



**SQUAD  
— CON**

POWERED BY GIRLS HACK VILLAGE  
SPONSORED BY BLACKGIRLSHACK

# Impact Report 2023

# ABOUT US

SquadCon was a three-day conference in Las Vegas during Hacker Summer Camp. Held August 10–12th, 2023 at the Industrial Event Space, we had three amazing keynotes, discussion panels, beginner-friendly hands-on workshops, and an amazing lineup of research and fireside chats on some of the latest edge trends in cybersecurity.

## IMPACT STATEMENT

This conference empowered women to enter and elevate their careers in the cybersecurity industry through education, preparation, and community. The SquadCon mission is as follows:

- Get more underrepresented talent in the career pipeline
- Expose them to careers in cybersecurity
- Connect attendees to trailblazers in the cyber industry





# OUR IMPACT

TOTAL REACH: OVER 150K

**306**  
Tickets Sold

**150K+**  
Impressions

**30**  
speakers



## Page engagement rate > Page

Blackgirlshack

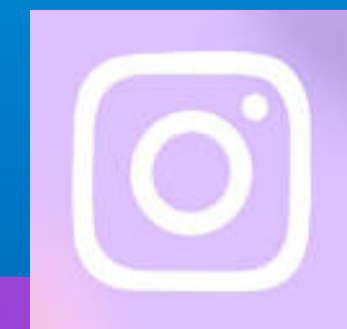
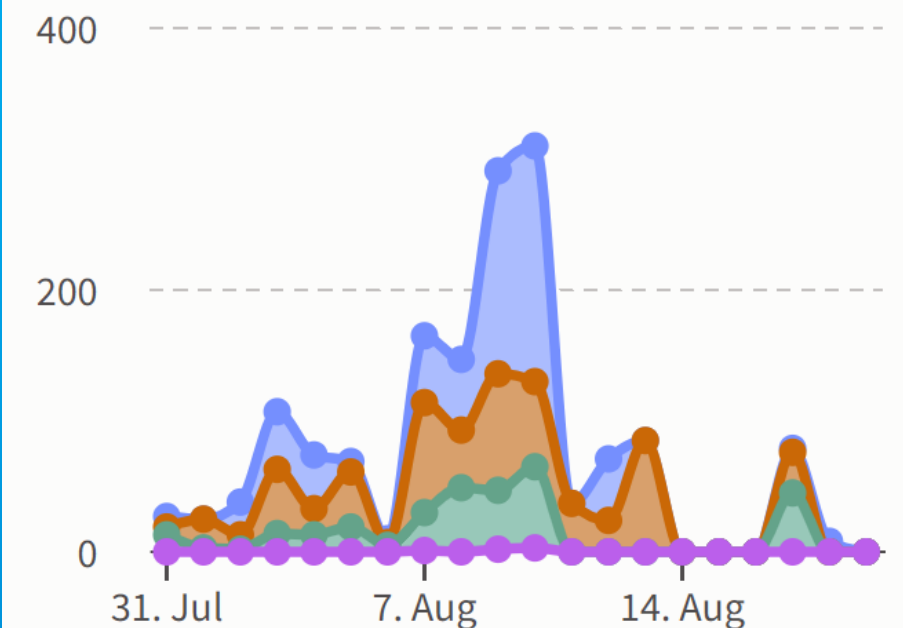
↗ **576%** **36.5%**

