TEST *at a* HIGHER LEVEL

STAR CANADA

The Leading Conference on
SOFTWARE TESTING ANALYSIS & REVIEW

APRIL 7–11, 2013
TORONTO, ONTARIO
DELTA CHELSEA

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MAPPING IT OUT

Choose from a full week of learning, networking, and more

SUNDAY

Multi-day Training Classes Begin

TUESDAY

9 In-depth Half- and Full-day Tutorials

WEDNESDAY–THURSDAY

3 Keynotes, 28 Concurrent Sessions, the EXPO, Networking Events, Receptions, and More

CONTENTS

NEED A REASON TO ATTEND? WE HAVE OVER 120!

50+ Learning and networking sessions over five days: tutorials, training classes, keynotes, concurrent sessions, and more!

3 World-renowned keynote speakers who were selected to inspire and motivate you.

33 Conference speakers sharing their industry expertise and wealth of knowledge.

20 Networking opportunities that allow you to meet with your colleagues and speakers: breakfasts, lunches, receptions, Meet the Speakers, Presenter One-on-One, and more!

9 Tutorials in half- and full-day formats—consistently one of the most highly recommended features of the conference.

2 Multi-day training and certification courses covering software testing and agile development.

5 Different ways to save: group discounts, early bird savings, and alumni discounts allow you to attend the conference at the best possible price!

1 Conference team dedicated to providing you with the best program and the most powerful conference experience so you go back to the office informed and energized.

WHO'S BEHIND THE CONFERENCE?

SOFTWARE QUALITY ENGINEERING
www.sqe.com

Software Quality Engineering assists professionals interested in improving software practices. Seven conferences are hosted annually—the STAR conference series, the Better Software Conference series, and the Agile Development Conference series. Software Quality Engineering also delivers software training, publications, and research. **www.sqe.com**

BETTER SOFTWARE
A TECHWELL PUBLICATION

Better Software magazine brings you the hands-on facts you need to run smarter projects and to deliver better products that win in the marketplace. **www.BetterSoftware.com**

TECHWELL

Featuring fresh, insightful stories, TechWell.com is the place to go for what is happening now in software development and delivery. TechWell's passionate industry professionals curate new stories every day to keep you up to date on the latest in development, testing, business analysis, project management, agile, DevOps, the cloud, and more. TechWell.com is brought to you by Software Quality Engineering (SQE), a leader in software training, conferences, publications, and websites serving software and IT managers and professionals. **www.TechWell.com**

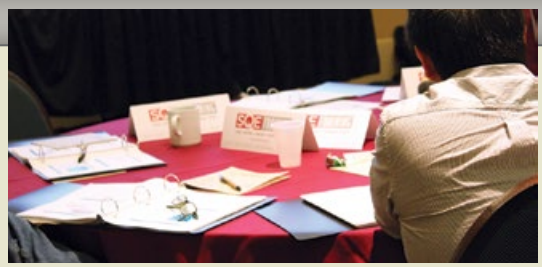
CONFERENCE SCHEDULE

Build your own conference—tutorials, training classes, keynotes, concurrent sessions, and more—packed with information covering the latest technologies, trends, and practices in software testing.

SUNDAY–MONDAY

Agile Testing Practices (2 days)

Software Tester Certification—Foundation Level (3 days)



TUESDAY

9 In-depth Half- and Full-day Tutorials

Multi-day Training Classes Continue

WEDNESDAY–THURSDAY

3 Keynotes
28 Concurrent Sessions
The Expo
Networking Events
...and More!

WHO SHOULD ATTEND?

Software and test managers, QA managers and analysts, test practitioners and engineers, IT directors, CTOs, development managers, developers, and all managers and professionals who are interested in people, processes, and technologies to test and evaluate software intensive systems

COMBINE AND SAVE!

Multi-day Training Class + Conference

Save an additional $300 when you attend any of the multi-day training classes and the conference. (Discount already reflected in the conference pricing)

CONFERENCE-AT-A-GLANCE

SUNDAY, APRIL 7

7:30 Conference Registration (7:30am–10:00am)

7:30 Continental Breakfast (7:30am–8:30am)

8:30 Multi-day Training Classes Begin

TRAINING CLASSES

Software Tester Certification—Foundation Level (3-Day Class) — *Conrad Fujimoto*

Agile Testing Practices (2-Day Class) — *Robert Sabourin*

12:00 Lunch

1:00 Training Classes Resume

MONDAY, APRIL 8

7:30 Conference Registration (7:30am–5:00pm)

7:30 Continental Breakfast (7:30am–8:30am)

8:30 Multi-day Training Classes Continue (Agile Testing Practices, Software Tester Certification—Foundation Level)

12:00 Lunch

1:00 Training Classes Resume

TUESDAY, APRIL 9

7:30 Conference Registration (7:30am–5:00pm)

7:30 Continental Breakfast (7:30am–8:30am)

8:30 Multi-day Training Classes Continue (Software Tester Certification—Foundation Level)

8:30 Tutorials (8:30am–12:00pm)

FULL-DAY TUTORIALS

TA Testing Mobile Applications
Jonathan Kohl, Kohl Concepts, Inc.

TB Critical Thinking for Software Testers
Michael Bolton, DevelopSense

TC Managing Successful Test Automation
Dorothy Graham, Software Test Consultant

MORNING TUTORIALS

TD Planning Your Agile Testing: A Practical Guide
Janet Gregory, DragonFire, Inc.

TE Essential Test Management
Rick Craig, Software Quality Engineering

TF Exploratory Testing Explained
Jon Bach, eBay

12:00 Lunch

1:00 Tutorials (1:00pm–4:30pm)

FULL-DAY TUTORIALS (CONTINUED)

TA Testing Mobile Applications
Jonathan Kohl, Kohl Concepts, Inc.

TB Critical Thinking for Software Testers
Michael Bolton, DevelopSense

TC Managing Successful Test Automation
Dorothy Graham, Software Test Consultant

AFTERNOON TUTORIALS

TG Testing Metrics: Project, Product, Process
Rex Black, RBCS, Inc.

TH Exploratory Testing Is Now in Session
Jon Bach, eBay

TI Acceptance Test-driven Development: Mastering Agile Testing
Nate Oster, CodeSquads, LLC

WEDNESDAY, APRIL 10

7:30 Conference Registration (7:30am–5:30pm)

7:30 Continental Breakfast (7:30am–8:30am)

8:30 **KEYNOTE** **Testing Lessons from Hockey (The World's Greatest Sport) —** *Robert Sabourin, AmiBug.com, Inc.*

10:00 Networking Break

10:00 The Expo is Open (10:00am–2:00pm)

	Test Management	Test Techniques	Agile Testing	Special Topics
10:30	W1 **The Seven Deadly Sins of Software Testing** *Rex Black, RBCS, Inc.*	W2 **The Role of Emotion in Testing** *Michael Bolton, DevelopSense*	W3 **The Tester's Role in Agile Planning** *Rob Sabourin, AmiBug.com*	W4 **Usability Testing: Personas, Scenarios, Use Cases, and Test Cases** *Koray Yitmen, UXservices*
11:30	Lunch—Meet the Speakers			
12:45	W5 **Creating Dissonance: Overcoming Organizational Bias toward Software Testing** *Keith Klain, Barclays Capital*	W6 **Concurrent Testing Games: Developers and Testers Working Together** *Nate Oster, CodeSquads, LLC*	W7 **Testing Challenges within Agile Teams** *Janet Gregory, DragonFire, Inc.*	W8 **Build Your Own Performance Test Lab in the Cloud** *Leslie Segal, Testware Associates, Inc.*
2:00	W9 **Collaboration without Chaos** *Griffin Jones, Congruent Compliance*	W10 **Cause-Effect Graphing: Rigorous Test Case Design** *Gary Mogyorodi, Software Testing Services*	W11 **An Agile Test Automation Strategy for Everyone** *Gerard Meszaros, Independent Consultant*	W12 **How Spotify Tests World Class Apps** *Alexander Andelkovic, Spotify*

