

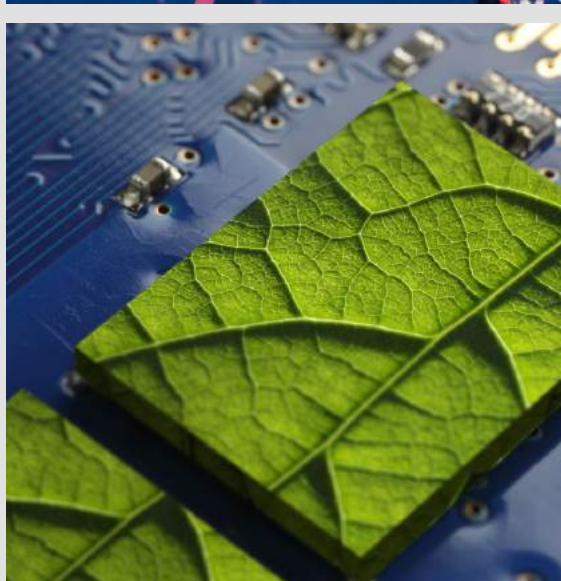
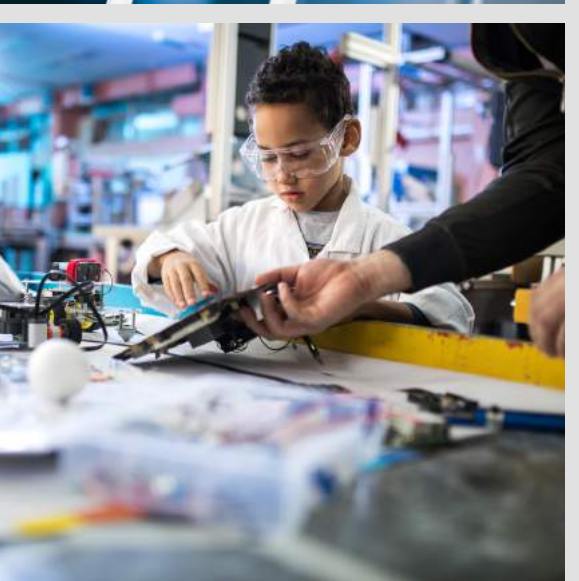
techweek 2022

16-22 May

Highlights report

**CONNECT FOR A
BETTER TOMORROW**

Hono mai e whai hua ai ā taihoa



NZTech would like to thank this year's sponsors, without whom Techweek22 would not be possible: AUT; Zoom; Callaghan Innovation; New Zealand Trade & Enterprise; Ministry of Business Innovation & Employment; Ministry of Education; Auckland Unlimited; ANZ; Media Design School; IBM; ASX; Tower; Office for Seniors.

Presented by



Strategic partners



Festival partners



Advocate partners



Festival supporter



Regional partners



NZTech Alliance is



This report was put together with data from Google Analytics, Facebook, Instagram, LinkedIn, the Techweek website platform and two surveys – one for attendees and one for event organisers.

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A student at Christchurch's Rangi Ruru Girls Highschool experiences VR during Techweek22

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About Techweek22

Techweek is not only a tech festival, but a platform designed to help communities, educators, businesses and organisations create, promote and run successful virtual, hybrid and physical tech events across New Zealand.

A student at Christchurch's Rangi Ruru Girls Highschool experiences VR during Techweek22

This year's festival was be a call to action for Aotearoa to tell its story. With opportunities to demonstrate how technology can help keep people connected and the economy active, by showcasing local tech talent, inspiring the next generation, and building tech capability throughout New Zealand.

