



ANNUAL REPORT 2021

AUGUST 1 2020 - JULY 31 2021



**PROJECT TECH
CONFERENCES**

FOREWORD

Dear Reader,

As July comes to an end and we wrap up Y2 of operations at PTC, I am excited to share that the 2020-2021 year has once again brought incredible growth to our organization. Notably, we not only launched our new Hackathons and Education portfolios, but also expanded our operations beyond the province of Ontario into the PEI and Vancouver regions in addition to starting a new team in Toronto!

Despite the ongoing pandemic and everything remaining remote, this year brought new opportunities to expand PTC's impact and reach - from having students from all over the world attend our virtual events, to launching our PTC PEI Scholarship, our In Query Podcast, and everything in between.

The success we saw through the 16 events we hosted and 29 publications we released would not have been possible without the tireless work of our dedicated volunteers, the generous support of our sponsors, and of course, our event attendees! We thank you all for being part of this journey, and we can't wait for you to see what we have in store for Y3!

In the meanwhile, we hope you enjoy our summary of Y2.

Best,



Annie Zhang
Founder & CEO

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BUSINESS OVERVIEW

mission



Project Tech Conferences provides opportunities for high school and middle school students to learn about technology.



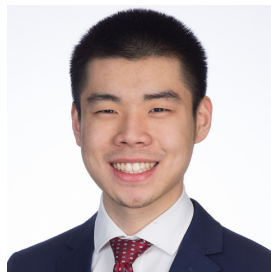
vision

To inspire and empower the next generation of programmers.

board
of
directors



Annie Zhang
Chair &
President



Harry Qu
Vice-Chair &
Treasurer



Vivien Shen
Director,
Secretary



Daniel Tian
Director,
Legal Affairs

TEAM OVERVIEW

Our team saw a **77.78% increase** in Y2.



