

# BEYOND THE SURFACE: UNLEASHING HIDDEN POTENTIAL IN TESTING



12-14 June 2024  
Grand Hotel Italia, Cluj-Napoca, Romania



## BECOME OUR PARTNER

Romanian Testing Conference has been THE GO-TO EVENT for meeting the world's Rockstars of Software Industry and Software Testing.

Delivering valuable content and sharing the knowledge and experiences of the best in the field has been our mission and continues to be it.

With a shared passion for everything involving Quality in Software, we strive to bring you the most diverse and entertaining sessions and workshops and hope to get you involved in a ping pong of ideas that you will leave being nothing but motivated to try on your own.

We aim to ignite the passion in our fellow testers and bring software practices to a whole new level.

**RTC is number #1 Testing Conference  
in Central and Eastern Europe**

**14**

Consecutive  
editions

**70%**

International  
speakers

**5.500+**

Participants in  
the last 14 years



**Software Testing Help**

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### Top 19 Software Testing Conferences in 2023 (The Best QA Events)

Updated On: April 26, 2023

Top premier QA Software Testing Conferences, events and workshops you should consider to attend in 2023:

When you are asked for a recommendation to participate in QA software testing conferences, what all questions appear in your mind?

- Will attending conferences really benefit in the day to day work life?
- Will it be a day-long session like all our theoretical training where we listen with just our eyes open and mind somewhere else?
- Will it be fun?

→ YES! It will give you a lot of support & help!

**Software Testing Conferences**

RTSC 2023 is the largest QA event in Romania, featuring over 100 speakers and workshops. It is a must-attend event for all QA professionals.

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**Interview cu Lona Nyström Wiberg, chairperson Romanian Testing Conference 2023: "Iubesc schimbarea. Cred că este motivul pentru care am supraviețuit și am prosperat în acest sector atât de mult timp"**

RTSC 2023



**Biz**

Business Magazine | Marketing | Tech | Media & Art | Sport

**Premieră la Romanian Testing Conference: Sunt disponibile super pachete Early Bird și de grup pentru companii din IT**

RTSC 2023

**NTT DATA**

Bronze Partner RTSC2023

## INTERNATIONAL RECOGNITION

The Romanian Testing Conference 2023 was included by the international platform Software Testing Help into the **Top Software Testing Conferences In 2023 (The Best QA Events)**.

### A few numbers about RTC2023

**330+**  
participants  
in 2023

**50+**  
press mentions in 2023 in articles,  
interviews in publications like Revista Biz,  
TechCafe.ro, Blogatu.ro, Software Testing Help,  
SEE40.org, Cluj.com, Radio România Cluj

**29**  
speakers

**19**  
talks

**12** countries  
PL RO NL BE GB BG  
ES IL DE DK LV AT

**11**  
tutorials

**89.143**  
total Facebook  
reach for RTC2023

**15.983**  
total Instagram  
reach for RTC2023

**24.322**  
total emails sent

**2.882**  
total subscribers

**17.623**  
total Twitter  
impressions for  
RTC2023

**1.725**  
LinkedIn page views

**31%**  
average opening  
rate

**23**  
newsletters  
regarding  
RTC2023





# Beyond the Surface: Unleashing Hidden Potential in Testing

We introduce a new concept: inspirational speeches held by experts from other fields: sports, arts, science, entrepreneurship, tech; this new concept brings together people from testing/IT along with specialists from other backgrounds.

Testing is an activity impacted by all roles in the industry. Testing impacts science, sports, arts, education and all the areas of our lives. We want to hear their stories too; Let's hear how testing is perceived by other roles, other industries and experts & let's share great stories about unleashing the hidden potential in ourselves.

## 3 days - 12,13,14 June 2024

of interesting topics and opportunities  
to meet the experts in the field of testing

## 400 - 500 target audience

## How about the ORGANIZING COMMITTEE?



Director of Engineering at Trustpilot, based in Copenhagen, with 11 years experience in software development, leading teams and scaling systems. During this time I tried different roles and assignments, such as Quality Engineer, Software Analyst, Head of Product Quality, Engineering Manager and now Director of Engineering, in areas like banking, e-procurement, e-commerce.