3:00 Networking Break

3:00 The Expo is Open (3:00pm–5:30pm)

3:15 **KEYNOTE** **Lightning Strikes the Keynotes —** *Lee Copeland, Software Quality Engineering*

4:30 Expo Reception (4:30pm–5:30pm)

THURSDAY, APRIL 11

7:30 Conference Registration (7:30am–4:30pm)

7:30 Continental Breakfast (7:30am–8:30am)

8:30 **KEYNOTE** **Cool! Testing's Getting Fun Again —** *Jonathan Kohl, Kohl Concepts, Inc.*

10:00 Networking Break

10:00 The Expo is Open (10:00am–1:30pm)

	Test Management	Test Techniques	Test Automation	Special Topics
10:30	T1 **Maybe We Don't Have to Test It** *Eric Jacobson, Turner Broadcasting, Inc.*	T2 **Whiteboarding—for Testers, Developers, and Customers, Too** *Rob Sabourin, AmiBug.com*	T3 **It Seemed a Good Idea at the Time: Intelligent Mistakes in Test Automation** *Dorothy Graham, Software Test Consultant*	T4 **Bad Testing Metrics—and What To Do About Them** *Paul Holland, Testing Thoughts*
11:30	Lunch – Meet the Speakers			
12:45	T5 **Snappy Visualizations for Test Communications** *Thomas Vaniotis, Liquidnet*	T6 **Using Mindmaps to Develop a Test Strategy** *Fiona Charles, Quality Intelligence*	T7 **Designing Self-maintaining UI Tests for Web Applications** *Marcus Merrell, WhaleShark Media, Inc.*	T8 **Testing After You've Finished Testing** *Jon Bach, eBay*
	Test Management	**Test Techniques**	**Mobile Testing**	**Special Topics**
2:00	T9 **Risk-based Testing: Not for the Fainthearted** *George Wilkinson, Grove Consultants*	T10 **Quantifying the Value of Static Analysis** *William Oliver, Lawrence Livermore National Laboratory*	T11 **Mobile App Testing: Moving Outside the Lab** *Matt Johnston, uTest*	T12 **Driving Down Requirements Defects: A Tester's Dream Come True** *Richard Bender, BenderRBT*
3:00	Networking Break			
3:15	T13 **Changing the Testing Conversation from Cost to Value** *Iain McCowatt, CGI*	T14 **Structural Testing: When Quality Really Matters** *Jamie Mitchell, Jamie Mitchell Consulting, Inc.*	T15 **Android Mobile Development: A Test-driven Approach** *Jeff "Cheezy" Morgan and Levi Wilson, LeanDog*	T16 **Integrating Canadian Accessibility Requirements into Your Projects** *Dan Shire and David Best, IBM Canada*

COMBINE IN-DEPTH TRAINING WITH YOUR CONFERENCE AND SAVE $300

Combine your conference with in-depth training to enhance your learning experience. Take advantage of networking, benefit from access to top industry experts, and mingle with colleagues while you improve your skill set. Build your week of learning to include *Agile Testing Practices* or *Software Tester Certification—Foundation Level* training and benefit from all STAR*CANADA* has to offer.

Software Tester Certification—Foundation Level

Sunday, April 7–Tuesday, April 9 • 8:30am–5:00pm

Delivered by top experts in the testing industry, *Software Tester Certification—Foundation Level* is an accredited training course, designed to help prepare you for the ISTQB® Certified Tester—Foundation Level exam. This certification program, accredited by the ISTQB® through its network of National Boards, is the only internationally accepted certification for software testing. The ISTQB®, a non-proprietary and nonprofit organization, has granted more than 200,000 certifications in more than 70 countries around the world. This course is most appropriate for individuals who recently entered the testing field and those currently seeking ISTQB® certification in software testing.

- Fundamentals of software testing—key concepts, context, risk, goals, process, and people issues
- Lifecycle testing—relationship of testing to development, including different models, verification and validation, and types of testing
- Test levels—system, acceptance, unit, and integration testing
- Test design techniques—black-box test methods, white-box testing, and exploratory testing
- Static testing—reviews, inspections, and static analysis tools
- Test management—team organization, key roles and responsibilities, test approach and planning, configuration management, defect classification and tracking, test reporting
- Testing tools—selection, benefits, risks, and classifications

Conrad Fujimoto

Agile Testing Practices

Sunday, April 7–Monday, April 8 • 8:30am–5:00pm

Agile software practices are being employed within many development organizations worldwide. More and more test teams and testers are participating in agile projects or are embedded within agile teams. Many testers struggle to understand the agile development process and their place in it. Learn the fundamentals of agile development, the role of the tester in the agile team, and the agile testing processes. From user stories through development and testing, this course prepares you to be a valuable member of an agile development team.

- Discover how testing is different in agile environments
- Explore key agile testing practices—ATDD, TDD, and ET
- Examine technical and team skills you need for success
- Recognize the main agile testing challenges and how to address them
- Learn about user stories and how to test them

Robert Sabourin

For more details on combining training with your conference, contact the Client Support Group at sqeinfo@sqe.com or call 888.268.8770 or 904.278.0524.

CONFERENCE SPEAKERS

K
Program Chair
Lee Copeland
Software Quality Engineering

T Tutorial **S Session** **K Keynote** **TR Training**

For full speaker bios, visit starcanada.techwell.com/speaker-index

S
Alexander Andelkovic
Spotify

T S
Jon Bach
eBay

S
Richard Bender
BenderRBT

S
David Best
IBM Canada

T S
Rex Black
RBCS, Inc.

T S
Michael Bolton
DevelopSense

S
Fiona Charles
Quality Intelligence

T
Rick Craig
Software Quality Engineering

TR
Conrad Fujimoto
SQE Training

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Dorothy Graham
Software Test Consultant

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Janet Gregory
DragonFire, Inc.

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Paul Holland
Testing Thoughts

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Eric Jacobson
Turner Broadcasting, Inc.

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Matt Johnston
uTest

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Griffin Jones
Congruent Compliance

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Keith Klain
Barclays Capital

T K
Jonathan Kohl
Kohl Concepts, Inc.

S
Iain McCowatt
CGI

S
Marcus Merrell
WhaleShark Media, Inc.

S
Gerard Meszaros
Independent Consultant

S
Jamie Mitchell
Jamie Mitchell Consulting, Inc.

S
Gary Mogyorodi
Software Testing Services

S
Jeff "Cheezy" Morgan
LeanDog

S
William Oliver
Lawrence Livermore National Laboratory

T S
Nate Oster
CodeSquads, LLC

K TR
Robert Sabourin
AmiBug.com, Inc.

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Leslie Segal
Testware Associates, Inc.

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Dan Shire
IBM Canada

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Thomas Vaniotis
Liquidnet

S
George Wilkinson
Grove Consultants

S
Levi Wilson
LeanDog

S
Koray Yitmen
UXservices

TA Testing Mobile Applications

Jonathan Kohl, Kohl Concepts, Inc.

As applications for smartphones and tablets become incredibly popular, organizations face increasing pressure to quickly and successfully deliver testing for these devices. When faced with a mobile testing project, many testers find it tempting to apply the same methods and techniques used for desktop applications. Although some of these concepts transfer directly, testing mobile applications presents its own special challenges. If you follow the same practices and techniques as you have before, you will miss critical defects. Learn how to effectively test mobile applications and how to add more structure and organization to generate effective test ideas to exploit the capabilities and weaknesses of mobile devices. Jonathan Kohl shares first-hand experiences with testing mobile applications and discusses how to address various challenges. Work on real problems on your own device, and learn firsthand how to be productive while testing mobile applications.