Vivien Shen - BoD *

Daniel Tian - BoD *

Annie Zhang - BoD, CEO *

Harry Qu - BoD, CFO *

Janice Liang - CMO *

Yvonne Tan - CDO *

Apollo Lin - HOP *

Shirley Yang - HOO *

Enoch Cheng - HOC *

Jeanin Onisey - HOH *

Angela Xu - HOE, DoComm *

Jamie Tsai - CTO, Ottawa Marketing Director *

Tanishi Naik - CCO, Waterloo Co-President *

Sunny Zhang - Calgary Co-President

Danny Zhang - Operations Director

Jayanti Upadhyay - Director of Internal Affairs

Aadar Gupta - Director of External Affairs

Emily Mo - Marketing Coordinator

Helen Zhang - Finance Coordinator

Kelly Zhu - Operations Coordinator

Francis Cho - Social Media Manager

Grace Zhang - Graphic Designer

Jenny Zhang - Graphic Designer

Nicole Ao - Graphic Designer

Jenna Xiao - Production Editor

Connie Wang - Production Lead

Keisha Ding - DoComm

Mihir Kamra - Editor

Alexandria Au - Editor

Youngjun Lee - TRA, Team Lead

Joseph Zhang - Ottawa Co-President

Rohan Vedula - Ottawa Co-President

Kimberly Liang - Ottawa Finance Director

Lawrence Ju - Ottawa Sponsorship Director

** represents voting members*

Sairah Amuthan - Ottawa Outreach Director
 Shreya Voore - Ottawa Logistics Director
 Angela Chen - Outreach Coordinator
 Farishtay Yousuf - Logistics Coordinator
 Shkula Wardak - W&C Coordinator
 Ifra Zaidi - PEI Marketing Director
 Julie Bui - PEI Outreach Director
 Cyrus Choi - Audio Producer
 Lucy Hur - Senior Editor
 Aminah Rizwan - Toronto Co-President
 Luke Blommestein - Toronto Co-President
 Aricia Chan - Toronto Marketing Director
 Ethan Zhao - Toronto Finance Director
 Karina Florea - Toronto Sponsorship Director
 Timurul Hoque Kazi - Toronto Outreach Director
 Vivian Feng - Toronto Logistics Director
 Ethan Hsu - Vancouver Co-President
 Felicia Chung - Vancouver Co-President
 Annie Guan - Vancouver Marketing Director
 Isabel Lew - Vancouver Outreach Director
 Jessica Tang - Vancouver Sponsorship Director
 Xingjian Wang - Vancouver Logistics Director
 Alicia Lay - Vancouver Finance Director
 Smriti Sharma - Waterloo Co-President
 Claire Cheng - Waterloo Marketing Director
 Keven Kalathil - Waterloo Sponsorship Director
 Shunam Ghosh - Waterloo Logistics Director
 Angela Liu - Waterloo Finance Director
 Seneli Seneviratne - Web Developer



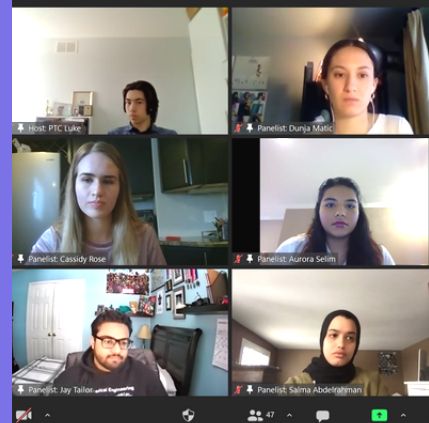
PTC 2021 ANNUAL REPORT

CODE YOUR FUTURE



1 MISSION
1 VISION
5 PORTFOLIOS

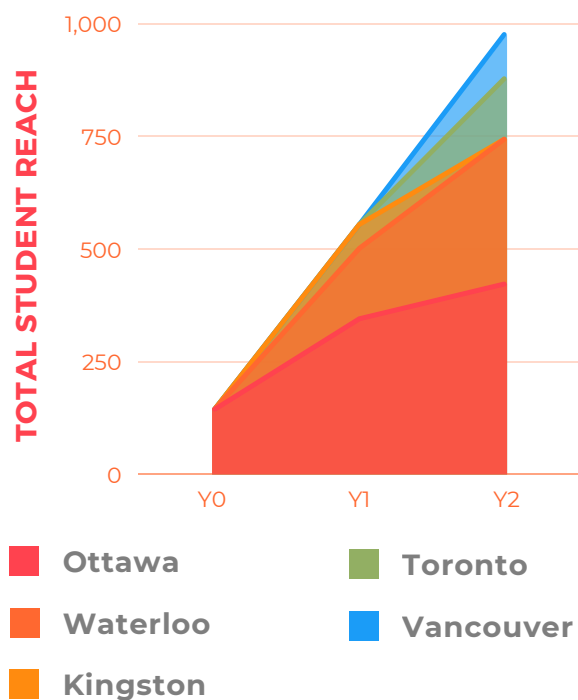
CONFERENCES
OUTREACH
PUBLICATIONS
HACKATHONS
EDUCATION



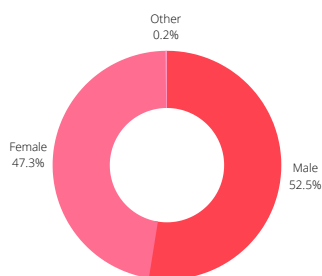
Conferences

OVERVIEW

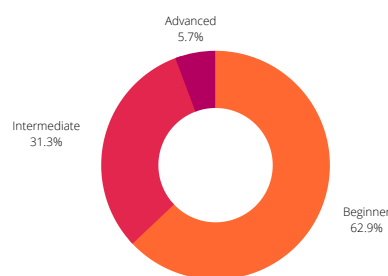
Our conferences portfolio runs our flagship event: a full day event where students can hear from guest speakers, get their questions answered in a panel session, and participate in a hands-on workshop all while building their soft skills in our career development session and networking with like-minded peers over the course of the event. This year, all of our conferences were hosted virtually through a combination of Zoom and Discord. Rather than host an online event for 8 hours consecutively, most of our conference committees split the event into multiple sessions across a weekend.



