

# TEST

F O C U S G R O U P S

Helping you overcome obstacles

[www.testfocusgroups.com](http://www.testfocusgroups.com)

Tuesday 28th June 2011, Park Inn Hotel, Heathrow

Organised by:

**m3D1A**

THIRTYONE MEDIA

[www.31media.co.uk](http://www.31media.co.uk)

Publishers of Vital Magazine

Co-located With

**vital**  
FOCUS groups  
Helping you overcome obstacles

[www.vitalfocusgroups.com](http://www.vitalfocusgroups.com)

• One Day Event • 80 Decision Makers • 10 Thought Leading Debate Sessions • Peer-to-Peer Networking • Exhibition • Cutting Edge Content

*T.E.S.T Magazine*, the authoritative, thought provoking, and informative source of information on all issues related to software testing and QA is launching a specifically designed programme of Focus Groups that bring together senior testing professionals for a series of well thought out debates, peer-to-peer networking, and a supplier interaction.

Held on the 28th June 2011 at the Park Inn Hotel, Heathrow, the T.E.S.T Focus Groups promises to be a dynamic event that provides a solid platform for the most influential professionals in the testing industry to discuss and debate their issues, voice their opinions, swap & share advice, and source the latest products and services.

### How have the Focus Groups come about?

In its role as information provider *T.E.S.T Magazine*, the *T.E.S.T Focus Groups* sister product, spends a lot of time speaking and listening to its customers and then seeking out innovative ways to meet their needs. It has become apparent that senior decision makers wish to discuss their challenges in a meaningful and structured manner with a view to finding pragmatic and workable solutions to what are invariably complex issues. Suppliers, who are naturally keen to meet these professionals and want to gain a better understanding of the challenges faced and identify how, through meaningful dialogue, they can assist them has led us to launch the *T.E.S.T Focus Groups* in June 2011.

### Co-Located With The VitAL Focus Groups

The VitAL Focus Groups is a one day event that is held on the same day as the T.E.S.T Focus Groups. As both events adopt the same business model they will seamlessly integrate with one another adding even more value to any delegate or sponsors that attends. With a delegate base of 120 senior IT professionals the VitAL Focus Groups guarantees additional networking and relationship building opportunities.

### What are the T.E.S.T Focus Groups and how does it work?

The *T.E.S.T Focus Groups* consists of 10 syndicate rooms, each with its own subject and each sponsored by a leading industry supplier who gains the unprecedented opportunity to facilitate and drive forward a debate surrounding the subject matter allocated to their chosen room.

Each room runs three times through the course of the day and with eight different delegates per session with each session lasting 1.5 hours the *T.E.S.T Focus Groups* makes for an exciting and interesting day.

Prior to the event delegates pre-select which three debates they would like to attend meaning the sponsor will need to be well prepared as participants will be keen to voice their opinion on the subject matter in hand. Adopting this subject selection method ensures each attendee discusses the most pressing issues to them, which ensures highly interactive and lively debate sessions.



### Who will attend?

The quality and spread of the *T.E.S.T Product Group* is unparalleled as we believe it is the only suite of products that truly reaches decision makers and thought leaders working across a wide spectrum of industries. With access to over 25,000 contacts the *T.E.S.T Focus Groups* has a ready pool of delegates to target for the event.

Sponsors can therefore expect to see individuals such as those listed below attending...

Chief Information Officer	Bedford Hospital
Chief Infrastructure Architect	B T
Chief Technical Officer	Stepstone
Client Services I T Director	Mazars
CTO	ADM Premier (UK) Limited
CTO	Linkplus Technologies
Senior Information Architect	Paragon Edge
CEO	Q42
QA Lead	Quick Bridge
Test Manager	Signet Trading Ltd
QA Tester	Softtek
Senior Test Manager	Sopra Group
CEO	Stealth
Project Manager	Test Lab
Manager	TRICENTIS Technology & Consulting
Senior Test Manager	Vocalink Ltd
Chief Information Officer	Bedford Hospital
Chief Infrastructure Architect	B T
Chief Technical Officer	Stepstone
Client Services I T Director	Mazars
Engineering Manager	Vitec Group Communications Ltd
Head of Infrastructure Architecture	NHS Connecting for Health
Head of IT Operations	The Dreyfuss Group
Test Manager	TRW Inc
Testing Manager	City of York Council
Test Manager	ACIS
Director Of Technical Operations	Appscio Inc
Senior Quality Engineer	Arcadia
Test Manager - Business Development	Avon UK
Senior Manager, Quality Assurance	BGL Group
Test Team Lead	BGL Group
Testing Manager	British Car Auctions

### Value of Hosting

By providing a platform where like-minded professionals can come together and voice their concerns and opinions in a structured and well thought out environment, the **T.E.S.T Focus Groups** provides each sponsor with unique access in to the mind of each delegate.