This is a hands-on course. Participants must bring their own mobile device for course exercises.

TB Critical Thinking for Software Testers

Michael Bolton, DevelopSense

Critical thinking is the kind of thinking that specifically looks for problems and mistakes. Regular people don't do a lot of it. However, if you want to be a great tester, you need to be a great critical thinker, too. Critically thinking testers save projects from dangerous assumptions and ultimately from disasters. The good news is that critical thinking is not just innate intelligence or a talent—it's a learnable and improvable skill you can master. Michael Bolton shares the specific techniques and heuristics of critical thinking and presents realistic testing puzzles that help you practice and increase your thinking skills. Critical thinking begins with just three questions—Huh? Really? and So?—that kick start your brain to analyze specifications, risks, causes, effects, project plans, and anything else that puzzles you. Join Michael for this interactive, hands-on session and practice your critical thinking skills. Study and analyze product behaviors and experience new ways to identify, isolate, and characterize bugs.

LAPTOP OPTIONAL ***A laptop computer is recommended (but not required) for this session.***

TC Managing Successful Test Automation

Dorothy Graham, Software Test Consultant

Many organizations never achieve the significant benefits that are promised from automated test execution. What are the secrets to test automation success? There are no secrets, but the paths to success are not commonly understood. Dorothy Graham describes the most important automation issues that you must address, both management and technical, and helps you understand and choose the best approaches for your organization—no matter which automation tools you use. If you don't begin with good objectives for your automation, you will set yourself up for failure later. If you don't show return on investment (ROI) from automation, your automation efforts may be doomed, no matter how technically good they are. Join Dot to learn how to identify achievable and realistic objectives for automation, show ROI from automation, understand technical issues including testware architecture, pick up useful tips, learn what works in practice, and devise an effective automation strategy.

TUTORIALS

TUESDAY, APRIL 9, 8:30–12:00 (HALF-DAY – MORNING)

TD Planning Your Agile Testing: A Practical Guide

Janet Gregory, DragonFire, Inc.

Traditional test plans are incompatible with agile software development because we don't know all the details about all the requirements up front. However, in an agile software release, you still must decide what types of testing activities will be required—and when you need to schedule them. Janet Gregory explains how to use the Agile Testing Quadrants, a model identifying the different purposes of testing, to help your team understand your testing needs as you plan the next release. Janet introduces you to alternative, lightweight test planning tools that allow you to plan and communicate your big picture testing needs and risks. Learn how to decide who does what testing—and when. Determine what types of testing to consider when planning an agile release, the infrastructure and environments needed for testing, what goes into an agile "test plan," how to plan for acquiring test data, and lightweight approaches for documenting your tests and recording test results.

TE Essential Test Management

Rick Craig, Software Quality Engineering

The key to successful testing is effective and timely planning. Rick Craig introduces proven test planning methods and techniques, including the Master Test Plan and level-specific test plans for acceptance, system, integration, and unit testing. Rick explains how to customize an IEEE-829-style test plan and test summary report to fit your organization's needs. Learn how to manage test activities, estimate test efforts, and achieve buy-in. Discover a practical risk analysis technique to prioritize your testing and become more effective with limited resources. Rick offers test measurement and reporting recommendations for monitoring the testing process. Discover new methods and develop renewed energy for taking your organization's test management to the next level.

TF Exploratory Testing Explained

Jon Bach, eBay

Exploratory testing is an approach to testing that emphasizes the freedom and responsibility of testers to continually optimize the value of their work. It is the process of three mutually supportive activities done in parallel: learning, test design, and test execution. With skill and practice, exploratory testers typically uncover an order of magnitude more problems than when the same amount of effort is spent on procedurally scripted testing. All testers conduct exploratory testing in one way or another, but few know how to do it systematically to obtain the greatest benefits. Even fewer can articulate the process. Jon Bach looks at specific heuristics and techniques of exploratory testing that will help you get the most from this highly productive approach. Jon focuses on the skills and dynamics of exploratory testing and how it can be combined with scripted approaches.

SEE WHAT PAST STAR DELEGATES HAVE HAD TO SAY:

"This was the first opportunity I have had to participate in such a conference. There were so many people with so much valuable information to share. It was very encouraging to me in my job"—Vicki Bennett

"The conference far exceeded my expectations—I had a great time and learned a lot. Even just talking to others in my field was a valuable experience."
—Alan Basque

"An excellent source of industry information providing exposure to a variety of topics and new ideas in the field."
—Paxton Robinson

TUTORIALS

TUESDAY, APRIL 9, 1:00–4:30 (HALF-DAY – AFTERNOON)

TG Testing Metrics: Project, Product, Process

Rex Black, RBCS, Inc.

One of the most challenging problems that test managers face involves implementing effective, meaningful, and insightful test metrics. Data and measures are the foundation of true understanding, but the misuse of metrics causes confusion, bad decisions, and demotivation. Rex Black shares how to avoid these unfortunate situations by using metrics properly as part of your test management process. How can we measure our progress in testing a project? What can metrics tell us about the quality of the product? How can we measure the quality of the test process itself? Rex answers these questions, illustrated with case studies and real-life examples. Learn how to use test case metrics, coverage metrics, and defect metrics in ways that demonstrate status, quantify effectiveness, and support smart decision making. Exercises provide immediate opportunities for you to apply the techniques to your own testing metrics. Join Rex to jump-start a new testing metrics program or gain new ideas to improve your existing one.

TH Exploratory Testing Is Now in Session

Jon Bach, eBay

The nature of exploration, coupled with the ability of testers to rapidly apply their skills and experience, make exploratory testing a widely used test approach—especially when time is short. Unfortunately, exploratory testing often is dismissed by project managers who assume that it is not reproducible, measurable, or accountable. If you have these concerns, you may find a solution in a technique called session-based test management (SBTM), developed by Jon Bach and his brother James to specifically address these issues. In SBTM, testers are assigned areas of a product to explore, and testing is time boxed in "sessions" that have mission statements called "charters" to create a meaningful and countable unit of work. Jon discusses—and you practice—the skills of exploration using the SBTM approach. He demonstrates a freely available, open source tool to help manage your exploration and prepares you to implement SBTM in your test organization.

TI Acceptance Test-driven Development: Mastering Agile Testing

Nate Oster, CodeSquads, LLC

On agile teams, testers can struggle to "keep up" with the pace of development if they continue employing a waterfall-based verification process—finding bugs after development. Nate Oster challenges you to question waterfall assumptions and replace this legacy verification testing with Acceptance Test-driven Development (ATDD). With ATDD, you "test first" by writing executable specifications for a new feature before development begins. Learn to switch from "tests as verification" to "tests as specification" and to guide development with acceptance tests written in the language of your business. Get started by joining a team for a simulation and experience how ATDD helps build in quality instead of trying to test out defects. Then progress to increasingly more realistic scenarios and practice the art of specifying intent with plain-language and table-based formats. These paper-based simulations give you meaningful practice with how ATDD changes the way you think about tests and collaborate as a team. Leave empowered with a kit of exercises to advocate ATDD with your own teams!

SEE WHAT PAST STAR DELEGATES HAVE HAD TO SAY:

"This conference was an absolutely amazing experience! Not only did I learn more than I expected, but I returned to work with new thought process and totally re-energized!"—Amy Graff

Outstanding conference! Very informative and a great opportunity to interact with some of the industry's best."
—Christina Craig-Mees

"Definitely the place to be for QA Professionals."
—Alex Erazo

WEDNESDAY, APRIL 10, 8:30am

Testing Lessons from Hockey (The World's Greatest Sport)

Rob Sabourin, AmiBug.com, Inc.