At a glance

 = year on year increase

417

events

576

speakers


8%

30,758 

attendees

13%

99,339 

web visitors

10%

98%

attendees would recommend


19%

50+

T1 & T2 media mentions


40%

8063

Techweek newsletter subscribers


60%

33.5%

newsletter open rate


9%

7.5M

total festival impressions

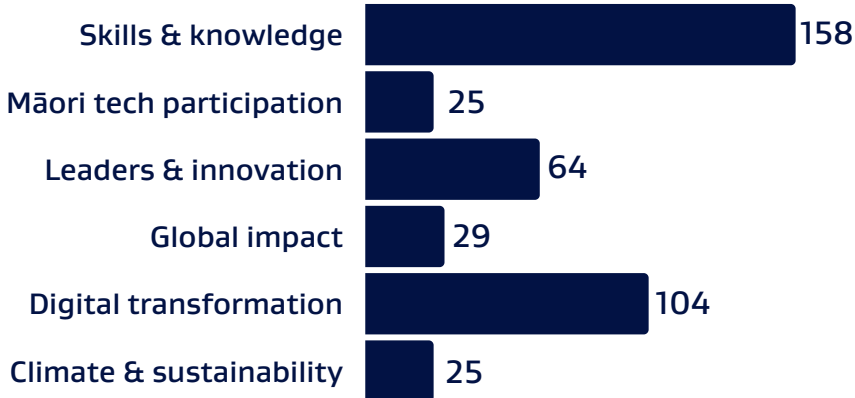

248%

6227

Total Techweek event ad clicks


284%

Events



Themes

In 2022 we asked event organisers to focus on one or more of six key themes that were set with guidance from industry, tech community & education sector.

Rocket Lab's Leigh Foster addresses an Auckland crowd at 'MethaneSAT'



Hybrid - 34
In person - 139
Digital - 244

Event type

Despite uncertainty in the lead-up to Techweek, 41% of all Techweek events in 2022 were either in-person or hybrid events.

Paid - 20
Koha - 14
Free - 383

Event payment

Nearly 92% of Techweek22 events were free to the public, up 6% from Techweek21

Events by target audience, location

Target audience

This year we asked event organisers to select one or more target audiences when registering their Techweek event(s).

Event location

37% of events this year were digitally available to a national audience. Once again, Auckland saw the largest share of events, with the Westcoast, Taranaki and Northland regions with equally impressive offerings.

Target audience	# of events
SMBs	152
Business owners	171
Senior Management	132
Students (18+)	129
Founders	106
Tech buyers	61
Employees	88
Local talent	87
C-Suite	85
Youth (13-17)	79
Education providers	74
Developers	68
Women	63
Investors	58
International	58
Families	49
Children (5-12)	28
Seniors	23

Location	# of events
Nationwide	153
Auckland	105
Wellington	22
Tauranga	20
Westcoast	19
Taranaki	16
Christchurch	15
Northland	14
Whanganui	11
Manuwatu	9
Taupo	9
Dunedin	4
Overseas	4
Southland	4
Waikato	4
Nelson	3
Central Otago	3
Marlborough	1
Gisborne	1



79

TWTV sessions

139

speakers

38

hours filmed

2157



38%

live views

3469

on demand views

5626

total views & counting

TechweekTV

Techweek TV was a series of online video sessions broadcast live on the Techweek website and available on-demand on Play Stuff.

These interactive panel discussions and presentations gave Kiwis access to the brightest tech minds in Aotearoa. The sessions were inspired by tech that is connecting us to a better future and thought leaders who are influential in the New Zealand tech and innovation ecosystem.

Techweek TV was a series of online video sessions broadcast live on the Techweek website and available on-demand on Play Stuff.

Above: the Hon David Clark, Minister for Digital Economy & Communications, opens Techweek22



Top: Rachel Kelly Co-CEO, Taylored Technologies & Luke Taylor Founder & Director, Taylored Health & Performance discuss inorganic and organic intelligence on TWTV.
Bottom left: TechweekTV was filmed and broadcast live from AUT.
Bottom right: David Downs, one of seven TWTV hosts.

Top 15 TechweekTV sessions by views

Organisation	Session	views
ANZ	Opening Up To Open Banking Opportunities	351
ANZ	Changing The Way We Work - Embracing Tikanga in Technology	188
AgriTechNZ	Uptake Of Technologies In The Primary Sector	169
AUT	Bridges To Schools Project	166
Techwomen	In Conversation With TechWomen	163
Office for Seniors	Insights Into The Office For Seniors Project	159
Women in AI	An Interview With This Year's Women In AI Finalists	155
NZ Tech Story	New Zealand's Tech Story - The Journey 3-Months In	154
MBIE	Leading Kiwi Businesses Form An Alliance To Accelerate Digital	149
ASX	Journey Of A Kiwi Startup To A Successful, Global Tech Company	146
Callaghan Innovation	Celebrating Aotearoa's Inspiring Māori Innovators	134
NZTE	Landing Your Tech Business In The US In 2022	131
LocationTech	Right Place At Right Time? LocationTech's Role In The Metaverse	130
Proposition	Helping Māori Tech Champions Drive Māori Tech Participation	112
BlockchainNZ	Solution Or Pollution: Emerging Tech & Climate Change In NZ	111

