



IMPACT REPORT

2018



A message from the president

Larry K. Williams



As we enter our 20th Year Anniversary, The Technology Association of Georgia (TAG) continues to shape Georgia's prominence as a technology leader. Georgia has emerged as one of the Top 5 leading technology states nationally, demonstrating our strengths across key industry sectors.

We've come a long way and our future looks great. But let's not forget that we didn't get here by accident. It has taken dynamic leadership and a technology community with vision to bring aspirations to reality. Bold strategies and an eye to the future will keep Georgia at the forefront of technology and innovation.

TAG's mission is to fuel the innovation economy. TAG brings together our state's vibrant technology ecosystem to elevate Georgia's status as a global technology leader. We do this by uniting the technology community; promoting Georgia's technology companies; influencing critical policies that support technology industry growth and educating the technology leaders of today and tomorrow.

As the nation's largest statewide technology association, TAG's work is far reaching, and I am proud to showcase in this report the many ways in which TAG makes a direct and lasting impact for our members and for Georgia's technology community.

At our core, it is the people engaged in TAG who make it great. Our Board of Directors includes prominent and visionary technology leaders who are driving our mission, investing in our tech ecosystem and working to ensure that Georgia continues to be a top state for technology.

TAG engages hundreds of volunteers who lead our professional societies and signature events, offering a robust opportunity for technology leaders, executives and business owners to access the latest trends, gain visibility in their target sectors and make valuable connections.

Inside this report you will get a great overview of the impact TAG members create. From our work connecting communities, helping technologists build relationships, to our many partnerships, policy influence, and our community give-back through days of service with Georgia food banks - being connected is what being a member of TAG is all about.

We are excited about the next 20 years and look forward to growing our reach and impact as we serve Georgia's technology community.

A handwritten signature in black ink that reads "L.K. Williams".

Larry K. Williams
President and CEO, TAG



Strategic pillars

TAG fulfills its mission to fuel the innovation economy by working to Educate, Unite, Promote and Influence Georgia's technology ecosystem. TAG's work flows through these four, distinct pillars guiding TAG's activities, initiatives and member engagement.

Educate: Energize, promote and educate the tech stars of today and the tech leaders of the future.

Unite: Provide catalytic connections and bridges to growth opportunity for the technology community.

Promote: Promote Georgia's technology ecosystem through compelling events, marketing partnerships and rich research and data reports.

Influence: Advance policies, programs and initiatives that grow business, our members and tech community.

 **PROMOTE**

 **UNITE**

 **INFLUENCE**

 **EDUCATE**

At a Glance

30,000+
MEMBERS

200+
ANNUAL EVENTS

26
TAG SOCIETIES

5
STATEWIDE CHAPTERS



Promotion that showcases Georgia's tech ecosystem

TAG shines a spotlight on the happenings and successes of Georgia's technology ecosystem. TAG Members are featured across TAG's digital and media assets and access our HUB wire platform to announce their news. Our HUB magazine publication highlights the tech community's star leaders and companies, while celebrating the strengths of the state's vibrant tech scene. Our dedicated industry research reports, including the annual State of the Industry Report and FinTech Ecosystem Report, compile the richest and most compelling data from our industry and raise the visibility of the state's brightest technology sectors.



THE ECOSYSTEM

- + HUB MAGAZINE PUBLISHES 6X A YEAR**
- + AVERAGE OF 4 HUB WIRE RELEASES PER WEEK**
- + ANNUAL STATE OF THE INDUSTRY REPORT**
- + ANNUAL FINTECH ECOSYSTEM REPORT AND WEBSITE**
- + TAG GLOBAL EVENTS DELIVERED 18M+ TWITTER IMPRESSIONS IN 2018**
- + TAG EVENTS HAD 52M+ MEDIA IMPRESSIONS IN 2018**
- + DAILY E-NEWS DELIVERED TO 47K+ TAG MEMBERS**
- + TWITTER: 12,200 FOLLOWERS**
- + LINKEDIN: 7,939 FOLLOWERS**
- + FACEBOOK: 4,508 FOLLOWERS**





Celebrate and recognize

TAG celebrates its members through a variety of high-profile awards. The awards recognize the technology community's technology stars, rising leaders and most innovative companies and products and celebrate the companies who are setting the bar for diversity, growth, innovation and best-in-class success. The awards are given at TAG's many annual events and throughout its 26 professional societies and their events.