Over the years, Rob Sabourin has drawn important testing lessons from diverse sources including the great detectives, the Simpsons, Hollywood movies, comic book superheroes, and the hospital delivery room. Now Rob scores big with breakaway testing ideas from hockey, Canada's national sport. Like star hockey players, testers develop skills and continuously adapt and perfect them. Like team "stats," test metrics show how performance impacts business. Like the penalty box, a smoke test keeps flaky builds out of play. Like Zambonis, testers must reset environments to a known state. Hockey play-by-play commentary makes the game come alive. Likewise, test play-by-play commentary highlights critical skills and tactics for quickly finding bugs that matter. Hockey leagues foster contrasting styles of play. Context factors foster contrasting styles of testing. Rob shows how hockey camps can be a model for tester training regimes. Great hockey requires the right equipment—skates, sticks, helmets, and pads. Great testers leverage the right tools—scripts, simulators, analyzers, probes, and viewers—to find a wide range of problems quickly. Rob's lessons from hockey can help you test better and faster and score by finding great bugs.

Rob Sabourin has more than thirty years of management experience, leading teams of software development professionals. A well-respected member of the software engineering community, Rob has managed, trained, mentored, and coached thousands of top professionals in the field. He frequently speaks at conferences and writes on software engineering, SQA, testing, management, and internationalization. Rob is an adjunct professor of software engineering at McGill University; the author of *I Am A Bug!*, the popular software testing children's book; and president, principal consultant, and janitor at AmiBug.com, Inc.

WEDNESDAY, APRIL 10, 3:15pm

Lightning Strikes the Keynotes

Lee Copeland, Software Quality Engineering

Throughout the years, Lightning Talks have been a popular part of the STAR conferences. If you're not familiar with the concept, Lightning Talks consist of a series of five-minute talks by different speakers within one presentation period. Lightning Talks are the opportunity for speakers to deliver their single biggest bang-for-the-buck idea in a rapid-fire presentation. And now, lightning has struck the STAR keynotes. Some of the best-known experts in testing—Jon Bach, Michael Bolton, Fiona Charles, Janet Gregory, Paul Holland, Griffin Jones, Keith Klain, Gerard Meszaros, and Nate Oster—will step up to the podium and give you their best shot of lightning. Get ten keynote presentations for the price of one—and have some fun at the same time.

PRESENTERS:


Jon Bach


Michael Bolton


Fiona Charles


Janet Gregory


Paul Holland


Griffin Jones


Keith Klain


Gerard Meszaros


Nate Oster

THURSDAY, APRIL 11, 8:30am

Cool! Testing's Getting Fun Again

Jonathan Kohl, Kohl Concepts, Inc.

The last exciting era in testing was in the late '90s when the web turned technology on its ear, the agile movement overthrew our processes, and the rise of open source gave us accessible and innovative tools. However, since then, Jonathan Kohl finds it has been a lot of the same-old, same-old: more web applications, variants of agile, and testing tool debates. After a while, you start to feel like you've "Been there, Done that, Got that t-shirt." However, testing doesn't have to be a rehash of all the things you've done before. It is an exciting time to be a tester! Major changes are happening all at once. Smartphones and tablets have upended computing. Continuous release movements like DevOps are challenging our processes. BigData, the Cloud, and other disruptive technologies are fostering the development of new tools. These innovations are pushing testers in new directions. While this upheaval is challenging, it also offers enormous opportunity for growth. Jonathan challenges you to embrace these changes—and have fun doing it. Discover today's amazing new opportunities and how we can learn, adapt, and ride the wave.

Jonathan Kohl is an internationally recognized consultant, technical leader, and popular speaker based in Calgary, Alberta, Canada. The founder and principal consultant of Kohl Concepts, Inc., Jonathan assists teams with testing, helps companies define and implement their ideas in products, coaches practitioners as they develop software on teams, and works with leaders to help them define and implement their strategic visions. As a thought leader in mobile application testing—with a newly published book *Tap Into Mobile Application Testing,* Jonathan develops policy and strategy, helps teams adjust to methodology changes, and actively works with teams to deliver the best possible products.

WEDNESDAY, APRIL 10, 10:30am

W1 TEST MANAGEMENT

The Seven Deadly Sins of Software Testing

Rex Black, RBCS, Inc.

Many smart, otherwise-capable testers sabotage their own careers by committing one or more of the deadly sins of testing: irrelevance/redundancy, ignorance of relevant skills or facts, obstructionism, adversarialism, nit-picking, blindness to project/organizational priorities, and last-moment-ism. Are you your own worst enemy? Join Rex Black to discuss these seven deadly sins. You might recognize your own behaviors—or behaviors of others on your test team. Using examples of these behaviors through case studies, Rex tells you how to stop the behaviors and solve the problems they have created. For both sinners and non-sinners alike, Rex offers ideas on how to become a testing saint.

W2 TEST TECHNIQUES

The Role of Emotion in Testing

Michael Bolton, DevelopSense

Software testing is a highly technical, logical, rational effort. There's no place for squishy emotional stuff here. Not among professional testers. Or is there? Because of commitment, risk, schedule, and money, emotions can run high in software development and testing. It is easy to become frustrated, confused, or bored; angry, impatient, and overwhelmed. However, Michael Bolton says that, if we choose to be aware of our emotions and are open to them, feelings can be a powerful source of information for testers, alerting us to problems in the product and in our approaches to our work. People don't decide things based on the numbers; they decide based on how they feel about the numbers. Our ideas about quality and bugs are rooted in our desires, which in turn are rooted in our feelings. You'll laugh, you'll cry...and you may be surprised as Michael discusses the important role that emotions play in excellent testing.

W3 AGILE TESTING

The Tester's Role in Agile Planning

Rob Sabourin, AmiBug.com

If testers sit passively through agile planning, important testing activities will be missed or glossed over. Testing late in the sprint becomes a bottleneck, quickly diminishing the advantages of agile development. However, testers can actively advocate for customers' concerns while helping the team implement robust solutions. Rob Sabourin shows how testers contribute to the estimation, task definition, clarification, and the scoping work required to implement user stories. Testers apply their elicitation skills to understand what users need, collecting great examples that explore typical, alternate, and error scenarios. Rob shares many examples of how agile stories can be broken into a variety of test-related tasks for implementing infrastructure, data, non-functional attributes, privacy, security, robustness, exploration, regression, and business rules. Rob shares his experiences helping transform agile testers from passive planning participants into dynamic advocates who address the product owner's critical business concerns, the team's limited resources, and the project's technical risks.

W4 SPECIAL TOPICS

Usability Testing: Personas, Scenarios, Use Cases, and Test Cases

Koray Yitmen, UXservices

To create better test cases, Koray Yitmen says you must know your users. And the path to better test case creation in usability testing starts with the segmentation and definition of users, a concept known as personas. Contrary to common market-wise segmentation that focuses on users' demographic information, personas focus on users' behavioral characteristics, animating them in the minds of designers, developers, and testers. Put these personas "on stage," and let them play their roles in user scenarios. Then, turn these scenarios into use cases and turn use cases into test cases—and you have created better test cases. Koray shares stories from his usability testing projects for multinational clients. Learn how to define personas and scenarios, and convert them into use cases and test cases. Using a few concepts and skills from engineering, psychology, sociology, and art, this is no ordinary test case creation session.