(5626 total views & counting)

*Live + On Demand views

Average 71.2 views per session

Digital assets

Participants had access to a 'digital' toolkit to use for the Techweek promotion.



Branded & non-branded sharable images & logos for digital channels were provided



Virtual backgrounds for meetings and webinars were provided

Our digital audience



8036
(+2998)



60%

Techweek newsletter subscribers

33.5%



9%

EDM open rate

(new) followers



5965
(+503)

impressions

363,238
↗ 234%

engagement

7891
↗ 54%



2387
(+584)

289,753
↗ 278%

2976



3657
(+66)

19,326

238



1497

27,048
↗ 278%

331



225
(+31)

2259
views

62.4h
watch time

701,624
(+329,891)



88%

Total social media impressions

www.techweek.co.nz

66,039

unique visitors

 9.7%

99,339

sessions

 10%

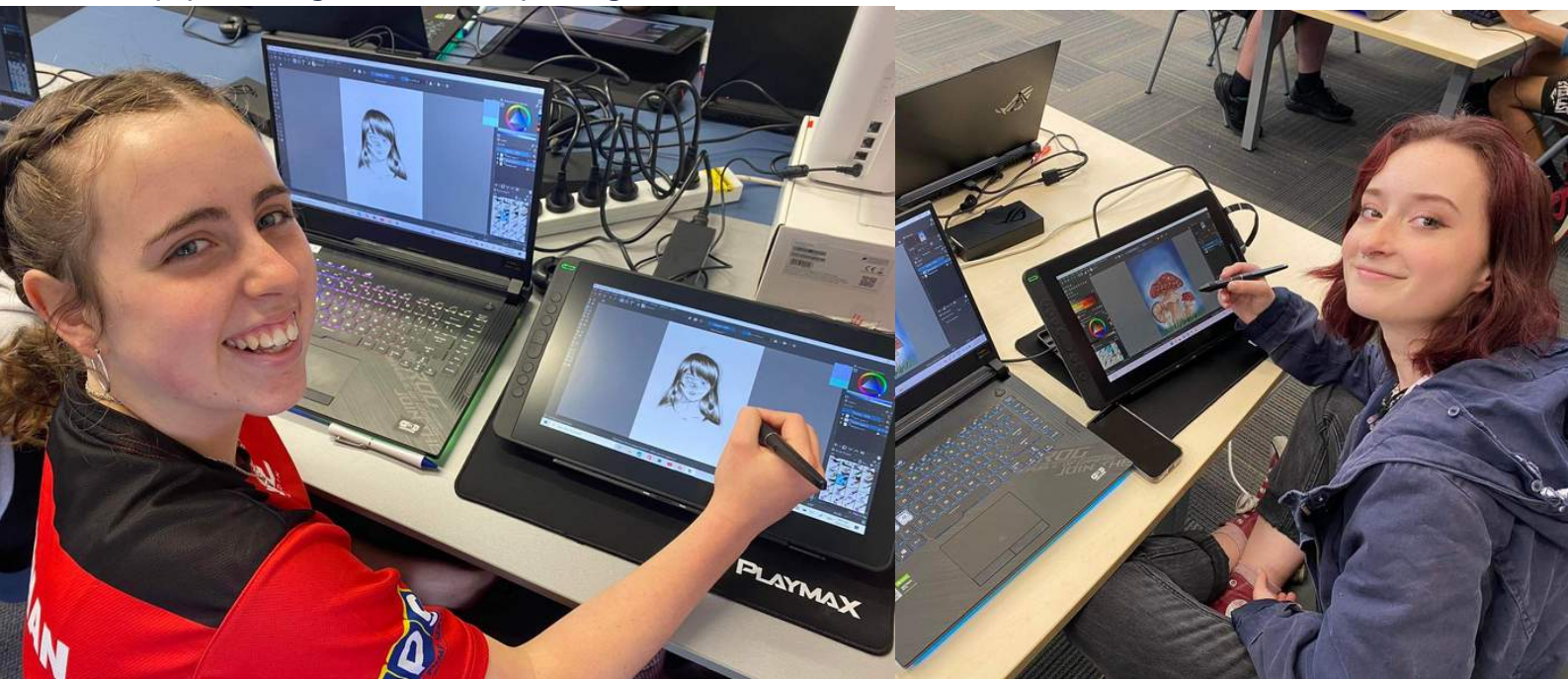
257,710

page views

 9.5%

YOY range: 1.1.22 - 31.5.22

Westcoast pupils at a digital art workshop during Techweek22



Demographics

57%

women

43%

men

66%

new visitor

34%

return visitor

Visitor age range	%
25-34	22.2
45-54	21.2
35-44	19.2
55-64	14.1
65+	12.1
18-24	11.1

Sessions by country



72%



0.7%



12%



0.7%



6%



0.7%



0.9%



0.6%



0.8%



0.6%

NZ Sessions

Locations	Traffic
Auckland	36,867
Wellington	7,231
Christchurch	6,912
Hamilton	2,268
Tauranga	1,987
Palmerston N.	1,661
N. Plymouth	1,252
Lower Hutt	1,222
Dunedin	951
Whangarei	823

Media coverage

Coinciding with budget week meant a challenging start to get Techweek the attention it deserved. Perseverance paid off, however, and we managed to secure some great coverage that really told the story of Techweek, celebrated the industry and touched on the key event themes.

2xTV

6x Radio

39+ Online

2 x Print

50x Total Mentions

11 x King hits

(Breakfast, The AM Show, Today FM, Radio New Zealand, Rhema, Stuff, NZBusiness, Idealog, etc.)

Media potential reach

Channel	Reach
TV	304,300
FM radio	297,400
Online	193,583
Newspaper	116,000

911,238

cumulative potential media reach

11

tier one media hits

47+

clippings achieved

\$427,530

total ASR value of coverage

Tech Week about enhancing the future

Platform to share ideas and create connections