- TAG Impact Award
- TAG FinTech South Award \$50K cash prize
- Lifetime Achievement Award
- Top 40/Top 10
- Tech Hall of Fame
- One in a Millennial Awards
- Data Science & Analytics Innovation Awards
- Digital Media & Entertainment Awards
- Product Management Awards
- Marketing Awards
- Sales Leadership Awards
- SSA Impact Awards
- Diversity Leadership Awards

So often it is connections and connectivity that ignite and fuel the transformational tech ecosystem growth and development we continue to experience. The Technology Association of Georgia (TAG) plays such a chief role in fostering that connectivity, making sure our tech community has a way and place to gather for lasting impact.

John C. Yates
Partner, Morris,
Manning & Martin LLP

Membership that unites

TAG's aim is to unite and support our members by generating opportunities that foster personal, professional and business growth. TAG member benefits keep our companies and executives in the know and deliver the connections and visibility that make our technology ecosystem thrive.

From our members-only events and premium event perks, to our promotional opportunities through our HUB platform, TAG creates the ideal, one-stop portal for plugging into and engaging Georgia's technology community.

Events that connect

TAG hosts more than 200 events a year, bringing the technology community together for an inspiring variety of experiences. TAG's suite of Global Events draws the biggest global leaders in the industry for thought leadership, peer networking and curated gatherings that offer premium access and education designed to fuel leadership and business. Through our events, TAG members gain the opportunity to connect, build relationships, learn and give back to the community at large.

Give backs that count

TAG offer its Members a chance to give back to the community by hosting a Day of Service at the Atlanta Community Food Bank and by participating in the annual Bytes for Bites competition benefiting the Georgia Food Bank Association. In 2018, alone, 30 technology companies across the state raised more than \$69K and more than 9,000 pounds of food – the equivalent of more than 281,000 meals for hungry families.

UNITE AND CONNECT

- + MORE THAN 30,000 MEMBERS STATEWIDE**
- + FORTUNE 500 COMPANIES, TECH LEADERS AND BUSINESS EXECUTIVES RELY ON TAG**
- + 500 NEW TAG MEMBERS SINCE 2017**
- + 80+ GEORGIA COMPANIES SIGNED UP IN 2018**
- + 420+ INDIVIDUALS JOINED THE TAG FAMILY IN 2018**
- + 10,000+ ATTENDED 2018 EVENTS**
- + 40% OF EVENT ATTENDEES ARE CEO/EXECUTIVES**
- + 26 PROFESSIONAL SOCIETIES**



Global events that ignite

TAG's Global Events represent the fastest-growing and hottest tech sectors. These full-scale events draw key leaders and offer advanced engagement and world-class experiences.



TAG's The Summit event reaches beyond Georgia to attract and unite technologists

- 1216 Registrants
- 50+ Sponsors
- 6 Keynote Speakers
- 24 Breakout Sessions
- 46 Session Speakers
- 12 Summit Sessions
- 1 Workforce Action Plan
- 1 Innovation Day
- 1 Tech Hall of Fame
- 18C coverage Stories
- 9 Pre-Event Radio Spots
- 19 Media Onsite
- 6 Onsite Radio Interviews



TAG's inaugural FinTech South event united the global fintech community

- 1,365 registrants
- 44,800,000 media impressions
- 7 keynotes
- 24 breakout sessions
- 94 speakers
- Declared Georgia FinTech Day
- FinTech Lifetime Achievement Award presented
- \$50,000 Innovation Award Challenge prize awarded
- 6 ADVANCE Award winners
- FinTech Ecosystem Report issued



TAG's Converge event unites Georgia's IOT community

- 506 Registrants
- 21% C-Level & Senior Executives
- 40 Speakers
- 10 Breakout Sessions
- 1 VIP Track
- 23 Demos & Exhibitors
- 9M Impressions
- 4 Coverage Stories
- 5 Media Outlets Onsite
- 8 Radio Interviews



Whether there is a panel discussion on the latest sector trends, a leadership opportunity within a TAG Society or a space to connect with the right business lead, TAG and its programs and events are fueling the growth and innovation that is keeping this state's technology industry at the top.

