR and robotics. Ka rawe!

#educationtechnology



2 10 22

You Retweeted

 **Jason Dawson** @WebTaniwha · May 20

We have lift off! @TechweekNZ @WaikatoTech has officially kicked off @meetClaudelands with our launch event thanks to #TeWaka #WaikatoTainui @cultivateitnz. This free public event is open until 4pm, Exhibition Hall, Claudelands @HamiltonWaikato #digital #TechWeek #MightyWaikato



8 13



Rebecca Huang @RebeccaMHuang · May 23

And that’s a wrap! Such an insightful panel, an engaged audience and an inspiring discussion tonight at the @MYOB Inspiring Women in Tech event for #Techweek19 ! Thanks to all who came along! #womenintech

You Retweeted

 **Katy Bluett** @kati_pai · May 20

Excited to be at the launch of #Techweek19 #goodfortheworld @callaghannz @TechweekNZ Celebrating & sharing technology across all our industries. ‘If not us then who?’



1 3 16

Word on the tweet

Amar Trivedi and 1 other liked

21CSkillsLab @21CSkillslab · May 23

We had a blast at the Ōtara STEAM Innovation Expo today with 5 schools and 600 incredible students for @TechweekNZ!

A big thank you to the awesome @Tuputoa_NZ interns for joining us in our kaupapa and showcasing 21st century skills to these rangatahi. #FutureLeaders #Techweek19



3 retweets 8 likes

You Retweeted

Neil Hamilton @NeilDHamilton · May 20

At a sold-out “Emerging Tech in Health 2019” conference in CHC. Great line-up! Thanks @nzhealthit and HiNZ. #ETIH19 @TechweekNZ @Christchurch_NZ @CanterburyTech



Vaanipriya Diwan @VaanipriyaDiwan · May 26

This has been the most inspiring, motivating, educational, innovative, creative and exciting Tech Week! I had an amazing time at some of the events around Auckland City and at @AUTuni 🖥️📱 #techweek19 #techweeknz

Brooke Hand · 1st
Digital Marketing & Automation Specialist at Tait Communications
6d

A huge thanks to everyone who came along to our FLINT event for #techweek19 on the future of work! Thank you so much to **Dorenda Britten** and **Ben Reid** for supporting and speaking at our event, you were both AMAZING! It was a great evening, turnout and audience engagement were wonderful, and the feedback we've had has been awesome! Can't wait for the next one 😊

#futureleaders #futureofwork #4thindustrialrevolution #ai #goodfortheworld Techweek NZ



with Ben Reid and 1 other

30 · 5 Comments

Like Comment Share Top Comments

Word on the tweet

Troy Hammond @TroyHammo · May 26

Replying to @MiramarMike @TechweekNZ and 2 others

It was pretty cool to see the passion to help refugees settle in NZ. ❤️

You Retweeted

Techfugees NZ @TechfugeesNZ · May 26

More goodness today at @TechfugeesNZ Hackathon in Wellington. Day 2 - teams working hard to refine their ideas to improve employment options & access to mental health for former refugees in NZ #hack4good @TechweekNZ @HOSTintNZ @ChangeMakersNZ



8 replies 15 likes



Janine Grainger • 2nd
 Strategy Manager, Air New Zealand • Co-Founder, Easy Crypto • Blo...
 6d

Delighted to speak last night at the **Techweek NZ** event ■ Blockchain Powering NZ business ■ . The focus was on demonstrating how blockchain/DLT is being used by businesses like Easy Crypto to power our businesses i.e. moving beyond technical discussions and discussing real life benefits and the challenges we've faced. Thanks to @ChrisLinton BlockchainNZ committee member and @DuncanCotterill Auckland consultant for organising the event, shout out to MC **Mark Pascall** ED for **BlockchainNZ**, and the amazing line up of fellow panel members from a range of start-ups through to established businesses **Fraser McConnell** Squawk Squad & Choice, **James Waugh**, **Shahid Saiyad** IBM, **Katherine N.** Sphere Identity and **Dene Green** New Zealand Post 🙌 #blockchain



106 · 7 Comments



Maru Nihoniho-Ozyurteri
 May 23 at 11:18 AM · 🌐

Here I am doing an interview for Techweek NZ, encouraging Maori and especially our wahine to think about a career in tech or be like me and go for running your own business. It's never too late, I was 30 when I started Metia Interactive. It's not only about coding, it's about understanding how you can make the tech work for you.