David Beck
Techweek22 is a nationwide series of events celebrating and exploring the unique characteristics of the New Zealand tech sector. In the Taupō District, economic development agency Amplify has teamed up with local businesses and organisations to put on a wide range of events. Amplify business growth adviser Averil Naumai says the week provides a platform for everyone to meet, share ideas and create connections 'to enhance our future world'. 'Growth in the tech sector is about ensuring all of New Zealand is well-positioned to reap the rewards of being a leading digital nation,' she says. 'Techweek22 will provide opportunities for business, community, policymakers and stakeholders to come together to share best practices, tips and insights into what it takes to develop a thriving tech economy. Amplify participates in Techweek each year with its own Tech Talk Taupō event, which is always well received, and this year has a new event celebrating Women in Tech. We also support and promote other tech and innovation-related events from local businesses and our



Tech Week in Taupō has a wide range of events on offer.



and NFTs to augmented reality, online security to government tech initiatives and digital marketing to tech in hospitality. 'We will have something for everyone so please check out our events and support us on our journey to not only inspire our community but explore the world of tech and innovation.'

Techweek22 Schedule Monday, May 16
 ■ Tech Talk with Judith Collins MP by Louise Upston MP at Suncourt Hotel from 9am to 10.30am.
 ■ Keeping Safe Online with ANZ branch manager Luke Woods by Age Concern at Reap from 10am to 11am.
 ■ STYAM Department Walkthrough by James Lamb and Kris Watson at Taubara College from 2pm to 4pm. Tuesday, May 17
 ■ Tech Talk Taupō by Amplify at Taupō Yacht Club from 10am to 12.30pm (six speakers – Inche Fourie from Outlook Ventures, Richard Fitzgerald from 2Gen, Jaron Ibarbidge from Zoom, Jonathan Miller from Callaghan Innovations, Louise Macfarlane from Bay Crypto and Anton Mitchell and Jessica Manins from Beyond).
 ■ Tech Teams Network by Amplify at Kōwhiri Collective from 5.30pm to 7.30pm.
Wednesday, May 18