Chris Lindner

Chief Information Officer, Manhattan Associates, Inc.
and Chair, Board of Directors, TAG



- + 40+ SUCCESSFUL LEGISLATIVE INITIATIVES SUPPORTED SINCE 2010**
- + 52 INFLUENTIAL TAG GOVERNMENT RELATIONS TASK FORCE MEMBERS**
- + KEY SUPPORTER OF DATA CENTER SALES AND USE TAX CREDIT**
- + INFLUENCER ON ACHIEVING CONNECTIVITY EVERYWHERE ACT**
- + LEAD HEALTH INFORMATION TECHNOLOGY DAY AT CAPITOL**
- + LEAD GEORGIA STEM DAY AT THE CAPITOL**
- + INFLUENCER FOR HOPE SCHOLARSHIP COMPUTER SCIENCE REQUIREMENTS**

GOVERNMENT RELATIONS ACCOMPLISHMENTS

- + HELPED TO PASS DATA CENTER TAX EXEMPTION BILL**
- + 2018 LIFETIME ACHIEVEMENT AWARD TO GOV. NATHAN DEAL**
- + DRIVER OF STATEWIDE WORKFORCE DEVELOPMENT EFFORTS**
- + SUPPORTS GEORGIA'S HIGH DEMAND CAREER INITIATIVE**

Policy efforts that influence

TAG is committed to working with federal, state and local elected officials to promote sound public policies that enhance the growth of the technology industry and Georgia's economy. TAG focuses on educational outreach to lawmakers and provides updates to members on the most critical policy issues impacting tech businesses and industry growth. TAG's Government Relations Task Force is comprised of influential government relations leaders, lobbyists and government task force representatives. TAG is also a member of CompTIA (Computing Technology Industry Association), working to provide a voice for the technology industry at the federal level.



Providing a voice for information security

The National Technology Security Coalition (NTSC) is a non-profit, non-partisan organization that serves as the preeminent advocacy voice for Chief Information Security Officers (CISOs) across the nation. Through dialogue, education, and government relations, NTSC unites both public and private sector stakeholders around policies that improve national cybersecurity standards and awareness.

- NTSC's board is comprised of 32 of the country's most preeminent CISOs
- Annual cyber events and challenges help companies defend against cyber attacks
- TAG President and CEO Larry K. Williams serves as President



FINTECH
ATLANTA

TAG is proud to be a founding member of FinTech Atlanta, which shines a spotlight on Atlanta as a global FinTech ecosystem. More than 70% of all payments are processed by Georgia companies. TAG supports a number of FinTech Atlanta initiatives including:

- University System of Georgia FinTech curriculum creation
- Cybersecurity and P20 conferences
- GA Senate study committee on technology corridors



TAG is a founder of Venture Atlanta, which has grown to become the region's largest, annual venture conference. Venture Atlanta began 11 years ago with one mission – to connect companies to capital.

- \$2.7B in funding raised
- \$14B in successful exits



The spectrum of world-class leadership – from entrepreneurs to global brand executives – fosters the kind of growth and ingenuity that inspires transformational technology. TAG is the binding force that ties the tech community together, creating an energy and connectivity that fuels our innovation economy.

Stacie Hagan
Chief People Officer,
Secureworks.



Educating the tech stars of today and tech leaders of tomorrow

TAG engages its members in a variety of programs, activities and events aimed at educating tech leaders on the most important topics and trends.

TAG Education Collaborative, TAG's non-profit entity, delivers STEM Advocacy and educational support statewide.

TAG-Ed plays a unique role in building pathways to STEM careers and strengthens Georgia's future workforce by providing students with access, exposure and awareness to STEM opportunities through innovative and relevant hands-on learning experiences. TAG-Ed is developing the future workforce and shaping the talent of tomorrow by providing internships, professional development through a career readiness series, immersion experiences and connections to industry professionals.

TAG-ED

102

COMMUNITY PARTNERS

100+

PAID INTERNSHIPS STATEWIDE

200k

REACHED ONLINE VIA GEORGIA PATHWAYS™ STEM MAGAZINE

4.5M

MEDIA IMPRESSIONS

\$1M

IN STIPENDS AND SCHOLARSHIPS AWARDED SINCE 2009

TAG SOCIETIES THAT CREATE PATHWAYS TO LEADERSHIP

TAG's 26 professional societies represent the technology community's most vital sectors, including fintech, data science and analytics, information security, cloud technology, mobility and digital health, along with key connecting industries like sales, marketing and corporate development. Our TAG societies offer a pathway to visible, technology community leadership and are led by key industry sector leaders.