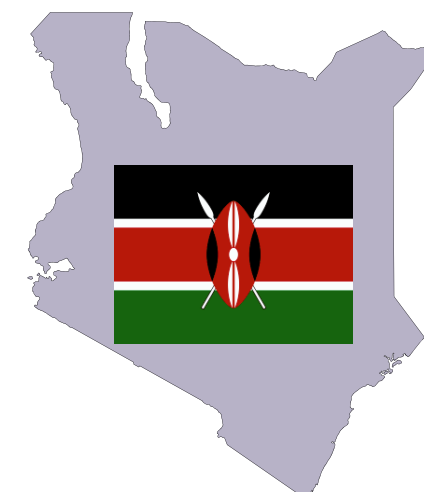
SquadCon

↗ **349%** **33.65%**

## Post reactions & likes ...

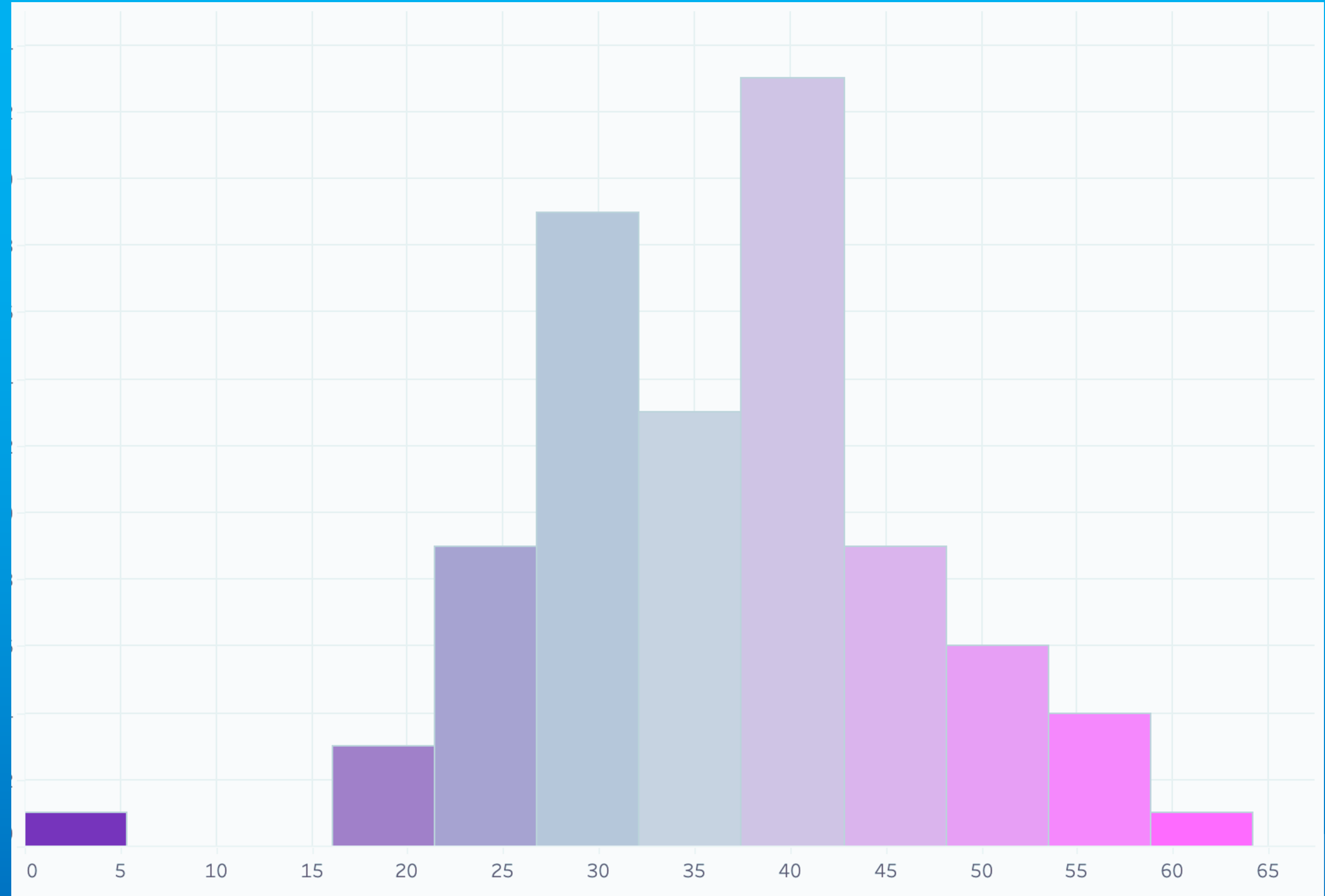
● LinkedIn Page ● Twitter  
● Instagram Business ● Facebook Page