PROSPER

Prosper Better Business Property Industries MO

'The secret sauce': L Māori-owned tech b



5.83M

impressions

Techweek22 placed ads on stuff.co.nz

Video pre-rolls;
Digital display ads on desktop and mobile



techweek²²
16 - 22 May 2022

CONNECT FOR A BETTER TOMORROW
Hono mai e whai hua ai ā taihoa

Presented by **NZTech** Strategic partners: **BOV**, **zoom**, **CollegiateInnovation**, **MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT**, **NEW ZEALAND Trade & Technology**, **Auckland Unlimited**

Festival partners: **ANZ**, **IBM**

Cuba holds massive May Day parade for first time since pandemic

2022 | 02:20

Cubans had their first chance in two years to march on May Day. For many workers, though, there is little to celebrate.

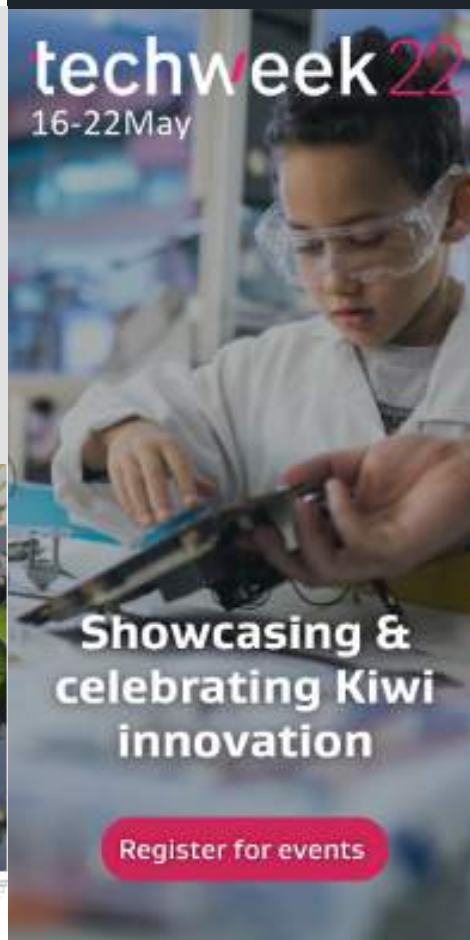


techweek²⁰²²
16-22May

NZ's annual festival of tech & innovation

[View event programme](#)

most popular



techweek²²
16-22May

Showcasing & celebrating Kiwi innovation

[Register for events](#)



The future of NZ tech. Ad
Techweek22 NZ's annual festival of tech & innovation kicks off soon – view events today!



techweek^{TV}

The future of NZ tech

[Live & on-demand](#)

Advertise with Stuff

techweek TV



Hear from NZ's leading minds in tech free & on demand

<https://play.stuff.co.nz/page/channel-techweek>



techweek22
16-22May

**Techweek22 placed
paid event ads on:**

Instagram
Facebook
Instagram
Google ads

techweek22
16-22May

Find out how digital
transformation is helping
Kiwis do business at
home & abroad

[view MBIE events](#)

techweek22
16-22May

Scaling up with
international talent

[Register now](#)

Free webinar event,
held 19 May



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI

28 paid ads placed:

723,218 reach 442%

6227 clicks 284%

\$1 per result avg.

24,400+ TW video views

Share the love...