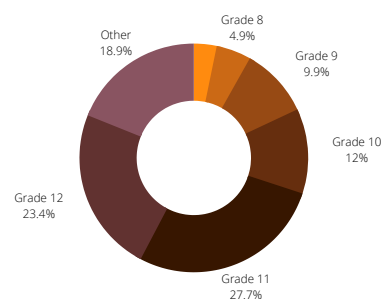
CONFERENCE KPIS



Gender



Coding Experience



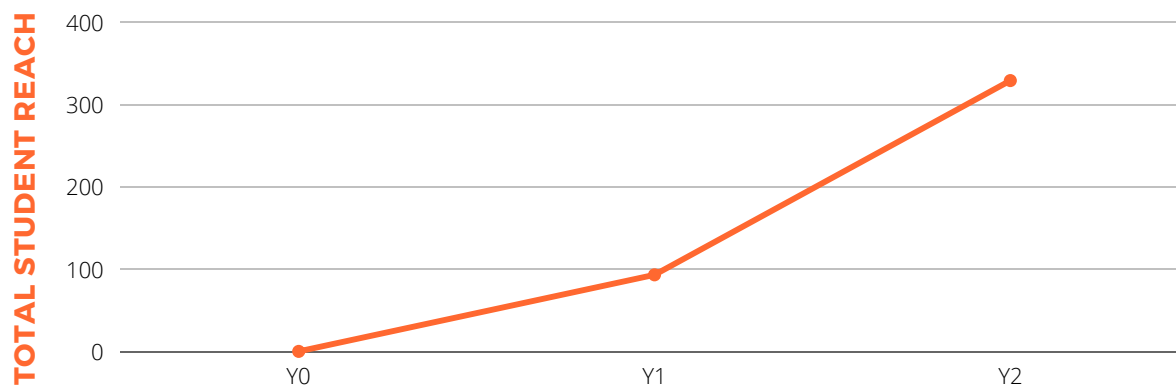
Grade

Outreach

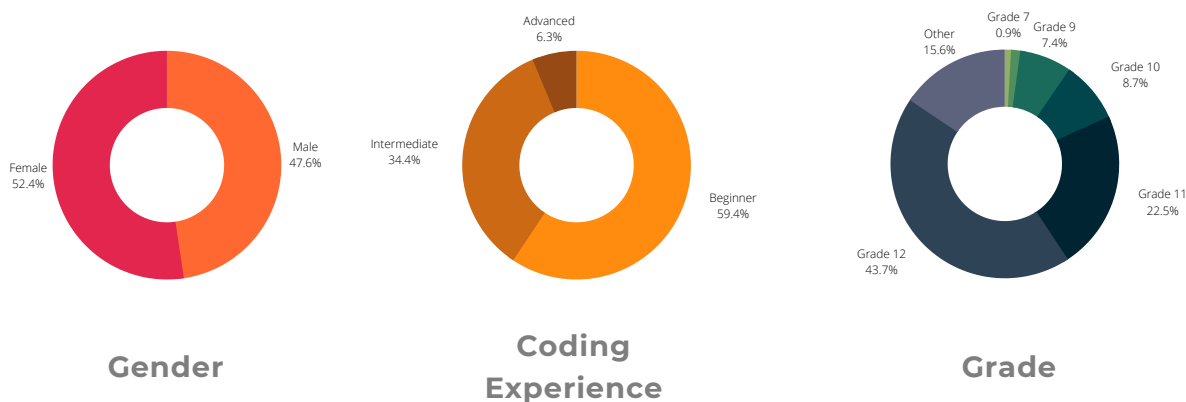
OVERVIEW

Our Outreach Portfolio focuses on providing our students with small scale, community focused events. This year, our outreach committee ran a total of 6 events which consisted of a Tech Programs University panel and 6 workshops on Google Literacy, UI/UX, Python, Git + Github, Project Management, and Cybersecurity.

