

PRESS RELEASE



May 2009

THE GROWING REPUTATION AND SUCCESS OF STANZ ATTRACTS 'BIG DRAW' SPEAKERS

STANZ (Software Testing Australia New Zealand) has completed the 'big name' line-up for its two-day Sydney conference - the event no software tester should miss - with a roster of some of the world's leading experts presenting class-leading content.

Now in its eighth year, the event – the region's premier conference on software testing – has managed to secure the services of speakers including **James Bach**, of Satisfice (USA), **Lee Copeland**, of SQE (USA) and **Julian Harty**, of Google (UK).

Joining them will be **Karen N. Johnson**, **Brian Bryson**, **Geoff Horne** and **Sharon Robson**.

STANZ is renowned for its focus on proven techniques over theory: skills participants can use straight away in their work. It is also about advancing their software testing skills. The conference involves keynote sessions, stream sessions and half-day workshops, covering a raft of topical, useful and innovative subjects.

Martyn Jones, managing director of event organiser Software Education, said he was "*thrilled and excited*" to have such a winning line-up of "*big draw*" speakers and reiterated the message that STANZ had "*something for everyone*" – not least the unparalleled speakers' panel and the world-class content, believed to be the most complete and pioneering in Australasia.

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Software Education Group

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He said: *"We have a world-class line-up of speakers presenting leading, practical content. We're also going to be in a great venue (Sofitel Sydney Wentworth Hotel). It's a fantastic chance for participants to learn from and network with other test professionals and experts, whilst the mix of practical half-day workshops presented by these leading international experts, plus case studies, multiple streams and networking exchanges, ensures that whether you are new to the industry or are an old hand looking for those quick wins and 'wow!' moments of wisdom - we have that something."*

He added: *"Year on year we have seen greater participant numbers and for last year's event we witnessed a 20% increase in Australia, which is testament to the event's growing reputation, but we want it to be even better this year. We've worked really hard to make certain we have these world-class experts present for STANZ and we can now look forward to the events in August – it's shaping up to be a very interesting and exciting experience."*

The speakers come with prestigious backgrounds in software testing, having forged successful careers and enviable reputations in places as far afield as North America and Europe, where many are still based.

Google's Julian Harty, a keynote speaker at the forthcoming STANZ event, said: *"It's great news that I can come out for STANZ. Colleagues in Europe and the USA, who have been in the past, rate STANZ conference highly. I'm loving the chance to meet with testers in that part of the world for the first time."*

James Bach is a leader in the context-driven school of software testing and is co-author of *Lesson Learned in Software Testing: A Context Driven Approach*, with Cem Kaner and Brett Pettichord. Lee Copeland, with more than 30 years experience, is author of *A Practitioners Guide to Software Test Design* and is managing technical editor and regular columnist for *Better Software* magazine and *StickyMinds.com*. Karen N. Johnson is an independent software test consultant based in Chicago, Illinois. She teaches and consults on a variety of topics in software testing and frequently speaks at software testing conferences. She is also the co-founder of WREST, the Workshop on Regulated Software Testing. Julian Harty is a senior test engineer at Google, UK, with his main focus being testing mobile phone applications, particularly in the area of test automation and security.

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The keynote sessions to be presented by these speakers include:

Becoming a Software Testing Expert with James Bach

How to Report Your Product Status in a More Meaningful and Effective Way Using Storytelling Techniques with Karen N. Johnson

Today's Testing Innovations with Lee Copeland

Practical Security Testing with Julian Harty

Applying Collective Wisdom in the Testing and QA Team with Brian Bryson

Martyn Jones said: *"We're delighted these speakers will be taking time out from their busy schedules to join us for what promises to be the best event yet. When you have someone like James Bach discussing with our participants what it takes to become an expert tester and sharing his experiences and advice, or Lee talking about pioneering innovations in the testing field, if you're in the industry you can't fail to be excited."*

Something not usually heard at software testing conferences will be Karen N. Johnson's session on storytelling techniques.

Karen said: *"A big issue today is reporting information and data in a way that provides both meaning and relevancy. There are storytelling techniques that you can use to present information and data in such a way that can help resolve questions and illuminate meaning without building fables."*

"This is a unique session for testers and test managers who need to communicate information and test results effectively. I'll be sharing many examples of the story form of product status reporting."

The Sydney conference takes place on 27-28 August, 2009.

Martyn Jones said: *"The success of the event is due in part to the formula we've always used; to run convenient local events so testers in the region don't have to travel too far. First and foremost though, it's all about the content: the presentations and sessions. We aim to present the most interesting and useful content possible."*

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“Participants tell us they also join us because of the great networking opportunities the events provide – being able to share experiences and techniques or to talk easily about the key issues facing our industry with one another, is something really special and greatly appreciated.”

Participants can also take advantage of one-day, pre-conference workshops, with James and Lee. Workshop subjects include **Exploratory Testing Explained** and **Testing UML Models**.

Participant registration fees are priced from AUD \$1980, including GST. Group discounts are also available. ‘Early bird’ delegates registering and paying before 30 June 2009 receive \$110, including GST off the standard registration fee.

To book and for full details of sessions and workshops, including timetables of events - and to find out more about the speakers - participants should visit www.softed.com/stanz.

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Notes for editors:

Software Education

Software Education is a leading provider of software development training and conferences. We offer over 50 course titles, from Business Analysis training and Software Testing training, through to .NET, Java and even Leadership training.

Formed in 1990, today we are Australasia's leading specialist provider in professional software development training. We're passionate about training. For us it's about offering excellent products and service and building lasting relationships with our customers. This approach has established Software Education as the pre-eminent training provider in Australasia.

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