Techweek NZ, Sue Dillon, Kei Kasai and 168 others

23 Comments 2 Shares

Like Comment Share

Word on the tweet

myob MYOB
May 24 at 2:45 PM · 🌐

Like as Your Page

We had the pleasure of hosting a fantastic panel last night for our 'Inspiring Women in Tech' event during Techweek NZ!
We loved hearing from these amazing women. #techweek19 #womenintech OMGTech AUT - Auckland University of Technology SheSharp



Techweek NZ, Sheldon Myob, Jacq Lim and 28 others · 1 Comment · 5 Shares

Voluntari.ly
May 27 at 5:23 PM · 🌐

Like as Your Page

Talofa Lava !!! In the last few days of Techweek NZ we held our Hackathon at The University of Auckland hosted by the Auckland ICT Graduate School. We have Alisa Martina Herrera-Hayman from Deloitte . She got to share with us why she's interested in open source projects!! If she sounds like you come thru to our next one !!! #techweek19 #hackathon #slayyyy #ictgradschoolak



Zoe Philpott
@zophilpott · May 23

@tyrower @AdaTheShow @CodeClubNZ @TechweekNZ @PHILPOTTdesign @MicrosoftNZ @mixitconf Feeling a wee bit tired after sharing Ada.Ada.Ada with 200 people ranging from 8-80 here in Wairoa. Amazing response to Ada, the LED dress and what everyone can achieve when you mix creativity and tech. #inspired! #ADAsARMY pic.twitter.com/OzPNEo20kO



5 · 14



rushdigitalnz · Following
Sir Edmund Hillary Collegiate

rushdigitalnz Celebrating #Techweek19 at Sir Edmund Hillary! Connecting with students on why innovation is good for the world 🌍

1w

aaronpainter Awesome work @danuabey 🙌

1w · 2 likes · Reply

Liked by kerihinare and 36 others
7 DAYS AGO

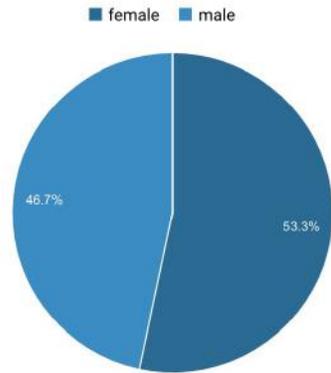
Our Digital Audience

Page Views	Users	Bounce Rate
62.79%	5.77%	-3.94%
685,314 vs 420,969	100,491 vs 95,010	55.84% vs 58.13%

