



Innovations in Testing 2017

Speaker Packet – Fishbowl Session

March 5-8, 2017

Westin Kierland Resort & Spa

Scottsdale, AZ



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March 5-8, 2017
Scottsdale, AZ**

Dear Conference Speaker:

Thank you for agreeing to serve as a speaker for the upcoming Innovations in Testing Conference to be held March 5-8, 2017, at Westin Kierland Resort & Spa We look forward to a very successful conference!

Enclosed you will find the following information:

- Table of Deadlines 2
- About your session 3
- Conference Essentials (date, location, etc.) 4
- Speaker Registration and Hotel Information 5
- Presentation and Session Guidelines 6

Below is a table of items and upcoming deadlines for your reference.

Activity	Deadline	Return via:
Make Hotel Reservation	Immediately – Rooms will sell out	see Page 5 for more info
Complete Online Presentation Agreement	October 14, 2016	Click here for presentation agreement
Complete Online A/V Form	December 2, 2016	Click here for A/V agreement
Register for the Conference	January 2, 2016 (register by December 9, 2016 and save with our early bird discount)	www.innovationsintesting.org
Email Most Recent Bio	January 16, 2017	atpspeakers@designingevents.com

Presentation Specialist at Your Service

We are implementing several ways to help all presenters with creating and delivering a powerful presentation at the Innovations in Testing conference. ATP is making a Presentation Specialist available who will conduct training and offer presentation tips.

Since Fishbowl Sessions are relatively new to the Innovations in Testing conference, and many presenters are new to presenting/moderating in this format, all presenters MUST partake in the required training to include, a conference call and review process with the ATP designated presentation coach, and a rehearsal on Sunday afternoon prior to the conference. Please plan to arrive in Scottsdale by 1PM on Sunday, March 5th. Also, take advantage of the speaker lounge where you can prepare for your presentation and ask questions from our Presentation Specialist.

If you have any questions about these materials, due dates, or for additional information, please contact:

Kim McManus
1-443-293-4011
atpspeakers@designingevents.com



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ABOUT FISHBOWL SESSIONS

What is a Fishbowl Session?

Innovations 2017 is once again including Fishbowl Sessions as a way of drawing more audience members into the discussion to actively participate! The room set-up is a key element here. Several chairs for “presenters” are placed in the middle of a circle – the fishbowl. The moderator(s), sits in one of those chairs, introduces the topic and invites audience members to take a free chair in the fishbowl if they would like to participate in the discussion. The facilitator offers these instructions:

- People inside the fishbowl can speak at will.
- If you are outside the fishbowl and want to speak, you take a vacant seat.
- As new participants join the fishbowl, previous participants leave at the most convenient or appropriate time possible.

Once the discussion has concluded, the moderator closes the session and summarizes the discussion.

How long are the Fishbowl Sessions?

A Fishbowl Session is a 60 minute interactive session on “hot topics” that are of interest to the attendees of ATP’s annual Innovations in Testing Conference.

What is the format of this session?

Speakers in center, with several extra chairs for conference attendees to share and be a part of the discussion. This set-up requires a minimum of 2 and maximum of 4 presenters/moderators including attendees who assume moderator roles by entering the center of the circle. Attendee chairs will be positioned in concentric circles around the presenters. No tables are placed in front of attendees.



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CONFERENCE ESSENTIALS

When does the conference start/conclude?

The conference begins on Sunday, March 5th at 5:00 PM for the First Time Attendees Reception, followed by the Conference Welcome and Opening Reception starting at 6:00 PM. The conference concludes at 12:30 PM on Wednesday, March 8th.

Conference Location:

**Westin Kierland Resort & Spa
6902 E Greenway Parkway
Scottsdale, AZ 85254
Phone: (480) 624-1000
www.kierlandresort.com**

Do I need to register for the conference?

Yes, please register online at www.innovationsintesting.org. You are encouraged to register as early as you can, but no later than January 2nd, 2017. Registration is required to present at this year's conference. Please note the early bird discount will apply if you register prior to December 9, 2016.

Do I need to make my own travel reservations?

Yes, you will need to arrange all of your travel to and from the conference. Please contact the hotel directly to book your room. More information regarding lodging can be found on Page 5.

This session type does not typically include a PowerPoint presentation.

If you have a disability and need any accommodation in order to present at this conference, please contact Kim McManus, at atpspeakers@designingevents.com or 443-293-4011.

Session Coordinator/Session Moderator Information:

A session coordinator/moderator will be added to each workshop and breakout session, including Fishbowl Sessions. They will assist in:

- Introducing the speakers
- Keeping the session on time
- Handout and collection of session evaluations



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SPEAKER REGISTRATION & HOTEL INFORMATION

Speaker Registration:

All speakers participating in the conference must register for the conference. To register for the conference, please register online at www.innovationsintesting.org. The registration fees are:

ATP Member	
Early Bird	\$650.00
After Dec. 9	\$750.00
Non-member	
Early Bird	\$750.00
After Dec. 9	\$850.00

Hotel Reservations:

Please visit the conference website for more information regarding hotel and travel <http://innovationsintesting.org/venue.aspx>

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Conference Room Rate: \$299.00 Single/Double per night plus taxes. Hotel reservations will be accepted at the conference rate through 5:00 PM local AZ time on February 6, 2017 and are sold on a first- come first- serve basis.



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PRESENTATION & SESSION GUIDELINES

1. It is mandatory that at least one presenter for each Fishbowl attend a training webinar to be held in January. More details will be provided soon.
2. Presenters are required to attend a pre-conference training presentation on Sunday, March 5th. Please arrive by 1PM on Sunday.
3. ATP prefers that all speakers use the conference PowerPoint template provided via e-mail to ensure consistent and professional presentations throughout the conference. The template will be sent to all speakers by via email closer to the conference.
4. Presentations that focus on the commercial intent of a product or a service are not permitted.

QUESTIONS?

Please don't hesitate to contact us at atpspeakers@designingevents.com or by phone at 1-443-293-4011.

Thank you for your contribution to the 2017 Innovations in Testing conference!