My positive attitude and tireless energy were always on my side, helping with managing disruptive change, adopting new technologies and getting things done.

With more than twenty-six years' experience in software testing, Paul Holland is a Principal Test Architect at the Hudson Bay Company. Prior to joining HBC in May 2021, he was a Senior Director of Test Engineering at Medidata for over 4 years. Previously, he spent two years as head of testing at a small consultancy, two years as the principal consultant/owner at Testing Thoughts, and seventeen years at Alcatel-Lucent.

Paul is one of five instructors of the Rapid Software Testing course, developed by James Bach and Michael Bolton.



Jenna is a software tester and the director of product for Functionize. She has over a decade of experience in the testing space. She's spoken at a number of dev and test conferences and is passionate about risk-based testing, building community within agile teams, developing the next generation of testers, and AI/ML.

When Jenna is not building new and exciting tools for testers she's busy studying for her MFA in Experience Design at Miami University!

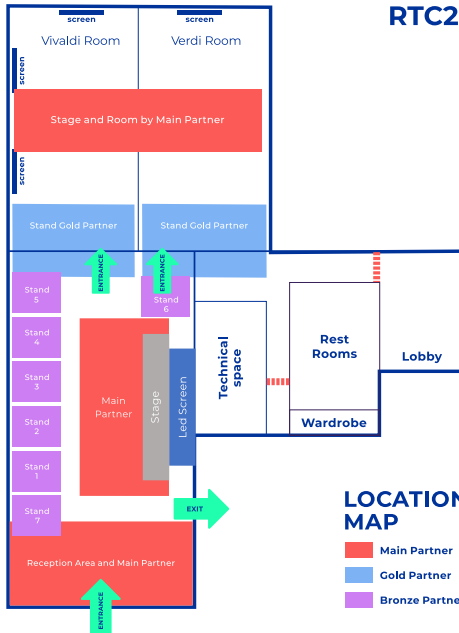
# DAY 1, June 12

## KickOff:

Keynote sessions - inspirational sessions  
from experts outside the testing field  
- interactive sessions, networking & party :)



## RTC24 Kick-Off Day



### LOCATION MAP

- Main Partner
- Gold Partner
- Bronze Partner

### PROGRAM STRUCTURE

14:00	KICK-OFF RTC24
14:20	DRINKS & NETWORKING
15:30	KEYNOTE 1
	Activity
16:30	KEYNOTE 2
	Activity
17:30	KEYNOTE 3
18:00	WHAT'S UP IN DAY2
18:15	RTC24 PARTY

# DAY 2, June 13

## Conference Day

10-12 sessions

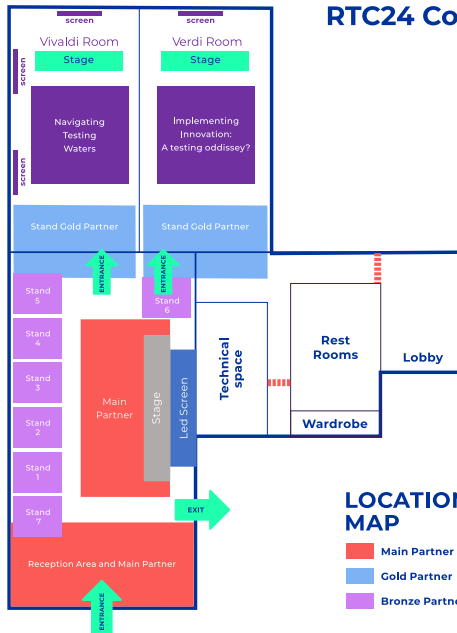
about testing, testing skills

2 tracks

	Navigating testing waters	Implementing Innovation: A Testing Oddisey
9:00	Kick-Off & Networking (Coffee + Pastry)	
9:30	Talk 30'	Talk 30'
10:00	Coffee break - 15 minutes	
10:15	Demo 60'	Interactive Session* 60'
11:15	Coffee break - 15 minutes	
11:30	Interactive Session* 60'	Debate 60'
12:30	Lunch - 90 minutes	
14:00	Workshop 120'	Workshop 120'
16:00	Coffee break - 15 minutes	
16:15	Demo 60'	Interactive Session* 60'
17:15	End of Day	

