Innovations in Testing 2020

Speaker Packet – Innovation Debate

March 29 – April 1, 2020

Marriott Marquis San Diego Marina
San Diego, CA
Innovations in Testing  
March 29 – April 1, 2020  
San Diego, CA

Thank you for agreeing to serve as a speaker for the upcoming Innovations in Testing Conference to be held March 29 – April 1, 2020, at Marriott Marquis San Diego Marina. We look forward to a very successful conference!

Enclosed you will find the following information:

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

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline</th>
<th>Return via:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Hotel Reservation</td>
<td>Immediately – Rooms will sell out</td>
<td>see Page 5 for more info</td>
</tr>
<tr>
<td>Complete Online Presentation Agreement</td>
<td>October 26, 2019</td>
<td>Click here for presentation agreement</td>
</tr>
<tr>
<td>Email Most Recent Bio</td>
<td>January 31, 2020</td>
<td><a href="mailto:atpspeakers@designingevevents.com">atpspeakers@designingevevents.com</a></td>
</tr>
<tr>
<td>Send Final PowerPoint Presentation</td>
<td>March 4, 2020</td>
<td><a href="mailto:atpspeakers@designingevevents.com">atpspeakers@designingevevents.com</a></td>
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</table>
About Your Session Type

**Innovation Debates:** In a fast-paced 90-minute session speakers will present competing sides of a debate on a hot topic in the testing industry. Each debate will include presenters from different companies or organizations bringing unique, and even opposing, perspectives to the conversation.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
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<tbody>
<tr>
<td>Session coordinator introduction and housekeeping notes</td>
<td>2 minutes</td>
</tr>
<tr>
<td>Moderator: Introduction of format, debate topic with high level background, and initial audience polling</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Team A: Opening Presentation</td>
<td>6 minutes</td>
</tr>
<tr>
<td>Team B: Opening Presentation</td>
<td>6 minutes</td>
</tr>
<tr>
<td>Team A: Rebuttal</td>
<td>6 minutes</td>
</tr>
<tr>
<td>Team B: Rebuttal</td>
<td>6 minutes</td>
</tr>
<tr>
<td>Moderator Questions (3 per team)</td>
<td>20 minutes</td>
</tr>
<tr>
<td>Audience solicited Questions (3 per team)</td>
<td>28 minutes</td>
</tr>
<tr>
<td>Team A: Closing</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Team B: Closing</td>
<td>3 minutes</td>
</tr>
<tr>
<td>Moderator: Audience polling and session conclusion</td>
<td>5 minutes</td>
</tr>
</tbody>
</table>

*Please Note* - All Innovation Debate speakers will be sent an onsite rehearsal to attend with our presentation specialist. This will happen onsite at the conference hotel on Sunday, March 29th. Please plan to arrive in San Diego no later than 1:00 PM.
When does the conference start/conclude?
The conference begins on Sunday, March 29th at 5:00 PM for the First Time Attendees Reception, followed by the Conference Welcome and Opening Reception at 6:00 PM. The main conference concludes at 12:15 PM on Wednesday, April 1st, and an optional post-conference workshop will be offered from 1:30 PM – 3:30 PM.

Conference Location:

Marriott Marquis San Diego Marina
333 W. Harbor Drive
San Diego, CA 92101
Phone: (619) 234-1500

Do I need to register for the conference?
Yes, please register online at http://innovationsintesting.org/register.aspx. You are encouraged to register as early as you can, but no later than January 15, 2020. Registration is required to present at this year’s conference. Please note the early bird discount will apply if you register prior to December 10, 2019.

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.

What equipment will my presentation room have?
Each meeting room will be equipped with the following items:

- LCD Projector
- Podium
- Screen
- Podium microphone and speakers
- Audio cord in case you will be showing video

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 1-443-293-4011.

Session Coordinator/Session Moderator Information:
A volunteer session coordinator will be assigned to your debate. They will assist in:

- Keeping the session on time
- Handout and collection of session evaluations
SPEAKER REGISTRATION & HOTEL INFORMATION

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

<table>
<thead>
<tr>
<th></th>
<th>ATP Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Bird</td>
<td>$720.00</td>
<td>$990.00</td>
</tr>
<tr>
<td>After Dec. 10</td>
<td>$820.00</td>
<td>$1090.00</td>
</tr>
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</table>

Hotel Reservations:

Please visit the conference website for more information regarding hotel and travel.

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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 March 5, 2020 and are sold on a first-come first-serve basis.
PRESENTATION & SESSION GUIDELINES

1. 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 via email closer to the conference.

2. Presentations that focus on the commercial intent of a product or a service are not permitted.

3. Please send your presentation by March 4, 2020 to atpspeakers@designingevents.com. More information on this process will follow. Presentations will be made available to conference attendees.

4. ATP does not provide a laptop for the session and requires that you please bring your own with all presentation slides saved to one presentation laptop. Please coordinate with other speakers within your session.

5. There will be time to test your presentation prior to the start of the session and within the session room assigned.

ATP will be providing all presentations to conference attendees electronically. ATP will not be providing handouts for each session. If you wish to have handouts for your session you are welcome to provide them. Please come prepared with 75 copies of your handouts for each session.

POWERPOINT SLIDES

You will receive a PowerPoint template to use for your presentation. More information is coming soon regarding this template.

QUESTIONS?

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

Thank you for your contribution to the 2020 Innovations in Testing conference!