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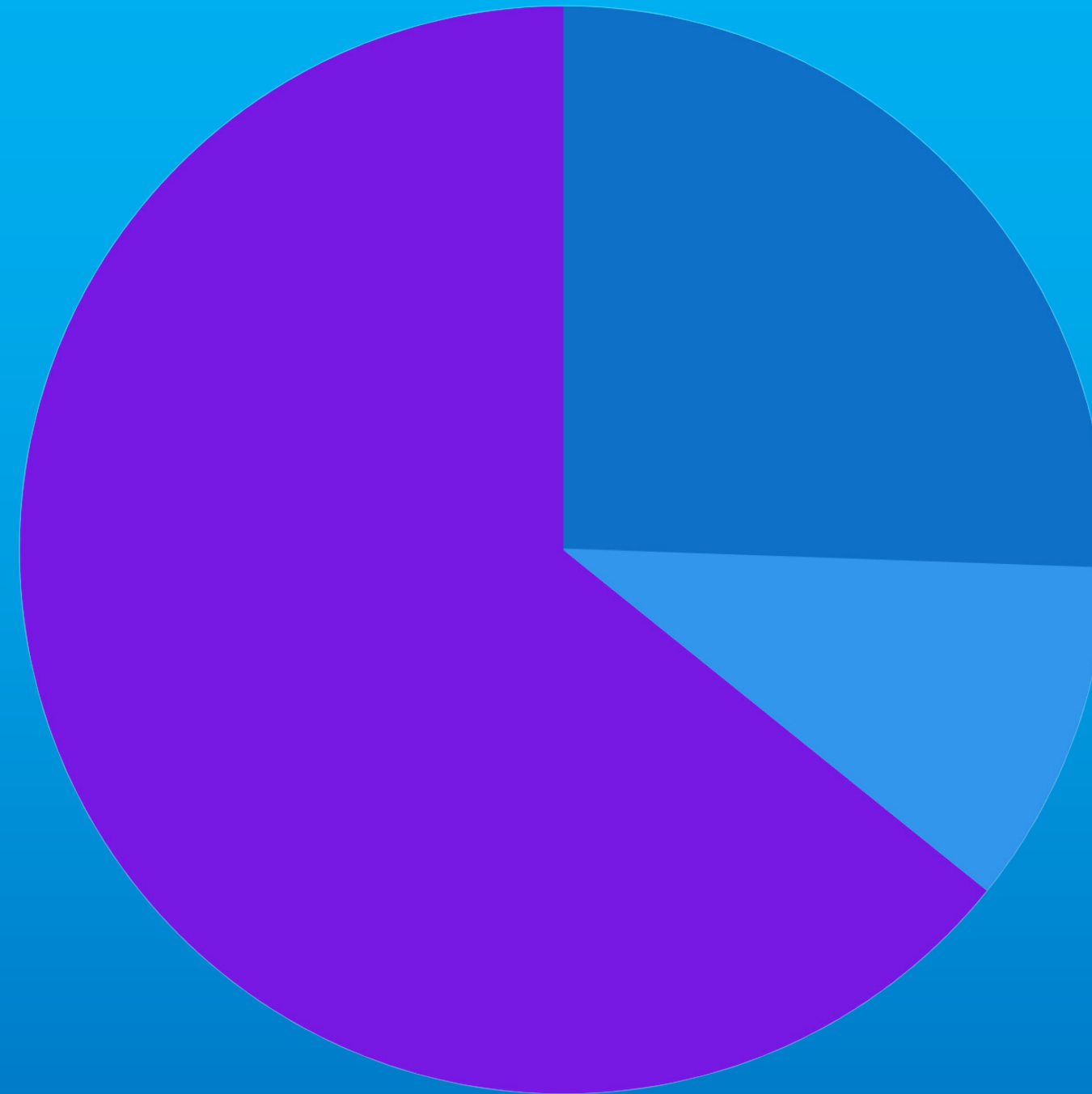