\*session types are indicative, an exact view of the program will be ready in January 2024

## RTC24 Conference Day



# DAY 3, June 14

10 workshops, practical sessions

Exploring the Future of Software Quality Through Workshops

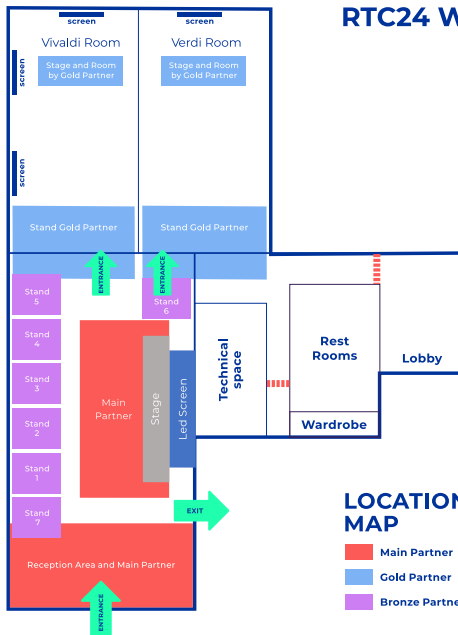
In a fusion of science fiction wonder and cutting-edge technology, software testing meets the imaginative landscapes of the future.

We picture a space station of innovation, one where the testing community transforms into curious explorers of uncharted digital territories. Here, we offer you a day filled with 12 hands-on workshops, each a portal to the future of technology and the role we'll play as testers.

These workshops will be about experimenting, **implementing** bold ideas & concepts, transferrable to software testing. From **understanding** automating flows, introducing new technologies, tools, frameworks, the use of openAI and the tester's role in this new world, our workshops will take you on a journey through the next frontier of reporting and exposing the software quality.

Join us as we boldly venture into the new frontiers, pushing the boundaries of software quality and empower the role of testing.

## RTC24 Workshops



Tutorial 1	Tutorial 6
Tutorial 2	Tutorial 7
Tutorial 3	Tutorial 8
Tutorial 4	Tutorial 9
Tutorial 5	Tutorial 10

## LOCATION MAP

# Looking for Partners, more than just sponsors

Yes, of course, sponsorship is what allows us to meet the needs of today's and tomorrow's testers.

Simultaneously, we are looking for partners who want to play an active role and even help us co-design the event.

These are the companies that understand that investing in people's professional development is critical for their engagement and that are focusing on loyalty rather than retention.

Furthermore, their leaders value diverse viewpoints, encourage risk-taking and learning from mistakes, and guide their teams toward company and personal goals.



## SPONSORSHIP OPPORTUNITIES



## MAIN PARTNER (max 1)

12.500 EUR



- Logo on website
- Logo in newsletter to subscribers
- Partners logo loop during event breaks
- Dedicated Facebook post
- Dedicated LinkedIn post
- Logo on badge
- Presence in goodie bag
- Dedicated co-branded activation area (7 x 4 sm) where all the participants check in and enter the event (maximum flow of participants) during the 3 days of the event
- Activation area right to the check-in will host Let's Test sessions, branded with the Main Sponsor
- Promotional video of the main sponsor running in all rooms along the GOLD partner in that room
- Possibility to address RTC community audience with a message on the month prior of the conference (customized newsletter or social media, excl recruiting/hiring messages)
- Raffle giveaways during event
- Interactive photo session at the partner's stand
- 1 extra social media activation (+newsletter if needed) at the start of sales with the message of the main partner and invitation to register
- 1 extra social media activation after the event with a thank you (co-branded with the conference content and organizers thank you)
- Presence in event brochure
- 10% discount for employee tickets
- Presence with logo in aftermovie
- Special mentions in the marketing campaign
- Logo on goodie bag
- Logo on wristbands
- Dedicated hashtag in social media comms
- Meet & greet with one speaker and your employees
- Speakers' dinner hosting (optional)

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## SPONSORSHIP OPPORTUNITIES