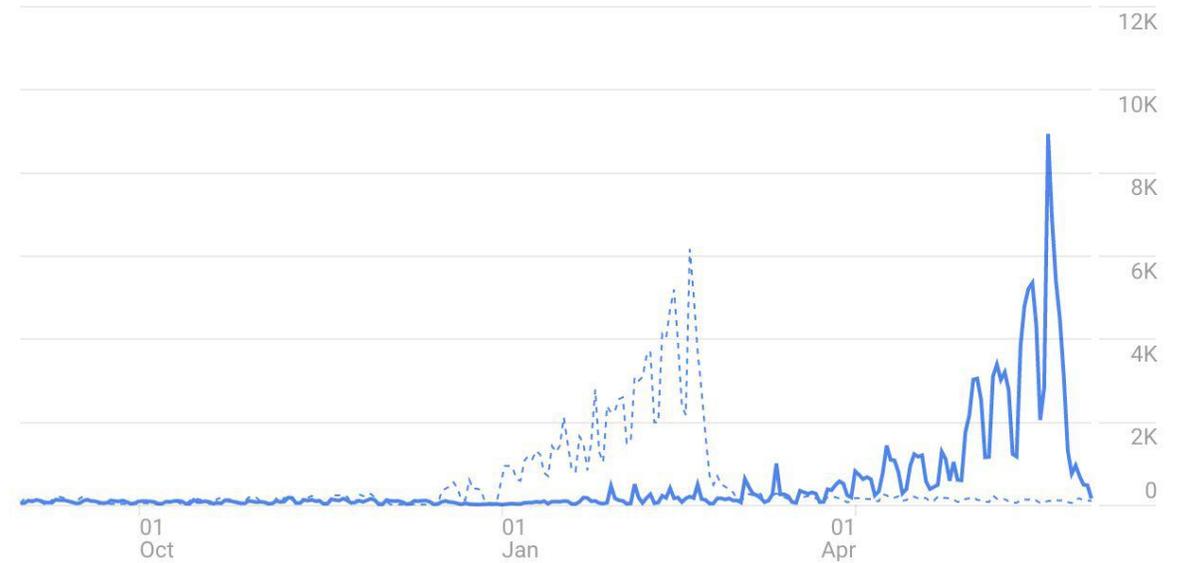
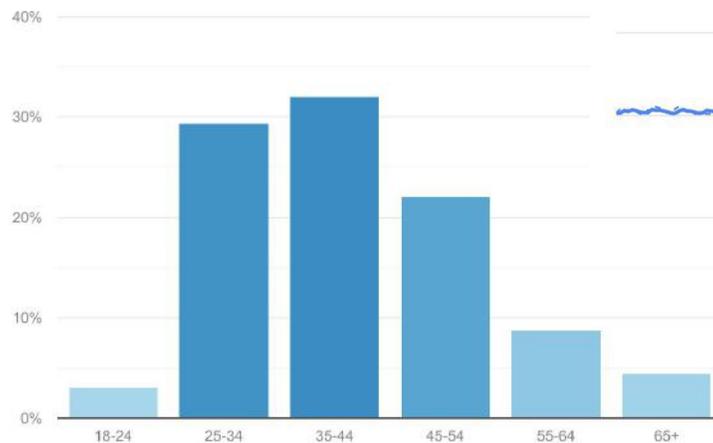
Data from 1 Sept 2018 - 31 May 2019, vs. the same period in 2017-18

- 100,491 unique users at techweek.co.nz *
- 4,446 Facebook likes (33% increase from 2018) ^
- 4,010 email subscribers (26% increase) ^
- 1,007 Instagram followers (72% increase) ^
- 3,057 Twitter followers (22% increase) ^

Gender



Age



* data from 1 Sept 2018 - 31 May 2019
 ^ accurate as of 26 May

Media Highlights

YouTube campaign — featuring the Techweek19 trailer and teaser videos, generated over 680,000 views with a view through rate of 67% (YouTube benchmark is 41%)

Organic video performance — other videos on Techweek TV, YouTube, and Facebook received another 59,000 views

[View videos on Techweek NZ YouTube channel >>](#)

Facebook and Instagram campaign — reached over 600,000 users nationally, delivering 6,000 clicks to the website and relevant event pages

Techweek19 also featured in 80+ media articles, TV segments and radio shows nationally & internationally, [see more >>](#)

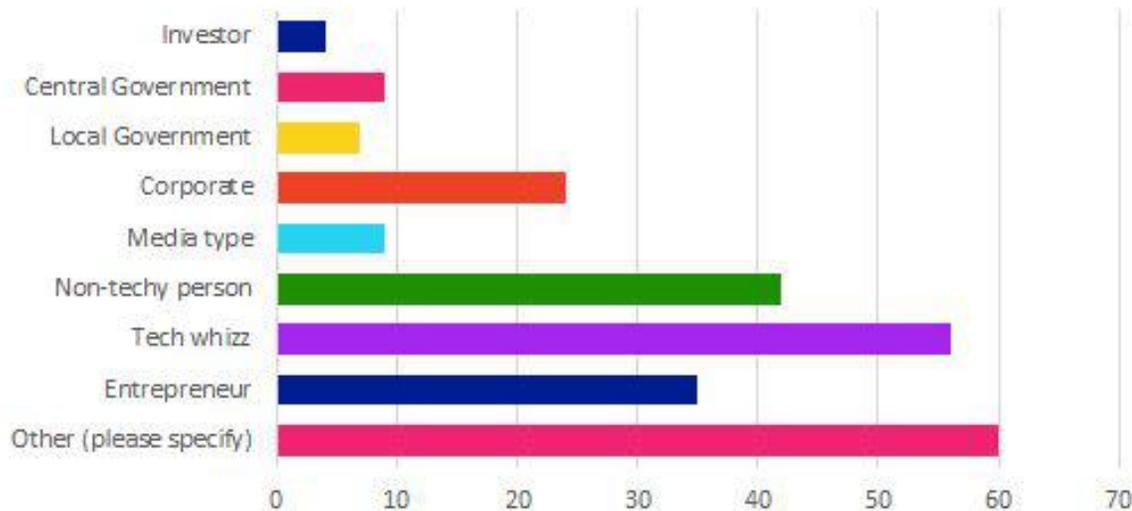
■

And the people said...