1150+

Techweek22 mentions

01.01.22 - 02.06.22

bus.gov newsletter 800K+

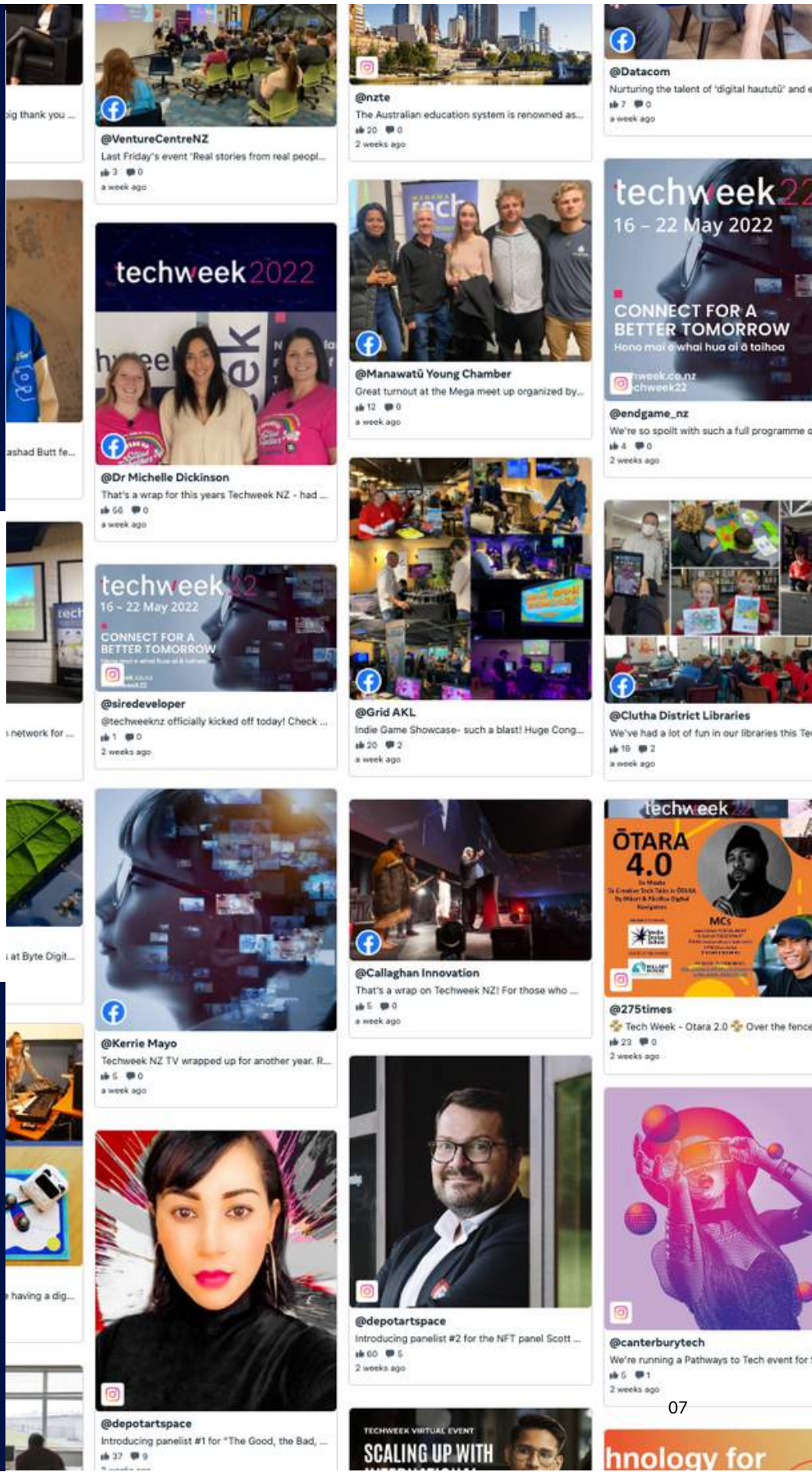
Rocket Lab Twitter 404.7K+

MBIE Facebook 40K+

Rocket Lab Twitter 404.7K+

MBIE Facebook 40K+

Rocket Lab Twitter 404.7K+



"Maybe it should be Techmonth, rather than Techweek - so much good stuff out there!"

"Thanks a lot for your help. It was a great event series and we really enjoyed participating."

"Thanks Techweek team, what a fantastic week. It was great to have our space so active again and the events that you sent our way to host were all amazing!"

"Very beneficial event. Great way to get the community involved."

- Event organiser feedback



techweek22

16 – 22 May 2022

■
**CONNECT FOR A
BETTER TOMORROW**

Hono mai e whai hua ai ā taihoa

techweek.co.nz
[#techweek22](https://twitter.com/techweek22)