

# CALL FOR PAPERS



The software testing conference organized by testers for testers

## SWISS TESTING DAY 2012 - 14 March 2012 - Kongresshaus, Zurich



## Ladies and Gentlemen,

Join us by participating as a speaker at the next Swiss Testing Day conference, taking place on 14 March 2012 at the Kongresshaus in Zurich.

The focus of the conference presentations is to **share experiences** from people involved in testing. Testing is multi-disciplinary. Many are involved in quality control, one way or the other. So many visions exist about how testing should be done, and how it should be integrated in IT development and business acceptance. Are you a tester, and do you want to share your thoughts for the benefit of other stakeholders? Are you a Project Manager, Analyst, etc. and do you have tips on how testing could help you, or the organisation? Speak up and share your thoughts! Together we will learn.

Are you a person who's keen to pass on the knowledge you've gained from your testing experience? Would you like to share some thoughts and lessons learned? Do you have a subject that suits the conference objectives? Have you had a software testing experience that would be interesting and helpful to share with the testing community? In today's economical climate, this Software Testing platform also offers you the chance for personal branding as well as becoming known throughout the testing profession.

Please take this opportunity to submit your proposal to be considered for the Swiss Testing Day 2012.

The Review Team of the Swiss Testing Day Conference Board looks out for appealing and current topics that will have real benefit to participants and visitors of this annual software testing event. To ensure the community involvement, the **Conference Board** acts as steering group and will decide about the detailed programme of the event. Presentation slots at the Swiss Testing Day **cannot be bought – they must be applied for**. By staffing the Review Board with representatives from client organisations only, we prevent presentations targeted for marketing or sales purposes.

For more details about submitting a proposal please refer to the following information «Invitation and Call for Paper». You will also find the current website links and contact information. **Please note that the deadline for receiving abstract proposals is 2 September 2011.**

We look forward to receiving your submission!



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## Key Issues

### Programme

Swiss Testing Day is organised into three independent parallel tracks, plus one extra track for partners. The programme holds two central keynote addresses and one of the tracks is a dedicated management track, addressing topics for managers in the field of software testing and leaders of larger test organisations. An exhibition running adjacent to these tracks complements the day's programme.

The organizers aim for a well-balanced combination of English and German presentations.

### Conference Objective

Quality is something that we all are concerned with and testing is a discipline that involves more people than just testers. We as a conference truly believe that real success happens when a wide group of stakeholders work together and exchange ideas. The conference offers stakeholders an opportunity to exchange ideas outside their daily working environment.

### Target Audience

- Project and Programme Managers
- Test Professionals and Managers
- Quality Managers
- Business Analysts
- Software Engineers

### Key Issues

Contributions on the following key conference topics are welcomed:

- Practice
- Organisation
- Trends
- Methodology

### Benefits for Attendees

Each presentation needs to have clear benefits for the participants of Swiss Testing Day. Therefore, a speech must deliver unique learning points to the attendees, which will help them improve their testing skills whatever their focus is (management, engineering, etc.).

Pure marketing presentations will not be accepted.

## Topics

The focus of the conference is to share experiences from people involved in testing, with special attention drawn to the client's point of view. Some conferences merely focus on testing theories, new tools or trends, but we would like to hear stories from a practical point of view, like:

- Theory of testing vs. the practice of testing. Does theory work in practice? (No? Why not, how to improve, etc.)
- How does testing fit in your world (of culture, industry, finance, etc.)
- A view of testing within different industries (testing of bridges, furniture, medicines, lawn mowers, etc.)
- Does test automation work in practice? Challenges? Is there a rule about how to decide when automation is worth the effort? Which parts should be automated?
- How to get predictable quality?
- Is it possible to get rid of testing? What about test in production? (Yes / how, no / why not, etc.)
- «We test to get quality software!» – but, isn't testing a much too reactive approach to achieve quality goals? Isn't there more? Better approaches?
- Trust: trusting the team, trusting the product
- Ever met the ideal Test Manager? (What is expected from a Test Manager?)