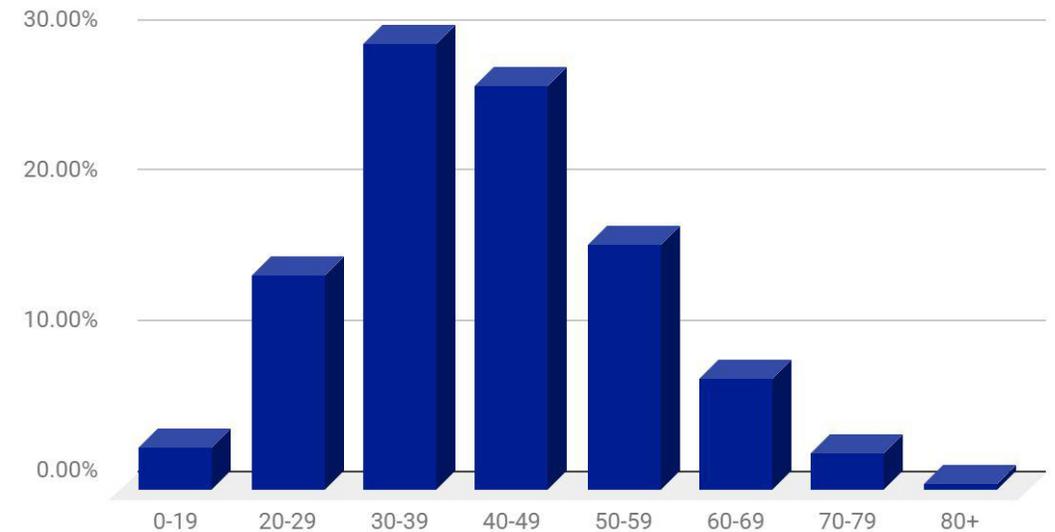
Festival Attendee Survey Feedback

How would you describe yourself?



24% of people describe themselves as a Tech Whizz, and another 25% of people selected other – the majority of these being Teachers and Students. It's great to see that 15% of our audience are 'non-techy', proving that Techweek events are a safe place to learn and find out how to get involved with tech in New Zealand.

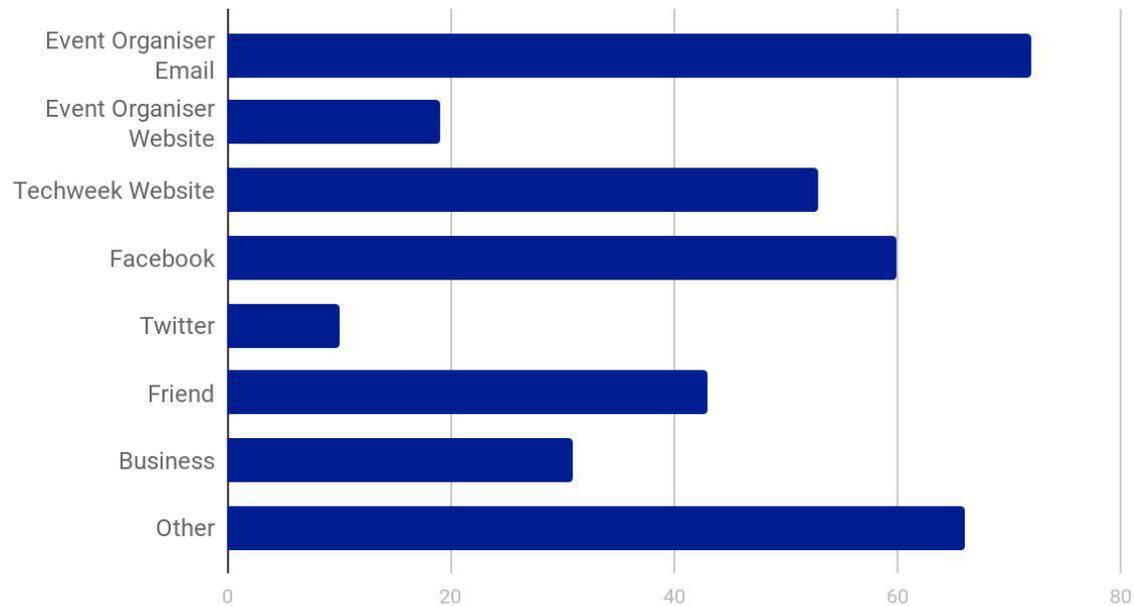
What's your age group?