This committee also ran our internal mentorship program for our high school executive members. In Y3, Outreach will be focusing on three initiatives: Workshops, Mentorship, and Media.



OUTREACH KPIS



Publications

OVERVIEW

In Y2, we combined our newsletter with our new podcast initiative launched in August to form our Publications Portfolio.

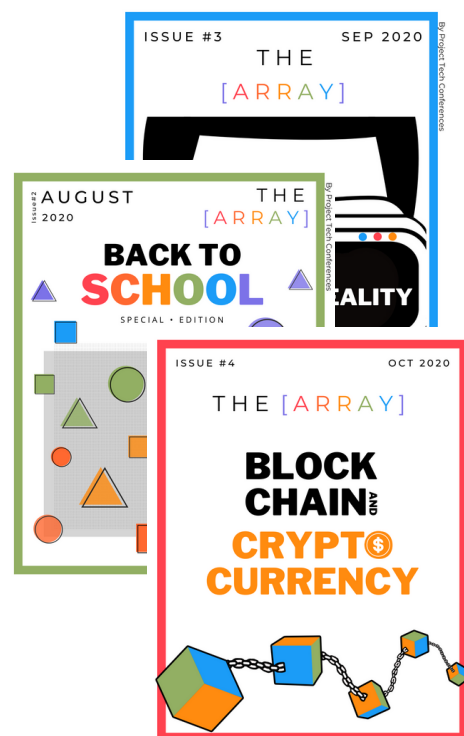
THE ARRAY

The Array continued to publish monthly issues on different topics within tech, each including the same bulletin, scope, and insight sections. This year, we covered 10 topics over 12 issues ranging from UI/UX to C.

IN QUERY

In Query's trailer launched in August - a few weeks before we released our Episode 0 on September 16th. Since then, we've released another 15 episodes, each bringing on a guest speaker from experienced university students in our #TechAfterHighSchool focus series, to startup founders in our most recent #TechFromSquareOne focus series, and of course, our wonderful industry professionals.

We're excited to continue developing our newsletter and podcast content in Y3 - stay tuned for new issues every month and new episodes on a bi-weekly release schedule going forwards!

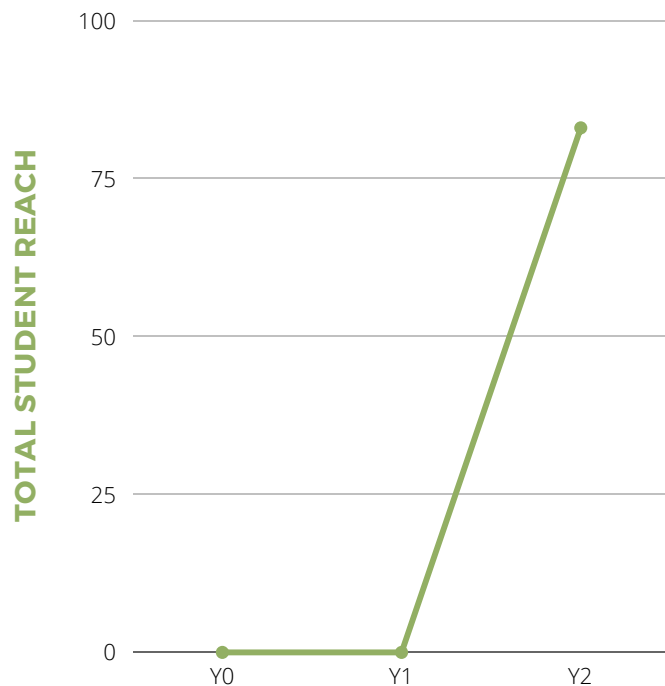


Hackathons

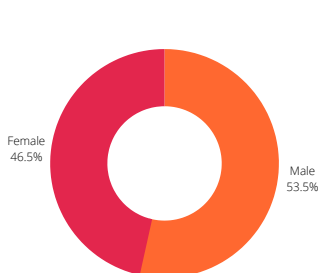
OVERVIEW

Launched in August 2020, we onboarded our first Hackathons committee in the following month. Over the course of this year, this team planned our first virtual hackathon, reaching 83 students across Canada and around the world.

