



2023 Executive Summary

The eleventh MacAdmins Conference at Penn State was a huge success! The event took place from July 18 - 21. After a three-year break, over 500 attendees worldwide came together, including participants from Cypress, Australia, Canada, and the United States. MacAdmins is the world's largest Apple-related tech conference, excluding Apple's developer conference and other product-specific conferences. The conference provided five full-day pre-conference workshops, 59 conference sessions and three evening events for all guests to enjoy. We are proud to have secured 23 sponsorships from major IT companies, allowing us to offer attendees affordable registration costs. Early-bird and Penn State attendees paid only \$849, while the standard rate was \$999, which provided excellent value for all attendees and the Penn State community.

500+
People at MacAdmins 2023

Attendee Affiliations

The MacAdmins Conference has a wide range of attendees from various industries. Apart from Penn State, we attract participants from higher education institutions such as Rutgers, the University of Arizona, and North Carolina State. Additionally, there is a strong representation of major corporations such as Amazon, SAP, The Home Depot, and Bank of America. Although Apple remains a leader in education, the growing use of Apple devices in businesses, healthcare, and small enterprises has made our conference increasingly popular.



Top 3 Affiliations:

- **29% Higher Education**
- **25% Corporation**
- **19% K-12**



56% First-time
at MacAdmins

5% International
Attendees



Top 3 Job Functions:

- **53% System Administrator**
- **35% User Support**
- **26% Endpoint Manager**

For additional details on the conference, [please refer to our kickoff presentation slides](#).

Content Delivered by Industry Leaders

The MacAdmins Conference is a prominent event in Apple IT professional development. This reputation has allowed us to invite distinguished speakers in their respective fields. Our goal is to present sessions that showcase practical tools, services, and strategies to improve our attendees' job performance, job satisfaction, and customer satisfaction. We offer five full-day workshops that delve into topics such as application deployment, security compliance, and API usage. Additionally, we have 59 sessions covering automation, deployment strategies, programming, and vendor-specific software.



- **59 Sessions**
- **6 Workshops**
- **78 Presenters**
 - **52% First-time**
- **9.2/10 avg. rating**

This year, our most popular sessions were:

- Software Update: Updating macOS and iOS in the modern era (Tom Bridge - JumpCloud)
- Scripting the unscriptable - GUI Scripts in macOS (Ross Matsuda - Ntiva)
- Introduction to Declarative MDM (Rich Trouton - SAP)
- Apple WWDC Update (Apple Education)
- macOS 14: What You Need to Know (Robert Hammen - SpaceX)

Conference attendees expressed high levels of satisfaction, highlighting the extensive informative content and diverse range of topics and speakers. They particularly valued the longer sessions that allowed for in-depth exploration of subjects. Suggestions for minor improvements in scheduling and session organization were noted but did not overshadow the overall positive sentiment.

Sponsorship

This year, we secured 23 sponsorships, including some major IT companies. For the first time, we sold out our top two sponsorship levels a month before the conference. Additionally, we had a sponsor sign up just a few days before the conference began.



- **23 Sponsorships**
 - **12 new this year**
- **\$100,800 raised**
 - **24.6% of revenue**

Overall, sponsors received praise from attendees for their engagement, quality of swag, and willingness to engage in meaningful conversations rather than just sales pitches. The positive sponsor vibe and the presence of Apple-specific vendors were noted as highlights of the conference.

General Feedback

The MacAdmins Conference has been commended for creating a friendly and inclusive environment that prioritizes learning. Attendees were impressed by the well-organized event, which provided ample opportunities for networking and in-person interactions. The conference sessions were highly regarded for their quality and relevance, and the organizers handled the ongoing COVID situation with sensitivity and professionalism. MacAdmins 2023 was a huge success and reaffirmed its status as a must-attend event for Apple device administrators.



In terms of areas of improvement, attendees suggested that larger rooms be allocated for popular sessions and that conference partners provide assurances about the quality of their services as the Penn Stater Conference Center transitions to private ownership. The MacAdmins Conference Team values all the feedback received and takes it into consideration when planning future conferences. Overall, attendees had positive experiences and provided valuable input for future improvements.

Notable quotes from our attendees

The following quotes were received from our post-conference feedback:

"While the workshops and sessions are what makes it easiest for me to justify attending to my boss, it's the relationships and community that make the conference special. People are very open to sharing and are willing to help others solve their problems."

"Very well organized, small details that make a big difference (like double-sided nametags, color-coded lanyards)."

"The sessions were great this year, and the hallway track remains irreplaceable."

"I ended up meeting a wonderful group of people, so that was unexpected and one of the things that I like about the conference."

"I'm always very thankful that Penn State is willing to invest in the Mac Admins community and host this event. It's always well-organized and I feel very well cared for when I'm in State College."

Resources

The conference team enlisted the help from WPSU to professionally capture many of the conference sessions. The worldwide MacAdmins community appreciated seeing these recordings a few weeks after the conference concluded. We continue to openly share this content on the [MacAdmins YouTube channel](#). This video collection has been an enormous asset to the MacAdmins community around the globe.



Views and watch time data of Aug 15, 2023

Save the Date

The MacAdmins team has kicked off planning next year's conference scheduled for July 9-12, 2024. We are already working on securing hotel blocks and sponsorships for 2024!

More information about the conference can be found at:

<http://macadmins.psu.edu>