Our physical audience and our online audiences are very similar with the majority of attendees sitting around the 30 - 39 age group. However, our younger audience (0 - 29) are more engaged digitally and our older audience (60+) are more engaged at physical events.

Festival Attendee Survey Feedback

How did you hear about Techweek?

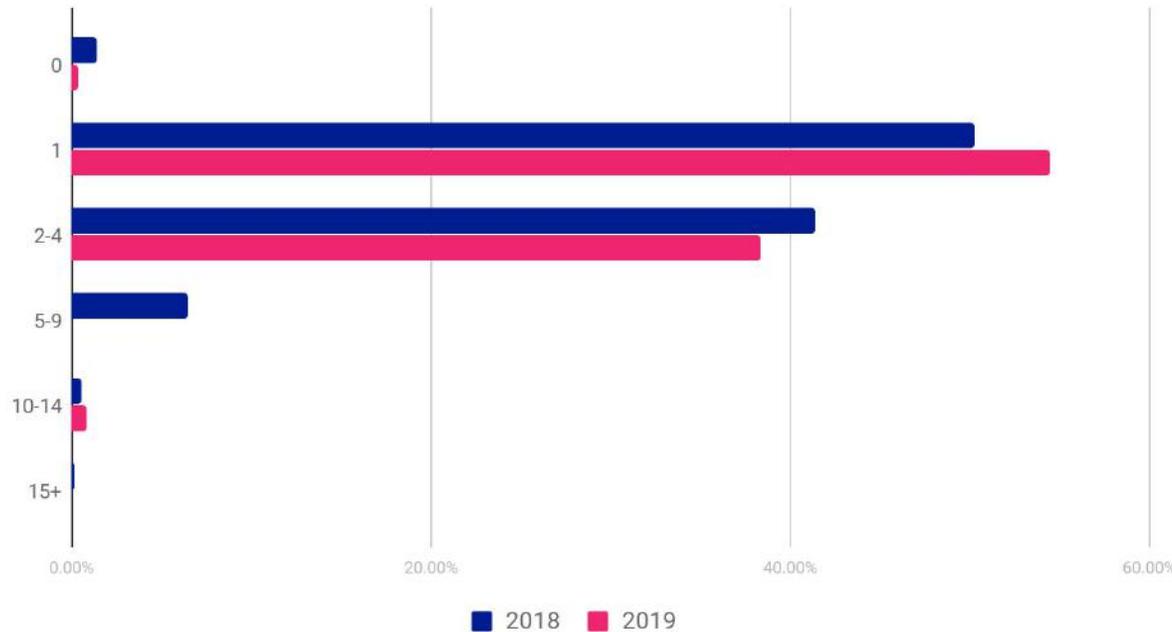


A large number of attendees heard about Techweek through an Event Organiser email.

26% of attendees came through our social channels (particularly Facebook) thanks to our nationwide marketing campaign.