# Attendance Breakdown: Age



# Attendance Breakdown: Gender

Other/Undisclosed  
64.22%



Female  
25.56%

Male  
10.22%



# Demographics

American Indian  
or Alaskan Native

2.00%

Asian or Pacific Islander

13.00%

Black or  
African American

42.00%

Hispanic or Latino

7.00%

Other

4.00%

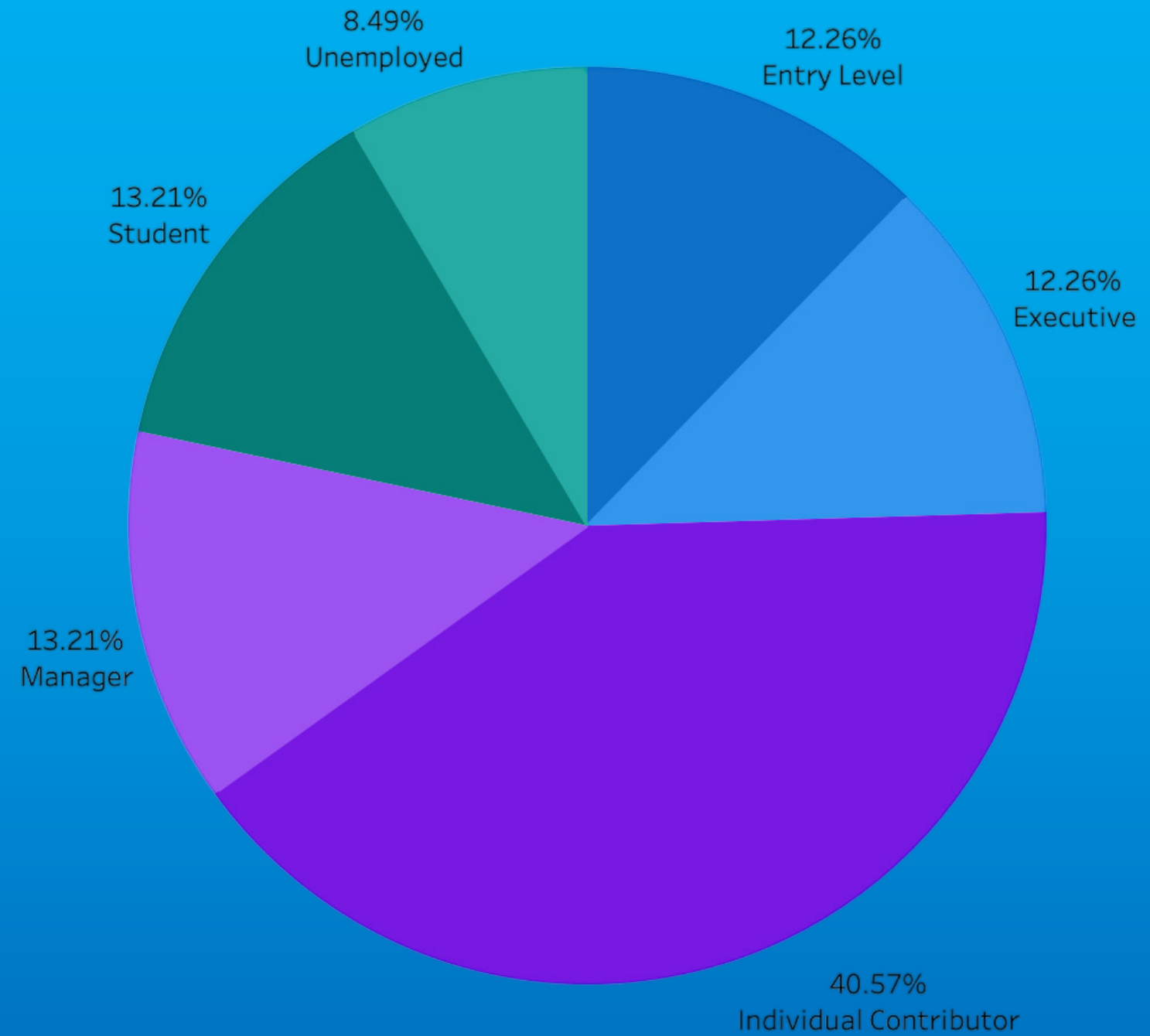
Prefer not to answer

3.00%

White

29.00%

# Career Level





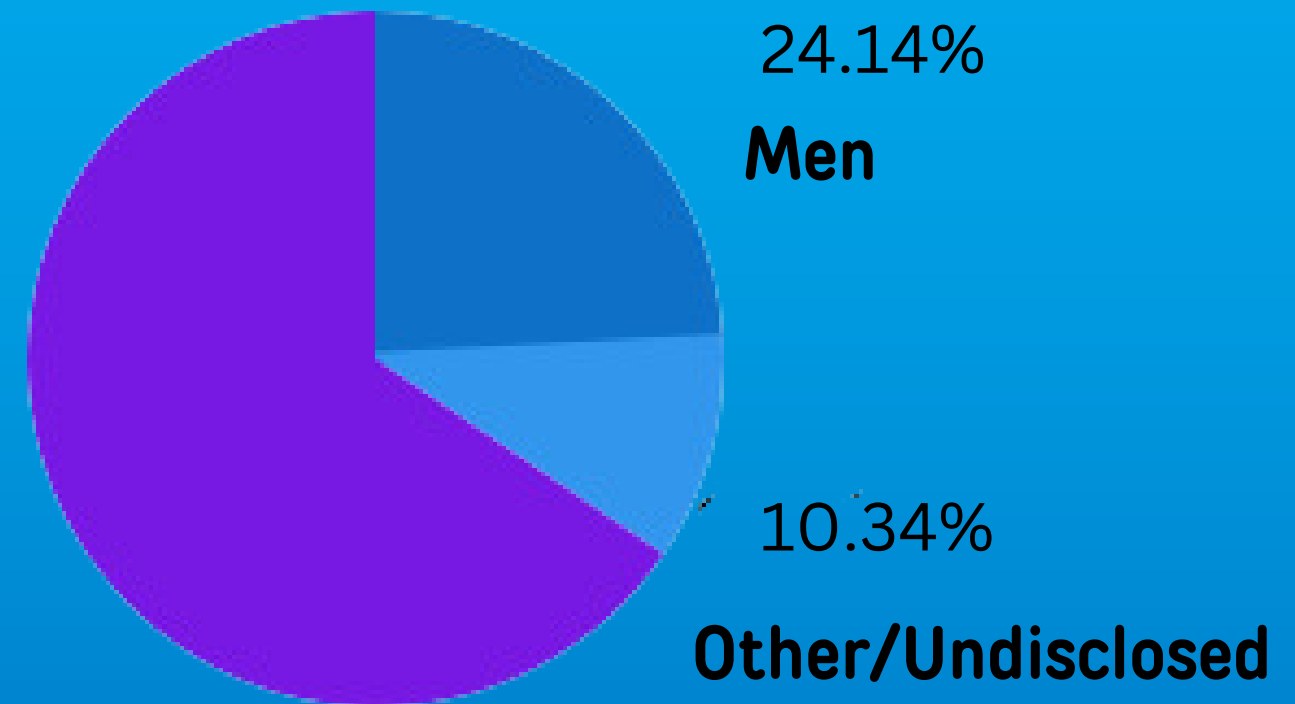


**Keynotes by**

**Director Jen Easterly, CISA**  
**Camille Stewart Gloster, ONCD**  
**Marcus J. Carey**

# SquadCon