WEDNESDAY, APRIL 10, 12:45pm

W5 TEST MANAGEMENT

Creating Dissonance: Overcoming Organizational Bias toward Software Testing

Keith Klain, Barclays Capital

Overcoming organizational bias toward software testing can be a key factor in the success of your testing effort. Negative bias toward testing can impact its perceived value—just as inaccurate positive bias can set your team up for failure through mismanaged expectations. A structured approach to identifying, understanding, and overcoming bias is an integral part of any successful enterprise testing strategy. Keith Klain describes the origins of organizational bias and what it means for your testing effort, including what the test team and the industry do—and don't do—to support those perceptions. He explores what you can do to identify your particular organization's bias toward testing, how it evolved, evidence of those attitudes, and what you can do to change perceptions. Through case studies, Keith shares his successes and failures in navigating and running change programs focused on software testing, and discusses the obstacles he's encountered—and overcome.

W6 TEST TECHNIQUES

Concurrent Testing Games: Developers and Testers Working Together

Nate Oster, CodeSquads LLC

The best software development teams find ways for programmers and testers to work closely together. These teams recognize that programmers and testers each bring their own unique strengths and perspectives to the project. However, working in agile teams requires us to unlearn many of the patterns that traditional development taught us. In this interactive session with Nate Oster, learn how to use the agile practice of concurrent testing to overcome common testing dysfunctions by having programmers and testers work together—rather than against each other—to deliver quality results throughout an iteration. Join Nate and practice concurrent testing with games that demonstrate just how powerfully the wrong approaches can act against your best efforts and how agile techniques can help you escape the cycle of poor quality and late delivery. Bring your other team members to this session and get the full effect of these revealing and inspiring games!

W7 AGILE TESTING

Testing Challenges within Agile Teams

Janet Gregory, DragonFire, Inc.

In her book *Agile Testing: A Practical Guide for Testers and Agile Teams*, Janet Gregory recommends using the automation pyramid as a model for test coverage. In the pyramid model, most automated tests are unit tests written and maintained by the programmers, and tests that execute below the user interface—API-level tests that can be developed and maintained collaboratively by programmers and testers. However, as agile becomes mainstream, some circumstances may challenge this model. Many applications are transferring logic back to the client side by using programming languages such as JavaScript. Legacy systems, using languages such as COBOL, don't have access to unit testing frameworks. Janet shows how to adapt the model to your needs and addresses some of these automation issues. During the session, delegates are encouraged to share their challenges and success stories.

W8 SPECIAL TOPICS

Build Your Own Performance Test Lab in the Cloud

Leslie Segal, Testware Associates, Inc.

Many cloud-based performance and load testing tools claim to offer "cost-effective, flexible, pay-as-you-go pricing." However, the reality is often neither cost-effective nor flexible. With many vendors, you will be charged whether or not you use the time (not cost effective), and you must pre-schedule test time (not always when you want and not always flexible). In addition, many roadblocks are thrown up—from locked-down environments that make it impossible to load test anything other than straight-forward applications, to firewall, security, and IP spoofing issues. Join Leslie Segal to discover when it makes sense to set up your own cloud-based performance test lab, either as a stand-alone or as a supplement to your current lab. Learn about the differences in licensing tools, running load generators on virtual machines, the real costs, and data about various cloud providers. Take home a road map for setting up your own performance test lab—in less than twenty-four hours.

WEDNESDAY, APRIL 10, 2:00pm

W9 TEST MANAGEMENT

Collaboration without Chaos

Griffin Jones, Congruent Compliance

Sometimes software testers overvalue the adherence to the collective wisdom embodied in organizational processes and the mechanical execution of tasks. Overly directive procedures work—to a point—projecting an impression of firm, clear control. But do they generate test results that are valuable to our stakeholders? Is there a way to orchestrate everyone's creative contributions without inviting disorganized confusion? Is there a model that leverages the knowledge and creativity of the people doing the work, yet exerts reliable control in a non-directive way? Griffin Jones shares just such a model, describing its prescriptive versus discretionary parts and its dynamic and adaptive nature. Task activities are classified into types and control preferences. Griffin explores archetypes of control and their associated underlying values. Leave with an understanding of how you can leverage the wisdom and creativity of your people to make your testing more valuable and actionable.

W10 TEST TECHNIQUES

Cause-Effect Graphing: Rigorous Test Case Design

Gary Mogyorodi, Software Testing Services

A tester's toolbox today contains a number of test case design techniques—classification trees, pairwise testing, design of experiments-based methods, and combinatorial testing. Each of these methods is supported by automated tools. Tools provide consistency in test case design, which can increase the all-important test coverage in software testing. Cause-effect graphing, another test design technique, is superior from a test coverage perspective, reducing the number of test cases needed to provide excellent coverage. Gary Mogyorodi describes these black box test case design techniques, summarizes the advantages and disadvantages of each technique, and provides a comparison of the features of the tools that support them. Using an example problem, he compares the number of test cases derived and the test coverage obtained using each technique, highlighting the advantages of cause-effect graphing. Join Gary to see what new techniques you might want to add to your toolbox.

W11 AGILE TESTING

An Agile Test Automation Strategy for Everyone

Gerard Meszaros, Independent Consultant

Most systems are not designed to make test automation easy! Fortunately, the whole-team approach, prescribed by most agile methodologies, gives us an opportunity to break out of this rut. Gerard Meszaros describes the essential elements of a practical and proven agile test automation strategy. He describes the different kinds of tests we need to have in place and which team members should prepare and automate each kind of test. All project roles—software developers, testers, BAs, product owner or product manager, and even the software architect—have a part to play in this strategy, and all will benefit from a deeper understanding. Join Gerard and learn how to avoid the doomed classical approach of automating your manual tests and hoping that they find new bugs.

W12 SPECIAL TOPICS

How Spotify Tests World Class Apps

Alexander Andelkovic, Spotify

In today's competitive world, more and more HTML5 applications are being developed for mobile and desktop platforms. Spotify has partnered with world-renowned organizations to create high quality apps to enrich the user experience. Testing a single application within a few months can be a challenge. But it's a totally different beast to test multiple world-class music discovery apps every week. Alexander Andelkovic shares insights into the challenges they face coordinating all aspects of app testing to meet their stringent testing requirements. Alexander describes an agile way to use the Kanban process to help out. He shares lessons learned including the need for management of acceptable levels of quality, support, smoke tests, and development guidelines. If you are thinking of starting agile app development or want to streamline your current app development process, Alexander's experience gives you an excellent starting point.

THURSDAY, APRIL 11, 10:30am

T1 TEST MANAGEMENT

Maybe We Don't Have to Test It

Eric Jacobson, Turner Broadcasting, Inc.

Testers have been taught they are responsible for all testing. Some even say "It's not tested until I run the product myself." Eric Jacobson thinks this old school way of thinking can hurt a tester's reputation and—even worse—may threaten team success. Learning to recognize opportunities where you may NOT have to test can eliminate bottlenecks and make you everyone's favorite tester. Eric shares eight patterns from his personal experiences where not testing was the best approach. Examples include patches for critical production problems that can't get worse, features that are too technical for the tester, cosmetic bug fixes with substantial test setup, and more. Challenge your natural testing assumptions. Become more comfortable with approaches that don't require testing. Eliminate waste in your testing process by asking, "Does this need to be tested? By me?" Take back ideas to manage not testing including using lightweight documentation for justification. Not testing may actually be a means to better testing.

T2 TEST TECHNIQUES

Whiteboarding—for Testers, Developers, and Customers, Too

Rob Sabourin, AmiBug.com

How can testers spend more time doing productive testing and waste less time preparing "useless" project documentation? Rob Sabourin employs whiteboarding techniques to enable faster, easier, and more powerful communication and collaboration—without all the paperwork. Rob uses whiteboarding to help identify technical risks, understand user needs, and focus testing on what really matters to business stakeholders. Whiteboard block diagrams visualize technical risk to stakeholders. Whiteboard fault models highlight failure modes to developers and testers. Testers can elicit usage scenarios directly from customers using storyboard diagrams. Rob shows how simple whiteboarding strategies help testers learn new concepts, design better tests, and estimate their activities. Rob shares his experiences whiteboarding all kinds of visual models: time sequences, block diagrams, storyboards, state models, control flows, data flows, and mind maps. Save time and avoid the pain of back-and-forth or written document reviews that testers, developers, customers, and users often come to despise.