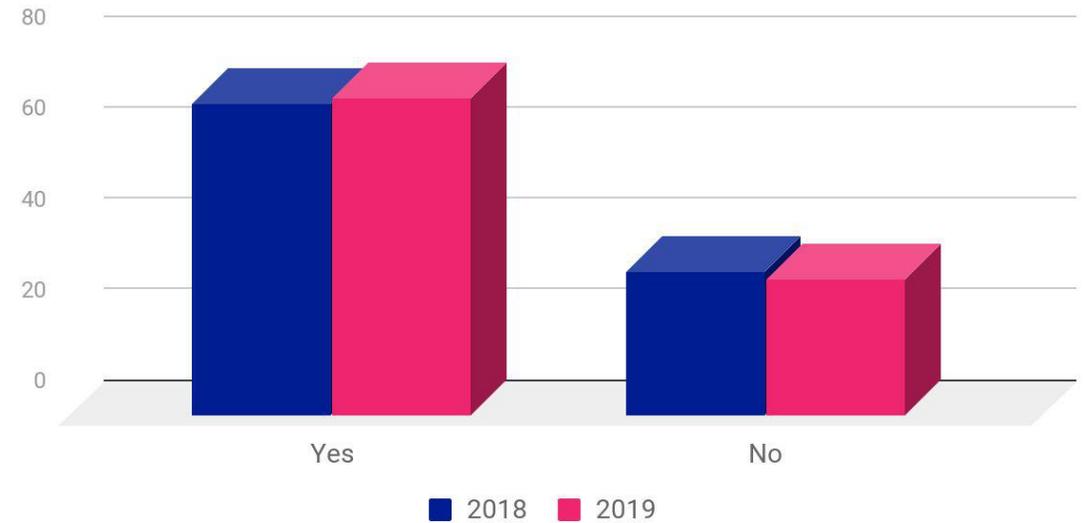
Festival Attendee Survey Feedback

How many Techweek events did you attend?



Over 50% of attendees only attended one event during Techweek, which seems to be consistent across the years; however, this year there was an increase in those attending 10 - 14 events.

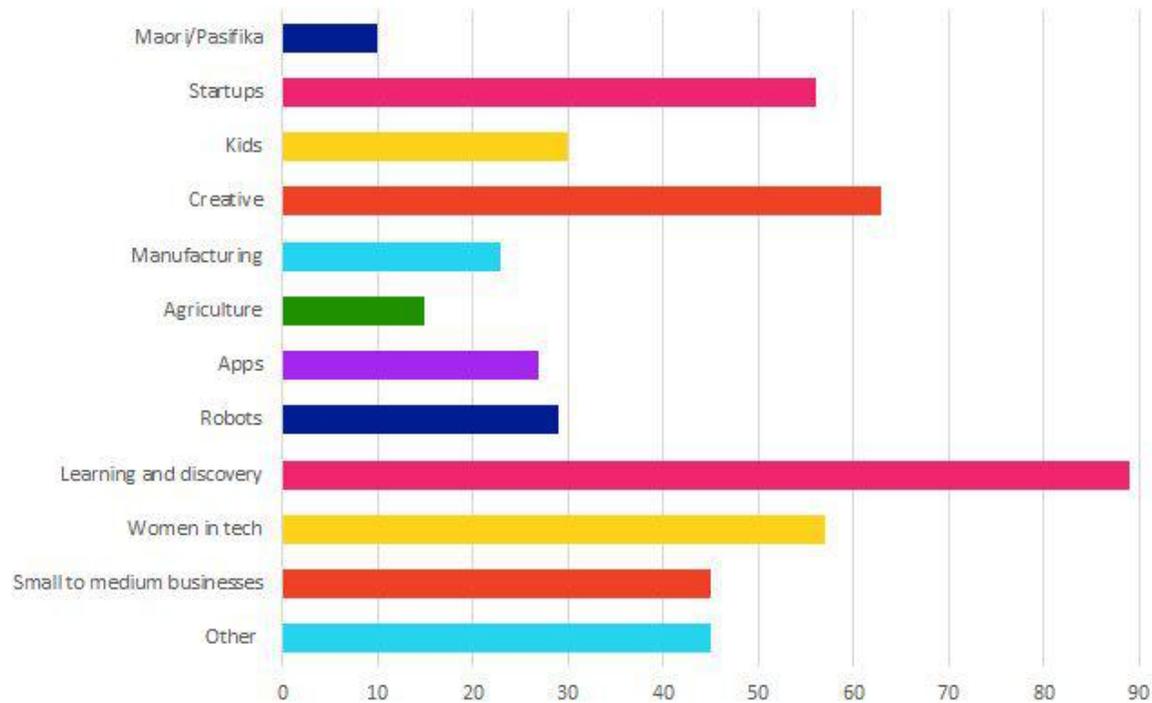
Did you make a connection during Techweek with could help you in some way?



There was a 2% increase year on year for those who made a connection during Techweek, making a 2% decrease for those who did not.