This vibrant and thought leading approach opens doors at the highest level in organisations that may have been difficult to penetrate and assists with the forging of solid and meaningful relationships between buyer and seller. Add to this each sponsor is able to position themselves as a market leader while at the same time demonstrating their thought leading credentials makes hosting at the **T.E.S.T Focus Groups** an extremely powerful, exclusive, and insightful opportunity.

### Exhibition

To ensure delegates maximise their time at the **T.E.S.T Focus Groups** there is a networking area and exhibition that can be viewed during refreshment and lunch breaks allowing access to the latest products and services from some of the industry's leading suppliers.

For debate sponsors a stand in the exhibition is absolutely essential as delegates will have discussed and debated the issues facing them and found, with the guidance of the host, workable solutions to their challenges. To then view a demonstration of the very products or services that will help resolve their issues is an opportunity that should not be missed.

For those vendors who would like to maximise their brand awareness and showcase their product portfolios the exhibition can be a very cost effective way of targeting the entire visitor base.

### Syndicate Supplement

**T.E.S.T Magazine** consistently strives to push the market forward and as such we pride ourselves on delivering up-to-date and cutting edge editorial that helps our readers develop long term strategies and implement sustainable solutions.

To enable us to do this we must consistently stay one step ahead of the market and as the **T.E.S.T Focus Groups** will attract 80 senior level professionals who will be discussing and debating their key issues it will come as no surprise that each Focus Group session will be recorded. The results of which will published in a specially designed Syndicate Supplement that will be distributed with the October issue of **T.E.S.T Magazine**.

Each sponsor will receive a recording of their room to enable them to author an exclusive two page thought leadership article (4-pages for the event sponsor) based on the findings of their day. This unique approach guarantees that the hottest and most pressing topics are covered and the session sponsors thought leadership credentials are publicised.

In addition to the exclusive editorial opportunity and the kudos and gravitas that is gained from this; the host will also benefit from associated supplement advertising and branding. Perhaps more critically than this is that each article in the supplement validates every sponsor's commitment to sharing the findings of the Focus Groups with the wider testing community, which in turn helps move the market forward.



### Sponsorship Benefits

Bringing senior level decision makers together in this way enables sponsors to really get inside the minds of each delegate and truly understand the issues each individual is facing. Coupled with the fact that suppliers rarely gain the opportunity to have a structured debate with so many delegates in one place and the commercial opportunities that will be harvested from the **T.E.S.T Focus Groups** are second to none.

As a sponsor to the **T.E.S.T Focus Groups** suppliers are not only promoting themselves through the traditional means such as branding and pre-event promotion; by hosting a room they are also guaranteeing that delegates perceive them as knowledgeable market leaders who have the expertise and understanding to help them effectively overcome their key challenges.

### Non Tangible Benefits include:

- Discussing and debating relevant and pressing topics with your target market
- The opportunity to choose which subject to debate
- Understanding the challenges faced by each professional
- Significant brand awareness
- Peer-to-peer networking
- The opportunity to emphasise your market knowledge and expertise
- Thought-leadership positioning
- Increased market presence

### T.E.S.T Product Group

T.E.S.T Magazine, T.E.S.T Digital, T.E.S.T Online, T.E.S.T Newsletters, and of course the T.E.S.T Focus Groups makes up the T.E.S.T Product Group. This market leading collection of products is aimed at the European software testing market and is specially designed for directors, managers, and senior testing professionals who are concerned about the business issues surrounding the software testing and quality assurance market.

With a print & digital magazine circulation in excess of 20,000 professionals; T.E.S.T Online receiving tens of thousands of page impressions per month, and the T.E.S.T Newsletters being distributed to a further 12,000 professionals it will come as no surprise that the T.E.S.T Product Group has become a valued route to market for our advertisers and sponsors and a key source of information for our readers and visitors.

The magazine, both print & digital versions, the website, and newsletters are crammed with the latest news, views, thought leading articles, customer case studies, and cutting edge opinion pieces on a variety of subjects that range from performance, agile, and risk based testing, right through to best practice process, and general industry wide issues.

So whether you are looking to source information or gain access to a high quality responsive audience the T.E.S.T Product Group provides a complete solution.