Speakers

**65.52%**  
**Women**



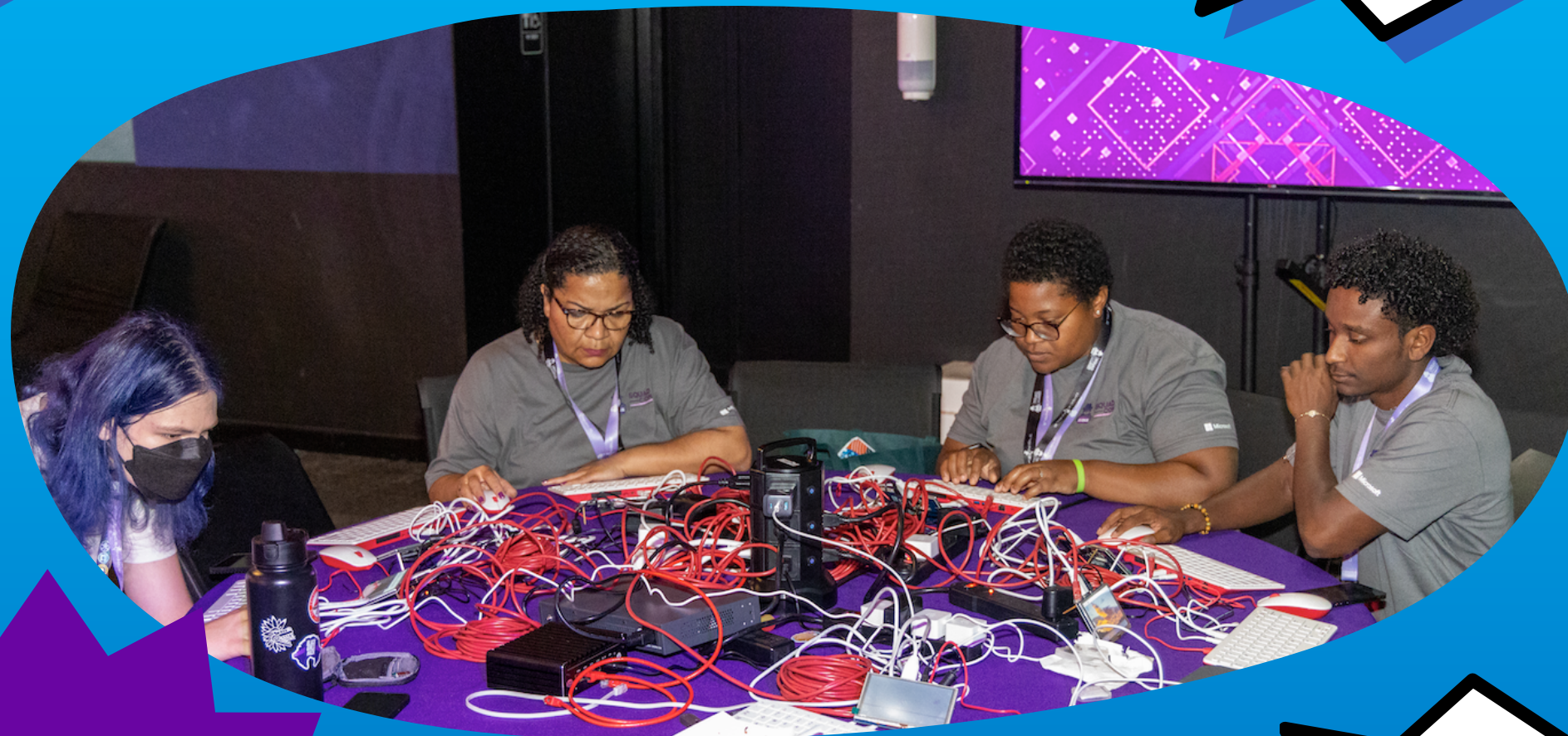


# Knowledge Sharing & Skill Building

Intro to CTF  
(NCL)

Protect the Pi  
CTF

Mobile  
Penetration  
Workshop  
(NowSecure)



Shadow Bank CTF  
(Security Innovation)

Defender EDR  
(Microsoft)