100

EVENTS

5,000

ATTENDEES

+ EXECUTIVE-LED BOARDS AND COMMITTEES

+ HIGHLY VISIBLE ANNUAL AWARDS CELEBRATIONS

+ PEER NETWORKING ACCROSS KEY TECH SECTORS



Fostering and celebrating diversity

TAG champions diversity in technology through its Diversity and Inclusion Society, through its long-standing partnership with Women in Technology (WIT) and through its efforts to represent diversity across tech sectors, on boards and across its wide array of programs.

Representing key technology markets

In 2018, TAG opened a satellite facility in Alpharetta. TAG North Metro is a gathering, event and meeting space designed to connect, grow and ignite the technology community and innovation ecosystem. TAG North Metro serves as an ideation center, hackathon lab and engagement hub for Atlanta's fast-growing North Metro region – home to a vibrant cluster of technology companies.



TAG NORTH METRO AT A GLANCE

NEARLY

1,400

VISITORS IN 2018

40+

EVENTS

+ MONTHLY NETWORKING & LUNCHEON SERIES

+ LEADING TECH BRANDS & COMPANIES

+ FLOURISHING LOCAL PARTNERSHIPS

+ TAG NORTH METRO ADVISORY GROUP



TAG's mission is to help YOU grow yourself and your business!

It's easy to plug in. Become a TAG member today!

- + JOIN A TAG SOCIETY BOARD**
- + SPONSOR ONE OF OUR MORE THAN 200+ EVENTS A YEAR**
- + COME TO A NORTH METRO OR PERIMETER LUNCHEON SERIES**
- + ATTEND AN EVENT AND MAKE VITAL CONNECTIONS**
- + LEARN THE INDUSTRY TRENDS AT OUR EVENT BREAKOUT SESSIONS**
- + DEVELOP COMPANY LEADERS THROUGH CORPORATE MEMBERSHIP**
- + SIGN UP AS A SPEAKER**
- + HOST AN EVENT, OFFSITE RETREAT, HACKATHON, IDEATION SESSION OR MEETING AT TAG NORTH METRO**
- + ENJOY OUR MEMBER MIXERS**
- + BECOME PART OF A COMMITTEE FOR ONE OF TAG'S MAJOR EVENTS**
- + ENGAGE IN C-LEVEL NETWORKING AT TAG'S EXCLUSIVE C-LEVEL EVENTS**
- + ENJOY A MONTHLY NETWORKING JAM AT TAG NORTH METRO**

TAG'S IMPACT

- + KEY INFLUENCER IN LEGISLATION THAT SERVICES, GROWS AND PROTECTS GEORGIA'S TECH INDUSTRY**
- + FOUNDING PARTNER OF VENTURE ATLANTA**
- + FINTECH ATLANTA PARTNER**
- + HOSTS AND MAINTAINS WHERE GEORGIA LEADS ASSETS AND INDUSTRY MAPS**
- + HELPS MEMBERS GAIN MEDIA VISIBILITY THROUGH DIGITAL ASSETS AND HUB MAGAZINE**
- + PART OF TECNA AND COMPTIA – WHICH GIVES GEORGIA TECHNOLOGY COMPANIES A VOICE AT THE FEDERAL LEVEL**
- + ENGAGE TAG MEMBERS IN COMMUNITY GIVE-BACK, INCLUDING A DAY OF SERVICE AT THE ATLANTA COMMUNITY FOOD BANK AND A BYTES FOR BITES COMPETITION BENEFITTING THE GEORGIA FOOD BANK ASSOCIATION**



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Technology Association of Georgia (TAG)

TAG is the leading technology industry association in the state. TAG's mission is to educate, influence, promote, and unite Georgia's technology community to fuel the innovation economy. TAG provides networking and educational programs; hosts industry-leading events; celebrates Georgia's technology leaders and companies; and advocates for legislative action to enhance the state's economic climate for technology. The TAG Education Collaborative (TAG-Ed) focuses on helping STEM education initiatives thrive.

Learn more at tagonline.org

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