T3 TEST AUTOMATION

It Seemed a Good Idea at the Time

Dorothy Graham, Independent Test Consultant

Some test automation ideas seem very sensible at first glance but contain pitfalls and problems that can and should be avoided. Dot Graham describes five of these "intelligent mistakes": 1. Automated tests will find more bugs quicker. (Automation doesn't find bugs, tests do.) 2. Spending a lot on a tool must guarantee great benefits. (Good automation does not come "out of the box" and is not automatic.) 3. Let's automate all of our manual tests. (This may not give you better (or faster) testing, and you will miss out on some benefits.) 4. Tools are expensive so we have to show a return on investment. (This is not only surprisingly difficult but may actually be harmful.) 5. Because they are called "testing tools," they must be tools for testers to use. (Making testers become test automators may be damaging to both testing and automation.) Join Dot for a rousing discussion of "intelligent mistakes"—so you can be smart enough to avoid them.

T4 SPECIAL TOPICS

Bad Testing Metrics—and What To Do about Them

Paul Holland, Testing Thoughts

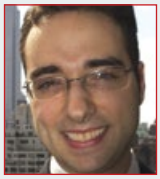
Many organizations use software testing metrics extensively to determine the status of their projects and whether or not their products are ready to ship. Unfortunately most, if not all, of the metrics in use are so flawed that they are not only useless but possibly dangerous—misleading decision makers, inadvertently encouraging unwanted behavior, or providing overly simplistic summaries out of context. Paul Holland reviews Goodhart's Law and its applicability to software testing metrics. Paul identifies four characteristics that will enable you to recognize the bad metrics in your organization. Despite showing how the majority of metrics used today are bad, all is not lost as Paul shares the collection of information he has developed that is more effective. Learn how to create status reports that provide details sought after by upper management—and avoid the problems that bad metrics cause.

THURSDAY, APRIL 11, 12:45pm

T5 TEST MANAGEMENT

Snappy Visualizations for Test Communications

Thomas Vaniotis, Liquidnet



Do you struggle to find the best way to explain your testing status and coverage to your stakeholders? Do numbers and metrics make your stakeholders' eyes glaze over, or, even worse, do you feel dirty giving metrics that you know are going to be abused? Do you have challenges explaining your strategy to fellow testers and developers? Visualizations are a great way to turn raw data into powerful communications. Thomas Vaniotis presents eleven powerful visual tools that can be created easily with simple materials around the office—sticky notes, graph paper, markers, and whiteboards. Thomas shows you how to use these tools to facilitate conversations about testing status, product quality, test planning, and risk—and how to combine them to provide a holistic view of the project status. Join Thomas in a hands-on, interactive session to construct examples of some of these visuals. Return to your office with a toolkit of powerful, snappy images to take your test communication to the next level.

T6 TEST TECHNIQUES

Using Mindmaps to Develop a Test Strategy

Fiona Charles, Quality Intelligence

Your test strategy is the design behind your plan—the set of big-picture ideas that embodies the overarching direction of your test effort. It captures the stakeholders' values that will inspire, influence, and ultimately drive your testing. It guides your overall decisions about the ways and means of delivering on those values. The weighty test strategy template mandated in many organizations is not conducive to thinking through the important elements of a test strategy and then communicating its essentials to your stakeholders. A lightweight medium like a mindmap is far more flexible and direct. In this interactive session Fiona Charles works with you to develop your own strategic ideas in a mindmap, exploring along the way what really matters in a test strategy and how best to capture it using a mindmap. Fiona shares tips on how to use your mindmap to engage your stakeholders' interest, understanding, and buy-in to your strategy.

T7 TEST AUTOMATION

Designing Self-maintaining UI Tests for Web Applications

Marcus Merrell, Whale Shark Media, Inc.

Test automation scripts are in a constant state of obsolescence. New features are added, changes are made, and testers learn about these changes long after they've been implemented. Marcus Merrell helped design a system in which a "model" is created each time a developer changes code that affects the UI. That model is checked against the suite of automated tests for validity. Changes that break the tests are apparent to the developer before his code is even checked in. Then, when features are added, the model is regenerated and automation can immediately address brand-new areas of the UI. Marcus describes fundamental test design and architecture best practices, applicable to any project. Then he demonstrates this new approach: parsing an application's presentation layer to generate an addressable model for testing. Marcus shows several case studies and successful implementations, as well as an open-source project that can have you prototyping your own model before you leave for home.

T8 SPECIAL TOPICS

Testing After You've Finished Testing

Jon Bach, eBay, Inc.

Stakeholders always want to release when they think we've "finished testing." They believe we have revealed "all of the important problems" and "verified all of the fixes", and now it's time to reap the rewards. However, as testers we still can assist in improving software by learning about problems after code has rolled "live-to-site"—especially if it's a website. At eBay we have a post-ship "site quality" mindset in which testers continue to learn from A/B testing, operational issues, customer sentiment analysis, discussion forums, and customer call patterns—just to name a few. Jon Bach explains how and what eBay's Live Site Quality team learns every day about what they just released to production. Take away some ideas on what you can do to test and improve value—even after you've shipped.

THURSDAY, APRIL 11, 2:00pm

T9 TEST MANAGEMENT

Risk-based Testing: Not for the Fainthearted

George Wilkinson, Grove Consultants

If you've tried to make testing really count, you know that "risk" plays a fundamental part in deciding where to direct your testing efforts and how much testing is enough. Unfortunately, project managers often do not understand or fully appreciate the test team's view of risk—until it is too late. Is it their problem or is it ours? After spending a year on a challenging project that was set up as purely a risk mitigation exercise, George Wilkinson saw first-hand how risk management can play a vital role in providing focus for our testing activities, and how sometimes we as testers need to improve our communication of those risks to the project stakeholders. George provides a foundation for anyone who is serious about understanding risk and employing risk-based testing on projects. He describes actions and behaviors we should demonstrate to ensure the risks are understood, thus allowing us to be more effective during testing.

T10 TEST TECHNIQUES

Quantifying the Value of Static Analysis

William Oliver, Lawrence Livermore National Laboratory

During the past ten years, static analysis tools have become a vital part of software development for many organizations. However, the question arises, "Can we quantify the benefits of static analysis?" William Oliver presents the results of a Lawrence Livermore National Laboratory study that first measured the cost of finding software defects using formal testing on a system without static analysis; then, they integrated a static analysis tool into the process and, over a period of time, recalculated the cost of finding software defects. Join William as he shares the results of their study and discusses the value and benefits of static testing. Learn how commercial and open source analysis tools can perform sophisticated source code analysis over large code bases. Take back proof that employing static analysis can not only reduce the time and cost of finding defects and their subsequent debugging but ultimately can reduce the number of defects making their way into your releases.

T11 MOBILE TESTING

Mobile App Testing: Moving Outside the Lab

Matt Johnston, uTest

No matter how thorough the test team or how expansive the test lab, Matt Johnston knows that defects still abound in mobile apps after launch. With more "non-software" companies launching mobile apps every day, testers have increased pressure to ensure apps are secure and function as intended. In retail and media especially, audiences are incredibly diverse and expect apps to work every time, everywhere, and on every device. These expectations make it imperative for companies to take every possible step to make their mobile apps defect free. This is increasingly difficult to do when all your testing occurs within the confines of the lab—and your users live in the wild. Using real-world examples from USA Today, Wal-Mart, and other national companies, Matt identifies why you need to test your mobile apps both inside and outside the lab—and do so in a way that is secure, effective, and timely.