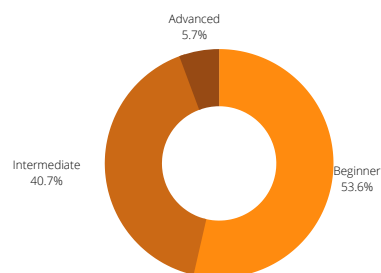
In Y3, each of our regional teams will be in charge of working with our core hackathon committee to plan a hybrid in-person/virtual hackathon event.



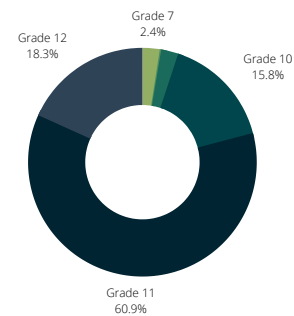
OUTREACH KPIS



Gender



Coding Experience



Grade

Education

OVERVIEW

Work for our Education Portfolio begun in December 2020 when we secured funding from the Rotary Club of Charlottetown Royalty. Over the course of the following few months, we put together our first PTC PEI scholarship open to graduating high school students from PEI heading into post-secondary in a tech related discipline.

\$700

IN SCHOLARSHIPS

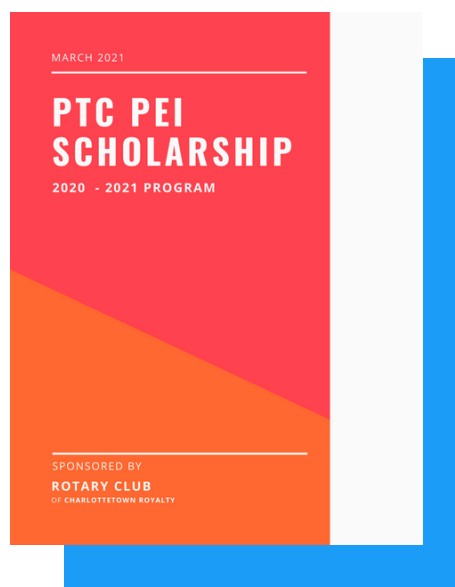
Heading into Y3, our Education portfolio will work on two initiatives:

TECH PROGRAMS

Our Education Portfolio will work with undergraduate volunteers to take over our semi-annual Tech Programs University Panels as well as write program guides for our students to bridge the gap between high school and university.

SCHOLARSHIPS

In Y3, our goal is to scale our scholarship program to launch it across all our regions, providing graduating high school students with financial support as they embark on a stepping stone in their careers in the tech industry!



Other

CODING CHALLENGE

Over the course of the year, our coding challenge committee worked on creating our annual 4 week coding challenge open to K-12 students across Canada. This year's PTC x Angstrom Engineering challenge took place between July 4th - August 1st, 2021.

\$260

IN CASH PRIZES

MENTORSHIP PROGRAM

Running from March through June 2021, we ran our pilot mentorship program with our internal members, pairing up our high school execs with undergraduate mentors. This program will launch in Y3 for the general public as an initiative under our Outreach Portfolio!

INTERNAL WORKSHOPS

Internally, we ran 6 workshops in Y2, focusing on personal and professional development topics including public speaking, leadership, and LinkedIn networking. In Y3, we will be developing this programming to host monthly workshops for our executive members.