### Also, we are keen on hearing success stories (or failures) about the current trends:

- Use of open source: using open source, what are the chances, benefits and risks
- Cyber-crime / security: how is testing involved, how can it help?
- Not enough test resources? What is / was your approach on bringing your organisation to the next QA level?
- Remote testing / subcontracting / outsourcing: Curse or Blessing?
- Test automation: after all the effort is it worth it? Yes? Why?
- Agile testing / Testing in SCRUM – does it work in traditional development environments?

### In tough economic times, focus is also always on the costs:

- Was your added value seen by the business
- 10 ideas to reduce testing costs – great tips for reducing testing costs
- We didn't test, but we took other measures instead

This is just to mention a few examples – there are many more imaginable. We are looking forward to receiving as many quality proposals as possible.



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## Guidelines for Contributions

### Presentations

- Starting this year there are now three types of presentations
  - Short Presentation (20 mins, incl. 2–3 mins discussion)
  - Full Presentation (45 mins, incl. 5 mins discussion)
  - Lightning Talks (5 mins)
- Lightning Talks are short presentations which are limited to the duration of five minutes. A time count down will be done and the presentation has to stop after exactly five minutes. This format allows innovative forms of presentation and has been proven to be an interesting arrangement during Swiss Testing Night.
- Presentation can be held in either German or English. The conference aims for a balanced mix of English and German presentations at the conference day.

### Presentation Proposal Format

- Please use the form «Submission of Proposal» form the website to submit your abstract. Only proposals submitted in this format will be accepted.

### General Conditions

It is possible to submit more than one proposal, but a maximum of 3 proposals will be considered from each company.

Your contribution on the topics listed must be practice-oriented. Contributions on the following topics are encouraged:

- Field reports, case studies
- Innovative ideas
- Trends
- Specific problems and proposed solutions

### Selection Process

To ensure a fair and independent selection process, the review board is staffed by representatives from client organisations only. There is a 2-step selection process: first all abstracts are reviewed, rated and short-listed.

All applicants who have been short-listed are requested to send a full copy of their presentation to the organizers where they will be reviewed and the final 12 presentations selected.

The selection of the speeches for Swiss Testing Day 2011 is a neutral and unbiased process.

Proposals submitted after the deadline will not be considered. Incomplete proposals or proposals that do not comply with the guidelines and/or topics will be returned to applicants.

### Rating Criteria – Abstract

- Originality / Innovation
- Relevance
- Comprehension / Structure
- Benefit for attendees
- Storyline

### Rating Criteria – Presentation

- Originality / Innovation
- Relevance
- Comprehension / Structure
- Storyline
- Form

N.B. these criteria are listed in the order of relevance and importance in the review process.

### Presentation Media

Please inform us in advance which presentation media you will require (video projector, overhead projector, flip charts).





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## Deadlines

### 1) Submission of Proposals (abstracts)

- Submission of proposals by 02.09.2011
- Feedback of provisional acceptance by 03.10.2011

### 2) Submission of Presentation (for selected abstracts)

- Submission of presentations by 21.10.2011
- Confirmation of participation by 21.11.2011

## Contact

Proposals must be submitted by 2 September 2011 to

- [info@SwissTestingDay.ch](mailto:info@SwissTestingDay.ch)
- Swiss Testing Day  
c/o SwissQ Consulting AG  
Stadthaus-Quai 15  
8001 Zürich
- Fax: +41 (0)43 288 88 39

Additional information is available at:  
[www.SwissTestingDay.ch](http://www.SwissTestingDay.ch)

## Conference Board

### Chair

- Adrian Zwingli, SwissQ Consulting AG

### Members

- Tom Sprenger, AdNovum Informatik AG
- Maja von Moos, AXA Winterthur
- Michael Palotas, eBay
- Ilari Aegerter, Phonak AG
- Mark Stolz, Roche Diagnostics Ltd
- Bruno Kunz, Schindler Elevator Ltd
- Urs Andermatt, Siemens Schweiz AG
- Hervé Cousin, SIX Group AG
- Mischa Dettwiler, Swiss Reinsurance Company
- Erich Heinen, Swisscom (Schweiz) AG
- Bruno Hinterberger, UBS AG

### Disclaimer

- A proposal may be turned down or withdrawn at any time without comment
- Expenses incurred for travelling, lodging, etc. cannot be charged to the organizers' account.