T12 SPECIAL TOPICS

Driving Down Requirements Defects: A Tester's Dream Come True

Richard Bender, Bender RBT, Inc.

The software industry knows that the majority of software defects have their root cause in poor requirements. So how can testers help improve requirements? Richard Bender asserts that requirements quality significantly improves when testers systematically validate the requirements as they are developed. Applying scenario-driven reviews ensures that the requirements have the proper focus and scope. Ambiguity reviews quantitatively identify unclear areas of the specification leading to early defect detection and defect avoidance. Modeling the requirements via cause-effect graphing helps find missing requirements and identifies logical inconsistencies. Going further with this approach, domain experts and developers should review the tests derived from the requirements models to find additional defects. Join Richard to learn how testers—applying these processes in partnership with analysts—can reduce the percentage of defects caused by poor requirements from the usual 55–60 percent down to low single digits.

THURSDAY, APRIL 11, 3:15pm

T13 TEST MANAGEMENT

Changing the Testing Conversation from Cost to Value

Iain McCowatt, CGI

The software testing business is in the grip of a commoditization trend in which enterprises routinely flip flop between vendors—vendors who are engaged in a race to the bottom on price. This trend introduces perverse incentives for service providers, undervalues skill, and places excessive emphasis on processes, tools, and methods. The result is a dumbing down of testing and the creation of testing services that are little more than placebos. Using examples drawn from three recent projects in the banking industry, Iain McCowatt explores the dynamics of commoditization and introduces a quality model that can be used for framing the value of testing services. As a testing vendor, learn how to pursue a differentiation strategy, shifting the emphasis of the testing conversation from cost to value; as a customer of testing, learn how to make informed decisions about the value of what you are buying; as a tester, learn how to buck the trend and find professional growth.

T14 TEST TECHNIQUES

Structural Testing: When Quality Really Matters

Jamie Mitchell, Jamie Mitchell Consulting, Inc.

Jamie Mitchell explores an underused and often forgotten test technique—white-box testing. Also known as structural testing, this technique requires some programming expertise and access to the code. Using only black-box testing, you could easily ship a system having tested only 50 percent or less of the code base. Are you comfortable with that? For mission-critical systems, such low test code coverage is clearly insufficient. Although you might believe that the developers have performed sufficient unit and integration testing, how do you know that they have achieved the level of coverage that your project requires? Jamie describes the levels of code coverage that the business and your customers may need—from statement coverage to modified condition/decision coverage. He explains when you should strive to achieve different code coverage target levels and leads you through examples of pseudocode. Even if you have no personal programming experience, understanding structural testing will make you a better tester. So, join Jamie in this code-diving session.

T15 MOBILE TESTING

Android Mobile Development: A Test-driven Approach

Jeff "Cheezy" Morgan and Levi Wilson, LeanDog

Few topics are hotter these days than mobile software development. It seems that every company is rushing to release its own mobile application. However, when it comes time to build that software, companies quickly discover that things are different now. Many developers claim that it is very difficult, if not impossible, to test drive an application. Traditional testing tools are unable to automate the application in the emulator or on the device so testers usually are left with a manual testing approach. Join Cheezy Morgan and Levi Wilson as they reveal the secret of delivering a fully-tested, high-quality Android application. Using an acceptance test-driven approach, Cheezy will write automated tests prior to development. While Levi is test driving the Android code to make Cheezy's tests pass, Cheezy will perform exploratory testing on Levi's unfinished work. This fast-paced, hands-on session will demonstrate how close collaboration and test automation can be used to successfully deliver high-quality mobile applications.

T16 SPECIAL TOPICS

Integrating Canadian Accessibility Requirements into Your Projects

Dan Shire and David Best, IBM Canada

In 2014, most Canadian businesses will face significant challenges as government regulations go into effect, requiring websites to be accessible to users with disabilities. Are your project teams knowledgeable about the technical accessibility standards? Is your business ready to comply with the regulations? Dan Shire and David Best review the key principles of web accessibility (WCAG 2.0) and the government regulations (including Ontario's AODA) that your organization must meet. Dan provides specific guidance on planning and executing effective accessibility testing and for building your test team skills. David demonstrates testing tools and techniques, including the use of assistive technology including the JAWS screen reader. Together, they will review IBM's practical experiences: focusing your testing efforts on the most critical standards, selecting your testing tools, building and training your test teams, and prioritizing the results of your accessibility testing to achieve the maximum benefits for the business while minimizing cost and schedule impacts to the project.

NETWORKING EVENTS

Meet the Speakers at Lunch

Wednesday, April 10 and Thursday, April 11
During Lunch

Meet with industry experts for open discussions in key areas of software testing. On both days, there will be lunch tables designated by topic of interest. Come pose your toughest questions!