# Sponsorship Options

## Event Sponsor

- 1 x syndicate room host
- Choice of subject to debate
- A 4x4m exhibition stand, table, two chairs
- Up to five company representatives at the event
- Sponsor branding with logo on all printed event marketing collateral
- Sponsor branding with logo and link on all electronic marketing collateral
- Sponsor branding with logo on event signage and graphics
- News story in **T.E.S.T Magazine** promoting your event sponsorship status
- Button advert to run from the time of booking until the event on **T.E.S.T Online**
- Sponsor branding and logo on the home page of the **T.E.S.T Focus Groups** website
- Enhanced sponsor listing on the Focus Groups website
- Name check at opening and closing speeches
- Full delegate contact list post event
- A4 company promotional item in all delegate folders
- A recording of each of your hosted sessions
- Inclusion of a 4 page editorial piece in the post event Syndicate Supplement
- Event sponsor branding with logo on the cover of the Syndicate Supplement
- An A4 advert on the outside back cover of the Syndicate Supplement
- An A4 page sponsors statement in the Syndicate Supplement
- 250 copies of the Syndicate Supplement
- PDF of your supplement article to distribute as you see fit
- All refreshments & lunch

**Total Cost: £12,500**

## Session Sponsor + Exhibition Stand

- Host of a syndicate room
- A 3x3m exhibition stand, table, two chairs, name board
- Up to three company representatives at the event
- Branding with logo on all printed event marketing collateral
- Branding with logo and link on all electronic marketing collateral
- Branding with logo on event signage and graphics
- Sponsor listing on the **Focus Groups** website
- Full delegate contact list post event
- A recording of each of your hosted sessions
- A 2-page editorial piece in the post event Syndicate Supplement
- Logo and branding on your editorial piece in the Syndicate Supplement
- An A4 advert in the Syndicate Supplement
- PDF of your article to distribute as you see fit
- All refreshments & lunch

**Cost: £7,750**

## Session Sponsor

- Host of a syndicate room
- Two company representatives at the event
- Branding with logo on all printed event marketing collateral
- Branding with logo and link on all electronic marketing collateral
- Branding with logo on event signage and graphics
- Sponsor listing on the **T.E.S.T Focus Groups** website
- Full delegate contact list post event
- A recording of each of your hosted sessions
- A 2-page editorial piece in the post event Syndicate Supplement
- Logo and branding on your editorial piece in the Syndicate Supplement
- ½ A4 advert in the Syndicate Supplement
- PDF of your article to distribute as you see fit
- All refreshments & lunch

**Cost: £6,750**

## Exhibition Stand

- 3x3m exhibition stand space
- 2 chairs
- 1 table
- 2 x company representatives at the event
- Branding with logo on event signage and graphics
- All refreshments & lunch

**Cost: £2,350**

*All prices are net of VAT*

*(Additional company representatives are welcome to attend at a cost of £395 per person)*

For further information about the *Vital Focus Groups* please contact Grant Farrell on +44 (0) 203 056 4598 or email: [grant.farrell@31media.co.uk](mailto:grant.farrell@31media.co.uk)

## The Sessions

### Subject

- A** **People or Tools – who gets the cash?**  
With increased pressure from all areas of the business the testing budget is stretched further than ever before and inevitably something must suffer. Should the business invest in testing tools or testing professionals?
- B** **The value of testing requirements**  
Getting the requirements right can be half the battle, but getting them wrong can be fatal to a testing project. What exactly is required?
- C** **Does the user matter?**  
The most code-perfect piece of software may be no good at all if it's not fit for purpose. Sometimes it takes the users' eyes to spot serious issues with the interface. How important is the end users' input?
- D** **Agile testing**  
What is Agile, how does it work and what are the alternatives? And is an Agile approach always the best way to test?
- E** **Crowd testing**  
Microsoft favoured the crowd approach to testing Windows 7. What are the pros and cons, how can the crowd help you?

### Subject

- F** **Test Automation**  
This lively debate will look at the differences of automated and manual testing and establish when its most appropriate to use which.
- G** **Qualifications, accreditations, and exams**  
While it is important to have standards and benchmarks, which qualifications are the most credible and useful to testers?
- H** **Identifying Testing Related Risks**  
If testers are involved at an earlier stage of the project does this enable a better understanding of the project and if so can the related risks can be identified and resolved?
- I** **Event Sponsors Subject Choice**  
This session is to be decided by the event sponsor.
- J** **Tester Training**  
People are the most valuable asset to any business so keeping staff educated and motivated is a sure-fire way of improving productivity. With testing be such a skilled discipline is regular training a necessity and if so what are the key areas to focus on?