MEMBERSHIP PROGRAM

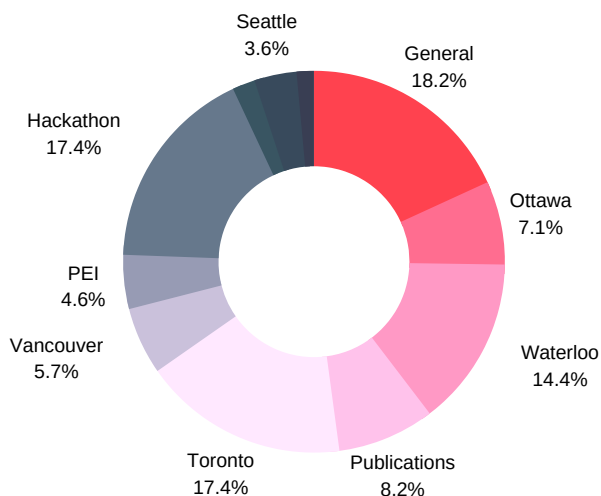
In Y3, we will be launching an external facing membership program to offer students a new way to connect with new opportunities, both in and out of PTC!

Marketing

THE PTC NETWORK



In Y2, **Instagram** continues to be our main platform to connect with our high school/middle school audience. This year, all of our accounts saw steady growth and with the launch of our new regional accounts, we were able to more than double our following on this platform.



7588

TOTAL FOLLOWING

ACCOUNTS

@projecttechconferences -
@ptcottawa - @ptcwaterloo -
@ptcpub - @ptc.toronto -
@ptcvancouver - @ptcpei -
@ptchacks - @ptccalgary -
@ptcseattle - @ptcsf



43

SUBSCRIBERS

816

VIEWS



206

FOLLOWS

33K

IMPRESSIONS



81

FOLLOWERS

76

LIKES



4546

FOLLOWERS

50.1K

LIKES

PTC IN
Numbers

SUMMARY: Y2

64

EXECS

5

REGIONS

16

EVENTS

788

ATTENDEES

83

MAILING LIST
SUBSCRIBERS

28

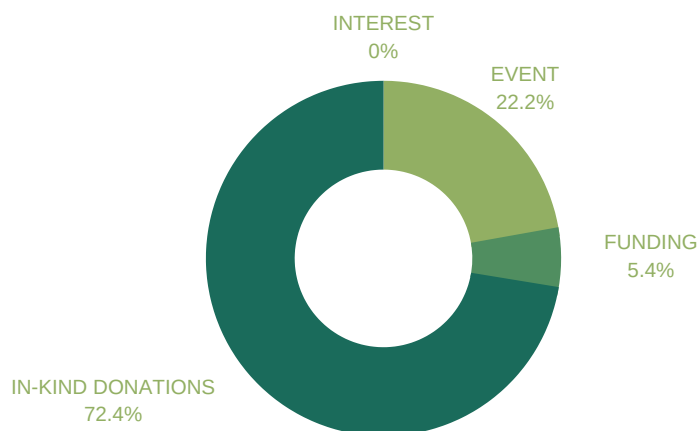
PUBLICATIONS

Financial

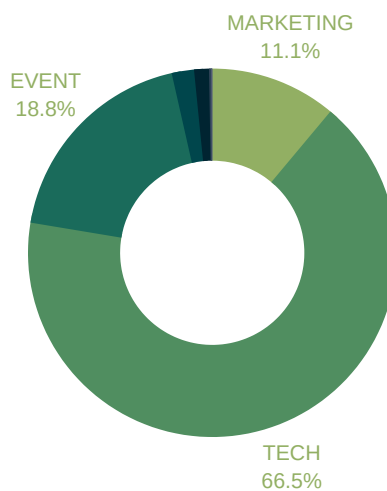
REPORT: Y2

* Financial statements available upon request.