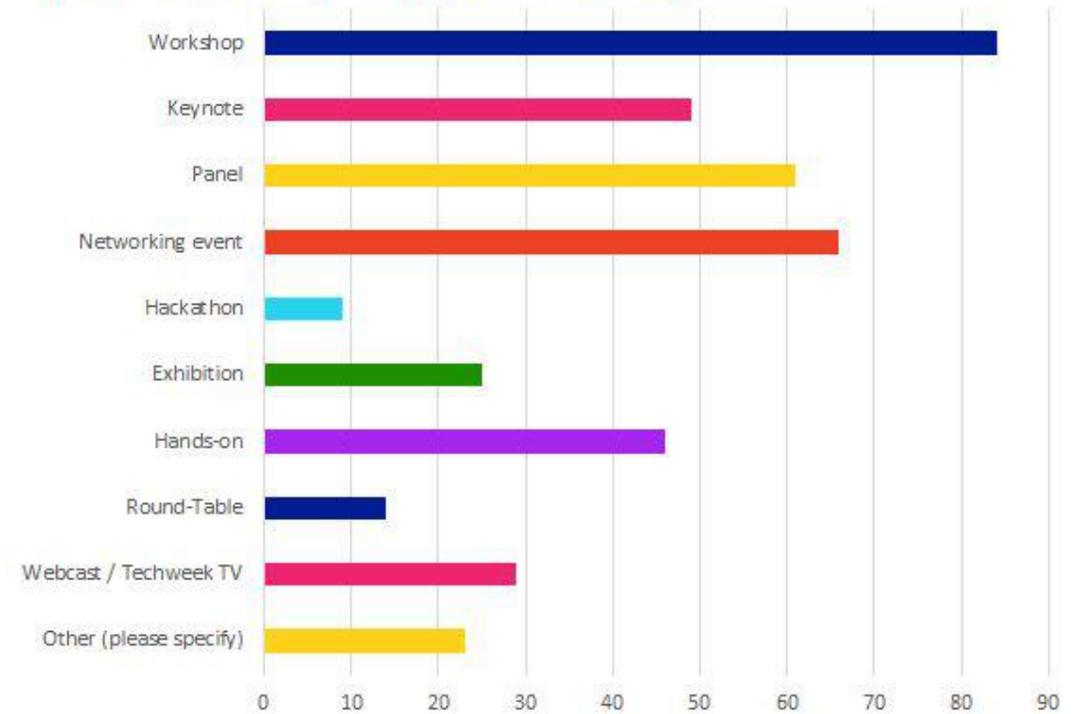
Festival Attendee Survey Feedback

Which categories of events at Techweek did you enjoy attending?



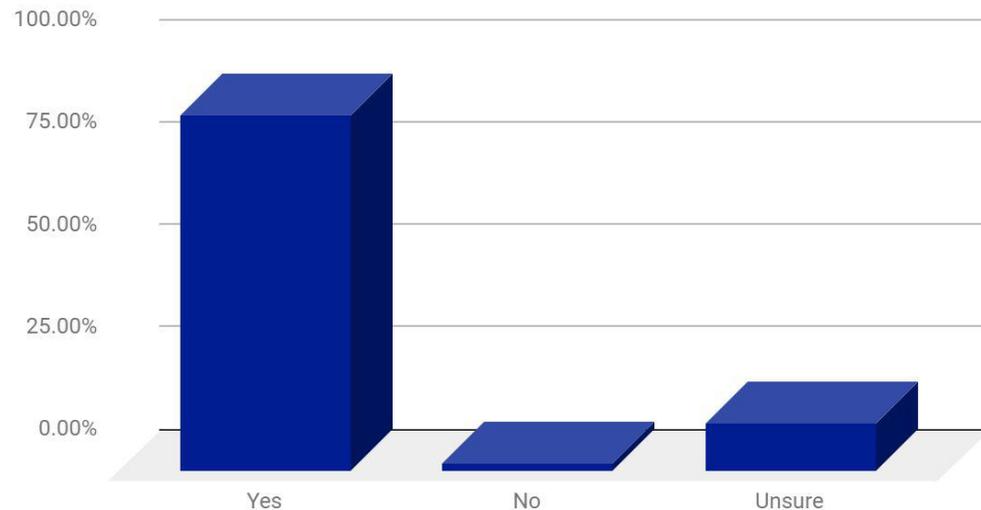
A majority of those who selected 'Other' responded that AI, IoT and Spatial topics were key categories for them during Techweek19.