# Feedback

“I love the mission and the fact it's focused on our community. We need this”

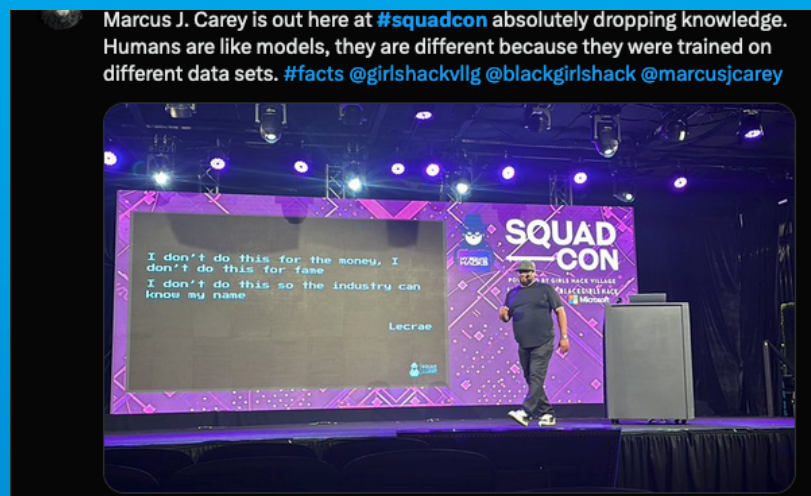
“I appreciate the opportunity to attend these conferences and network with professionals in the cyber community.”

“Great experience and overall phenomenal conference”

“I have integrated several valuable strategies and insights gained from the conferences into both my academic and professional pursuit”

“It provided a great opportunity to connect in a less chaotic space with those in the industry I know/follow/respect”

“a space that provided a feeling of safety, welcome, and acceptance was so incredibly important for me. It's like a spring of water in a parched desert”





# Feedback



**ro0t** @Signed\_Ro0t · Aug 12

Last night of [#HackerSummerCamp](#) for me! Ending it with the [#BlackGirlsHack](#) / [#SquadCon](#) party!! If you went to it last year, then you KNOW it's about to be a fun time 😎🔥



1



3



169



**Katherine Druckman** @KatherineD · Aug 11

I'm so impressed with the event [@girlshackvllg](#) put together. Fantastic speakers and inviting atmosphere. [#SquadCon](#)



2



5



148



**Bryson Byrd** @Bryson\_Byrd · Aug 13

Absolutely spent right now as [#squadcon](#) [#blackhat](#) [#defcon](#) and [#bsides](#) are done for 2023. [#hackersummercamp](#) this year was inspiring on so many levels. I'm truly humbled by the amazing people I have spent time talking to and just being around. I can't wait to see you all next year!



**Lodrina Cherne** @hexplates · Aug 10

Kicking off the first ever [#SquadCon](#) with [@misstennisha](#) talking about the origins of [@blackgirlshack](#) and what we can achieve if we believe in ourselves



**Virgo Clarity** @enigmaticsoulrg · Aug 10

We did it!!! I sure hope you are attending [@girlshackvllg](#) by [@blackgirlshack](#).

Today is Day One!! Come support and share with others.

Plus there was a big announcement. Make sure you don't miss anymore. Come through.