Expo Reception

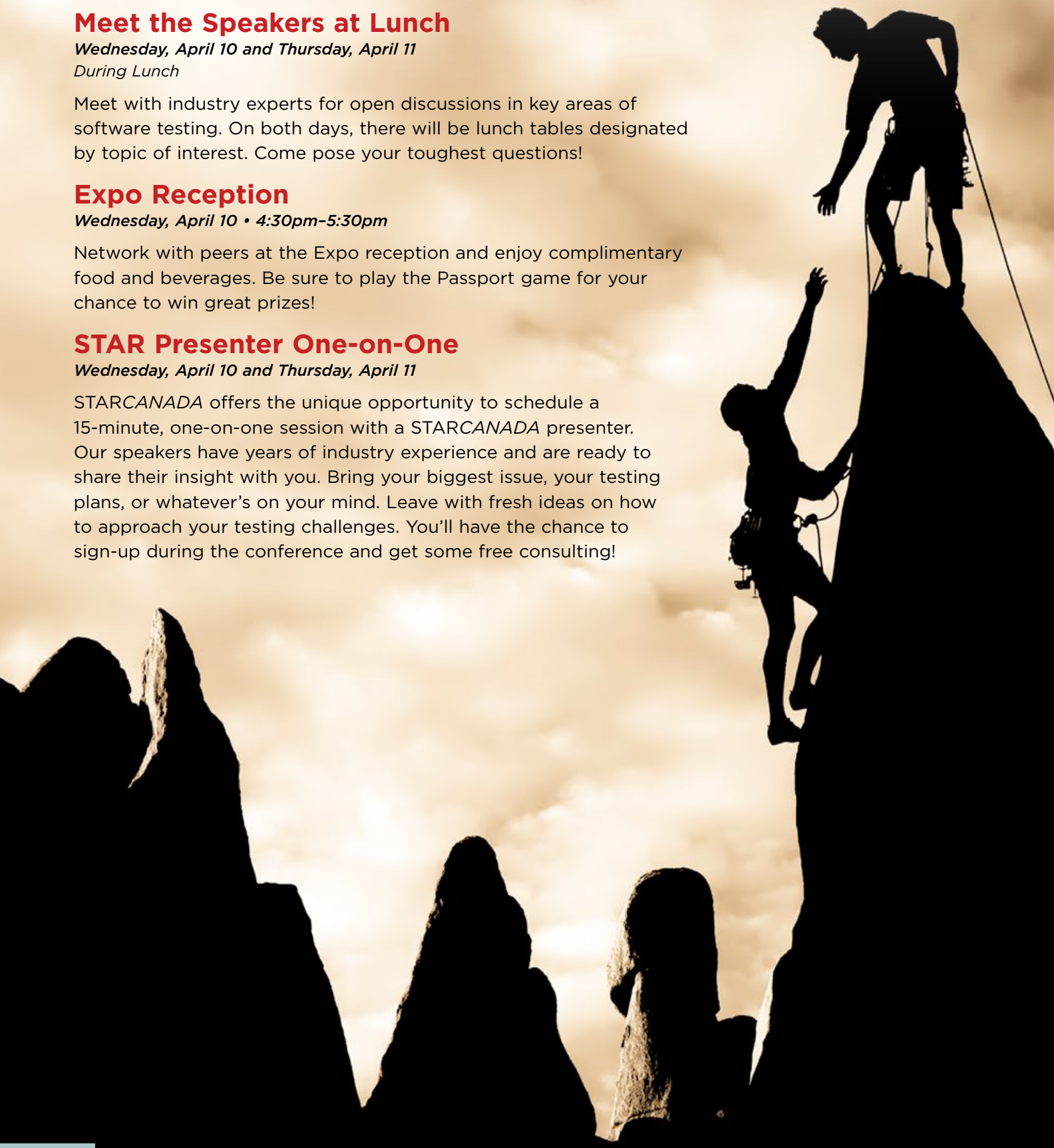
Wednesday, April 10 • 4:30pm–5:30pm

Network with peers at the Expo reception and enjoy complimentary food and beverages. Be sure to play the Passport game for your chance to win great prizes!

STAR Presenter One-on-One

Wednesday, April 10 and Thursday, April 11

STAR*CANADA* offers the unique opportunity to schedule a 15-minute, one-on-one session with a STAR*CANADA* presenter. Our speakers have years of industry experience and are ready to share their insight with you. Bring your biggest issue, your testing plans, or whatever's on your mind. Leave with fresh ideas on how to approach your testing challenges. You'll have the chance to sign-up during the conference and get some free consulting!



THE EXPO April 10–11

Visit Top Industry Providers Offering the Latest in Testing Solutions

- Explore this one-of-a-kind Expo designed to bring you the latest solutions in testing technologies, software, and tools.
- Support your software testing efforts by participating in technical presentations and demonstrations conducted throughout the Expo.
- Meet one-on-one with representatives from some of today's most progressive and innovative organizations.

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VISIT the EXPO

Wednesday, April 10
10:00am – 2:00pm
3:00pm – 5:30pm

Thursday, April 11
10:00am – 1:30pm

Expo Reception
Wednesday 4:30pm–5:30pm
All attendees are invited to the Expo reception for complimentary food and beverages.

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See the chart below for an example of how much savings groups of 3+ can enjoy on one of our most popular conference packages: Conference + 1 Tutorial Day. To take advantage of this offer reference promo code GRP3.

Number of Team Members	Regular Pricing	Group Savings
1-2	$2,295	
3-9	$1,836	20%
10-19	$1,721	25%
20+	$1,607	30%

ALUMNI DISCOUNT

STAR alumni are eligible to receive up to $150 off their registration fee (depending on conference package selected). Additionally, if you are a STAR alumni and are unable to attend the conference this year, you may pass your alumni discount onto a colleague.

MULTI-DAY TRAINING CLASSES + CONFERENCE

Save an additional $300 when you attend any of the multi-day training classes and the conference (already included in conference pricing).

For additional information on any of the discounts listed above please contact our Client Support Group at 888.268.8770 or 904.278.0524 or email sqeinfo@sqe.com.

Please Note—We will always provide the highest possible discount and allow you to use the two largest discounts that apply to your registration.

EVENT LOCATION

STAR*CANADA* will be held at the Delta Chelsea in Toronto, ON. The Delta Chelsea, Canada's largest hotel, offers a variety of options in guestrooms and meeting space and is located in the heart of downtown Toronto and within walking distance of College subway station, the city's central business district, government offices, and the hospital community. The hotel is also minutes from the city's best shopping districts (including the Toronto Eaton Centre), Yonge-Dundas Square, fantastic live theatre, vibrant nightlife, and exciting attractions.

WHY STAY AT THE CONFERENCE HOTEL?

This is where the action is! Networking opportunities are around every corner and in every elevator. Save time getting to and from the meetings and exhibits while enjoying the convenience of going back to your room between events to make phone calls and check emails. We appreciate your making your reservation at our conference hotel where we have negotiated contracts to give you the best value and service. Your reservation also helps ensure we meet our contractual obligations with the hotel.

Make your room reservation now!

A limited number of rooms are available at our special conference rate. To make your reservation, you can:

- **CALL THE HOTEL:** Call the Delta Chelsea reservations at 800.243.5732. Be sure to mention the STAR*CANADA* conference and code GMFSQE to get the special conference rate. If you need special facilities or services, please notify the agent at the time of reservation.
- **BOOK ONLINE:** Visit **www.deltachelsea.com/gmfsqe** to book your hotel online and view the special conference rates.
- **CALL US:** Call our Client Support Group at 888.268.8770.

Reservations must be made by Monday, March 16th, 2013, or before the group rooms are sold out, so do not delay. Prevailing rates may apply after this date or when the group rooms are sold out, whichever occurs first. Rooms are subject to availability.

STARCANADA REGISTRATION INFORMATION

APRIL 7–11, 2013 | TORONTO, ON

	Conference Package	Items Included in Package	Conference Pricing
CONFERENCE	**Conference + 1 Tutorial Day**	**Best Value!** Includes Tutorial day (2 Half- or 1 Full-Day Tutorial on Tuesday); all Keynotes, conference sessions, and the EXPO on Wednesday and Thursday; all continental breakfasts, lunches, breaks, and receptions	**$2,295**
CONFERENCE	**Conference Only (Wed–Thurs)**	Includes all Keynotes, conference sessions, and the EXPO on Wednesday and Thursday; all continental breakfasts, lunches, breaks, and receptions	**$1,995**
CONFERENCE	**One Tutorial Day (Tuesday)**	Includes one Tutorial day (2 Half- or 1 Full-Day Tutorial on Tuesday)	**$995**
TRAINING	**2-Day Agile Testing Practices Training + 1 Day Tutorial + Conference**	A Savings of $300! Includes training class on Sunday and Monday; one Tutorial day (2 Half- or 1 Full-Day Tutorial) on Tuesday; all Keynotes, conference sessions, and the EXPO on Wednesday and Thursday; all continental breakfasts, lunches, breaks, and receptions	**$3,490**
TRAINING	**3-Day Software Tester Certification—Foundation Level Training + Conference**	A Savings of $300! Includes Certification training class on Sunday–Tuesday; all Keynotes, conference sessions, and the EXPO on Wednesday and Thursday; all continental breakfasts, lunches, breaks, and receptions. *The $250 exam fee is included in the course registration*	**$3,940**

All Pricing in U.S. Dollars.

PAYMENT INFORMATION

The following forms of payment are accepted: Visa, MasterCard, Discover, American Express, check, or U.S. company purchase order. Payment must be received before the registration is confirmed. Make all checks payable to Software Quality Engineering. You will receive a confirmation email upon payment by check, credit card, or company purchase order. Payment must be received at Software Quality Engineering on or before February 8, 2013, to take advantage of the Super Early Bird conference rates listed above.

HOTEL RESERVATIONS

Take advantage of the discounted conference rate at the Delta Chelsea. To make a reservation, visit www.deltachelsea.com/gmfsqe or call 800.204.7234 and mention you are a STAR*CANADA* attendee to receive your discount. Cancellations on a guaranteed reservation must occur more than five days prior to the specified arrival time to ensure a refund. If you need special facilities or services, please specify at the time of reservation.

CANCELLATION POLICY

Conference registrations cancelled after March 18, 2013 are subject to a 20% cancellation fee. No cancellations or refunds may be made after March 25, 2013. Substitutions may be made at any time before the first day of the program. Call the Client Support Group at 904.278.0524 or 888.268.8770 to obtain a cancellation code. All valid cancellations require a cancellation code.

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