




Testing United 2018

Three cities. One conference.

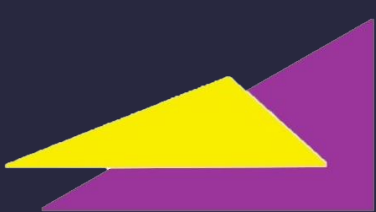


Dear potential speaker,

we thank you for your interest in joining our conference. On the following pages we provide you with information and guidelines for submitting a speaker request. We're looking forward to hearing from you soon

Sincerely,

The Testing United organizers





About Testing United

Testing United is a conference aimed at all levels of testers, test leads, test managers, test consultants and IT employees that come in daily contact with testing teams. The conference unites experts from the extended central Europe region, and thus expands on this idea by periodically rotating the venue between Bratislava, Prague and Vienna.

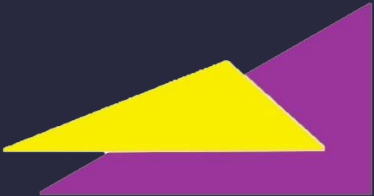
Bratislava is this year's host city and will welcome participants on the 19th of November 2018 for two days. The conference will have two tracks, one aimed at the general testers' public, second track focused more on topics for test managers and other IT lead roles that cooperate with testing teams.

The conference will take place in Carlton hotel and will start on 19th of November. An optional social event also on the 19th of November will be held in yet-to-be-announced establishment.

This year's theme and topic options

The main theme of this year's conference is "Testing & Digital transformation" with focus on new testing challenges and opportunities for software testing and testers of all levels: from new skill requirements on junior testers to challenges facing test managers and consultants.

We believe it is important to allow our speakers as much freedom as possible in choosing their topics but like to point out our preferences to steer the discussions toward a common conference goal. This year's topics should include either insights into new technologies spearheading today's digital transformation or provide testers with a new look on their current and future work. However, if you believe in sharing another topic, please feel free to apply and we will gladly look at it.



Documentation Guidelines for a Track

All Speaker submissions must be submitted by the 31th of May 2018 for consideration to the following email address: speakers@testingunited.com

Make sure your submission includes:

- Completely filled in Speaker Submission Form, which comprises:
 - Contact Information
 - Presentation Title
 - Main Message - One sentence outlining the main idea, concept, or message of your talk.
 - Your motivation – Few sentences about why would you like to present your theme.
 - An abstract of the topic – Minimum 300 words – must include Audience Prerequisites (if any), Intended Audience, Key Takeaways, Flow of content, Brief Description of any case studies included
 - A speaker profile (about 250 words) clearly highlighting the author's experience and expertise in the chosen topic
 - (Optional) Link to a video of a prior speaking engagement

Slide deck of the presentation

- The presentation should take either 45 or 60 minutes (optional time for questions must be accounted for)
- About 20 slides of core content (additional explanations for the slides can be added to the notes section)
- Lettering of core content to be at least Size 20+ font
- Ideally – six (6) lines per slide
- Please restrict usage of images / graphics which are only for ornamental purposes at this selection stage. These can be added to the final slide sets of selected speakers
- You may use the notes option in PowerPoint to elucidate certain points

In case of any question contact us at:

speakers@testingunited.com or +421 911 365 779



General tips for submitting a Proposal

For new presenters as well as industry veterans we included some general guidelines and tips to help you ensure that your Speaker submission form is top notch.

First, choose a theme for your presentation that would be best suited to the conference's topic and for which you have passion that you would like to share with others. Think about your audience. Write proposals that resonate with the delegates who will be attending the event, and your presentation.

Focus on topics you are knowledgeable and passionate about. Those characteristics will make your proposal stand out.

Good presentation titles are short, to the point, and say what the presentation is about. Don't hide the topic. Be bold.

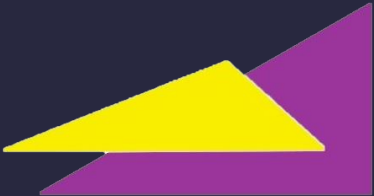
For the main message, write one sentence describing the focus of your presentation. If you can't condense it, you may have multiple but independent good ideas. Aim to isolate the most important one.

From the reviewer's standpoint, the presentation description is the most important section. The best descriptions typically are split into two parts. In the first part, concisely identify a challenge, problem, or situation you want to present. In the second, describe your approach to address the challenge or solve the problem, including what the delegates will learn and take away from your presentation.

Avoid "IOU descriptions," e.g., "In my presentation I'll talk about cool stuff." Give the reviewer details about what that "cool stuff" will be, so that he or she can make an informed decision.

Avoid product sales pitches (either disguised or blatant). It is certainly acceptable to illustrate your solution with a tool, but the solution itself should be the focus of the presentation.

Make sure that the reviewer will be able to easily identify your target audience, your topic and your solution.





Notes

- Selection is based on rigorous review by the program committee.
- Copyrights for each individual submission will remain with the owner / author.
- The selected submissions will also be uploaded to the conference website
- There is no honorarium or expenses covered for accepted speakers

What we offer and provide for you

- Industry Recognition
 - Acknowledgement on the conference website, and through social media
 - The selected publications will be uploaded on the Testing United 2018 website, accessible by all participants
 - Each speaker receives a complimentary conference pass for all days of the conference, as well as entry to the social event for free.
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