**GOLD  
PARTNER**  
(max 3)

**7500 EUR**



- Logo on website
- Logo in newsletter to subscribers
- Partners logo loop during event breaks
- Dedicated Facebook post
- Dedicated LinkedIn post
- Logo on badge
- Presence in goodie bag
- Super activation stand at the room (gate-like stand at entrance 3 x 3 sm) during the 3 days of the event. Will expose brand to anyone entering the room
- Room branding exclusively with the GOLD sponsor
- Unique room stage activation (each room has a particular layout) between the room theme and the partner
- Promotional video running in the breaks
- Possibility to address RTC community audience with a message on the month prior of the conference (customized newsletter or social media, excluding recruiting/hiring messages)
- Raffle giveaways during event
- Interactive photo session at the partner's stand
- Presence in event brochure
- 5% discount for employee tickets

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## SPONSORSHIP OPPORTUNITIES



### BRONZE PARTNER

(max 8)

3000 EUR



- Logo on website
- Logo in newsletter to subscribers
- Partners logo loop during event breaks
- Dedicated Facebook post
- Dedicated LinkedIn post
- Logo on badge
- Presence in goodie bag
- Activation in the lobby  
(presentation stand 3 x 3 sqm)  
during the 3 days of the event

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## THANK YOU PLAN

At RTC we value our partners and we understand their important role in organizing each year's edition. We've said it countless times over the phone, emails or social media, and now we are bringing it upfront. We'd like to acknowledge your efforts in a very practical way.

Starting with 2024, we look back at 2023 and all the partners we had and we are giving you the following bonus for doing the same for RTC2024.

Years in a row 2 → Bonus: **-5% cash**

Years in a row 3 → Bonus: **-5% cash**  
**-5% discount in tickets vouchers**

Years in a row 4+ → Bonus: **-10% cash**  
**-5% discount in tickets vouchers**

\*Prices for tickets vouchers are the valid prices on the website at the moment of partnership sign-off

\*\* Discount is calculated from total partnership value in the year it was signed



## TRUST PLAN

For those that know already that they'll stick to us. For those that are frustrated by going through the same corporate processes for a sign-off every year. Hey we have an update for you too. We want to offer you a great deal to sign a multi-year contract with us.

In practice that means we sign a contract for 2 or 3 years ahead for the partnership you'd like. You get instantly the loyalty benefits from the first year. You pay each year in Q1, no need to pay in advance all years of the contract. Does that sound good?

Check out the **offer** below:

Contract Duration 2 years → Bonus: **-5% cash**  
**-5% discount om tickets vouchers**

Contract Duration 3 years → Bonus: **-10% cash**  
**-5% discount om tickets vouchers**

\*Prices for tickets vouchers are the valid prices on the website at the moment of partnership sign-off

\*\* Discount is calculated from total partnership value in the year it was signed

\*\*\* Not eligible cumulated with the Partner Loyalty Bonus Plan





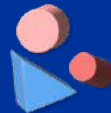
## WELCOME PACK FOR NEW PARTNERS

This would be your first journey with us as a partner. We're thrilled to find that out and as a gift, we thought of offering this to your testers:

Partnership type — **BRONZE** —> Bonus: 1 RTC2024 Conference Day ticket (13.06.2024)

Partnership type — **GOLD** —> Bonus: 1 RTC2024 Conference Day ticket (13.06.2024)  
1 RTC2024 Workshop Day ticket (14.06.2024)

\*Workshop day ticket is offered within the availability at the time of the contract sign-off



## TICKETING

Starting this year we introduce a new ticketing sales plan. This would benefit those that plan in time their participation in the event and reserve their seats early. The price will increase gradually up to the event day.

December - February —> **Lowest Price Possible**

March - April —> **+15%**

May - June —> **+25%**

\* No other discounts like volume discounts, early bird, or any other kind are possible



# Become a partner of RTC2024!



12, 13 & 14 June 2024  
Cluj Napoca, Grand Hotel Italia



Andrei GHINESCU

📞 +41 79 799 90 71

✉️ [andrei.ghinescu@romaniateesting.ro](mailto:andrei.ghinescu@romaniateesting.ro)