NET INCOME
\$1,295.74



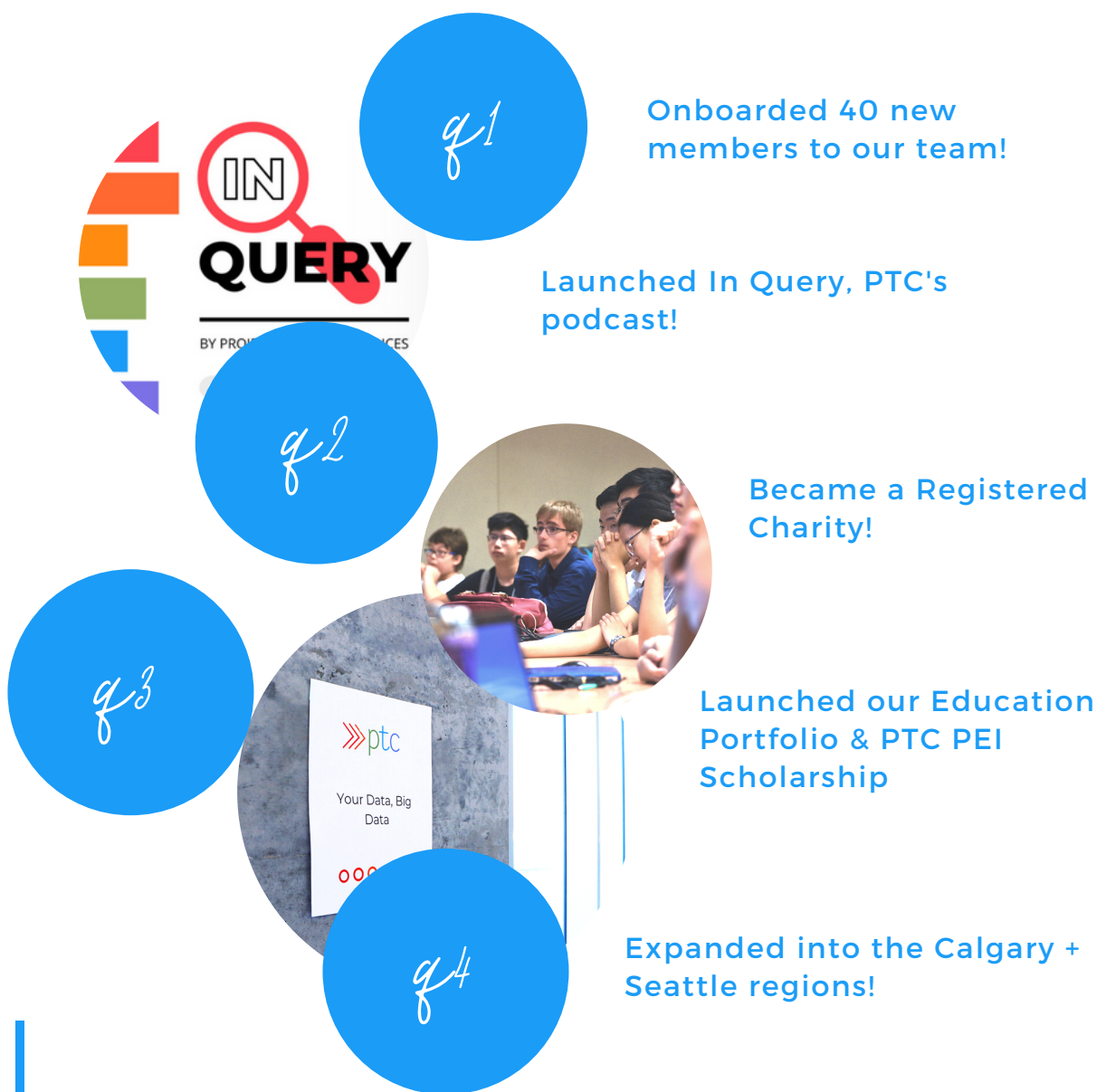
REVENUE
\$37,056.01



EXPENSES
\$35,760.27

Highlights

IN YEAR 2



Thank You!

Project Tech Conferences would not be possible without the incredible contributions of our volunteers, sponsors, and partners.

Special thank you to all our sponsors and partners this year:

SPONSORS



FUNDING





WWW.PROJECTTECHCONFERENCES.COM