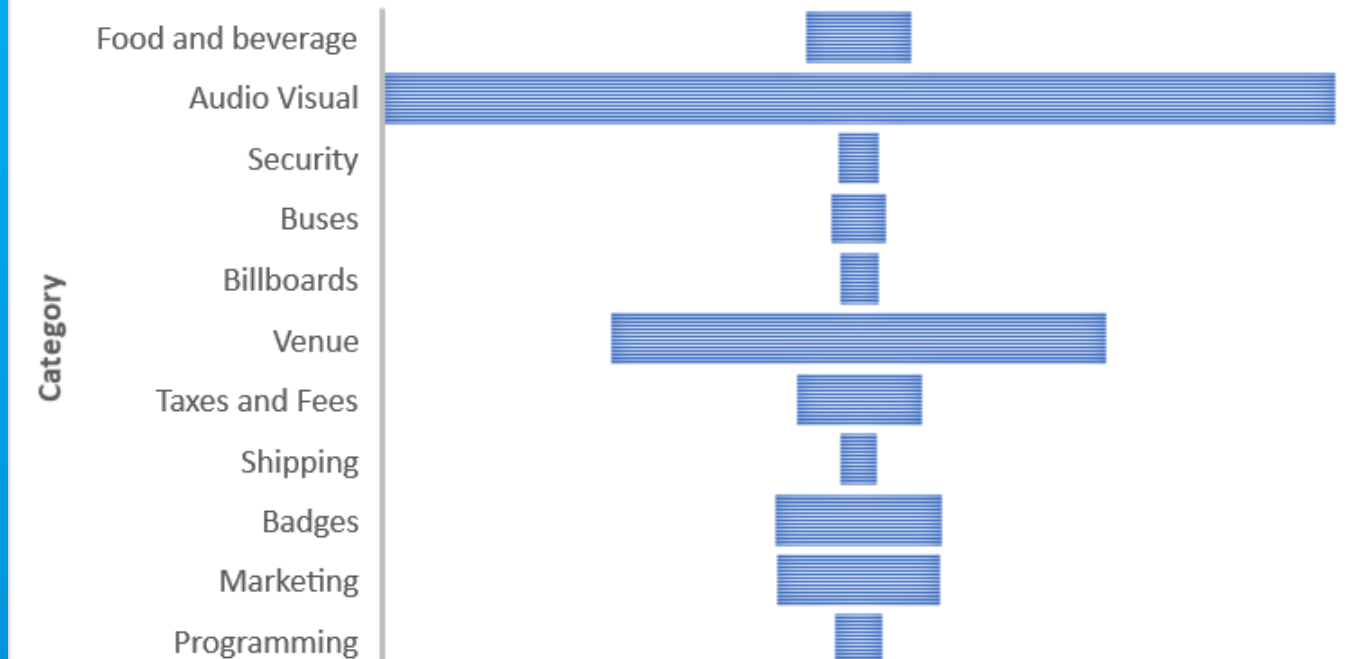
[#condifferent](#) [#squadcon](#)



# SquadCon by the Numbers

- Raised \$235,000 in 3 months
- Raised \$34,800 in scholarships to bring underrepresented hackers to Hacker Summer Camp
- Largest expenses were A/V, Venue, and Electronic Badges
- Awarded 20 travel scholarships
- Awarded 103 industry certification vouchers
- Awarded 110 Conference Tickets

## SQUADCON EXPENSES BY CATEGORY



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# Prizes / Scholarships

**8** \$600 Partial Travel Scholarships

**10** *CompTIA Vouchers*

**12** \$2500 Travel Scholarships

**50** BlackHat Conference Tickets

**20** DefCon Tickets

**20** BSidesLV Tickets

**20** TDI Conference Tickets

**3** SANS Training Certification Vouchers

**10** *TCM Practical Network Penetration Training/Vouchers*

**80** Pentester Labs Vouchers

**\$25** PostMates Lunches



# ROI

- Catalyzing diversity in cybersecurity industry
- Providing a safe space for underrepresented communities to access otherwise unattainable resources
- Reducing financial barriers to entry within STEM
- Painting a beautiful portrait (of what cyber conferences should look like)
- Countless marketing and branding opportunities



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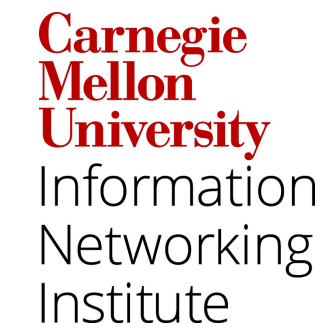
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# Thank you to our Sponsors







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***AUGUST 6-8 2024***

Please email [info@girlshackvillage.com](mailto:info@girlshackvillage.com) to get started.