What format of event did you find most useful?

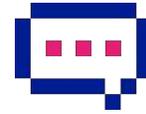


Festival Attendee Survey Feedback

Would you recommend Techweek to others?



- *"It was awesome, loved Techweek TV!"*
- *"The morning and late afternoon sessions handy to be able to work at the day job as well!"*
- *"While I only saw one [Techweek TV session] live, I do intend to go back and view many more!"*
- *"...an incredible week! It has opened my eyes to the amazing people and projects that are driving New Zealand's ever growing technology sector. Thank-you to the inspiring leaders and panelists who took the time and effort to share their knowledge and experience."*

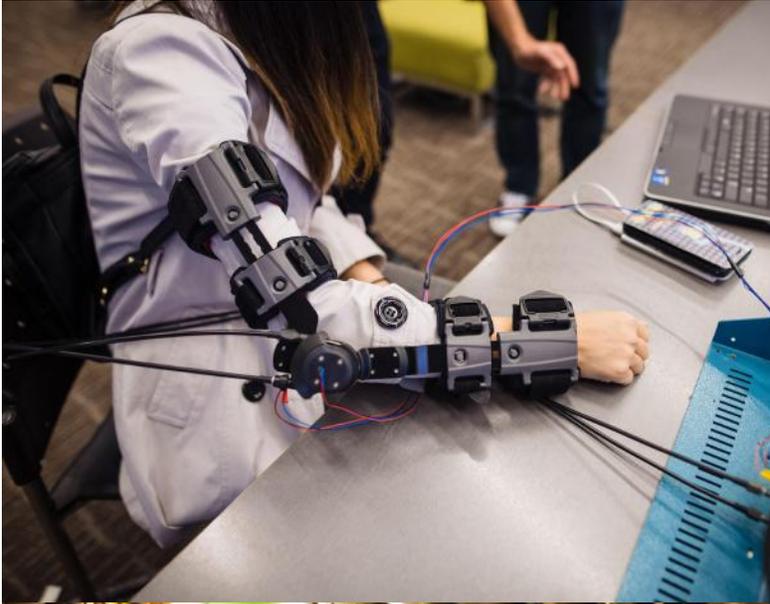


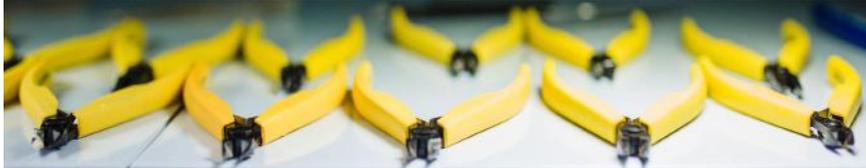
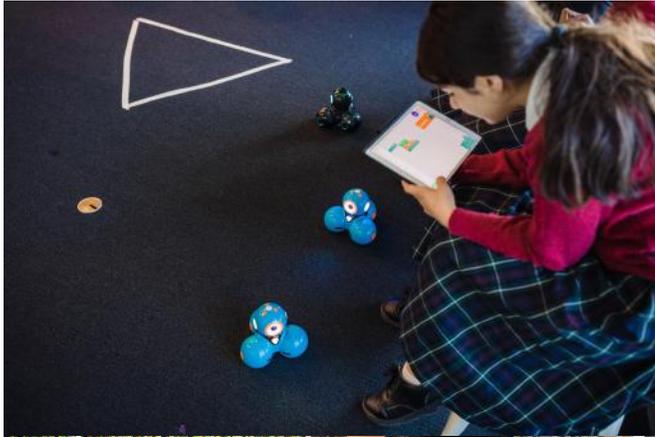
"This year was the first year that I have attended a Techweek event. Turns out I couldn't stop at one and ended up attending three! Highly recommend, especially if you are interested in learning new skills or expanding on the ones you already have." - Jezza Vivian, high school student

■

A picture tells 1,000 words...







Our Partners

PRESENTED BY



PRINCIPAL



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

Our Partners

STRATEGIC PARTNERS



FESTIVAL PARTNERS



Our Partners

REGIONAL PARTNERS



Our Partners

SUPPORTING PARTNERS



EMBASSY OF
THE UNITED STATES
OF AMERICA



**Get in touch
with us** 

hello@techweek.co.nz
techweek.co.nz

tw19