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| **Title\*:** | Proposal to host UCAAT 2015 in ETSI premises |
|  | 14-15-May 2014 |
| from **Source**\*: | ETSI |
| Contact: | Marion Hagemeier, Director of Branding & Events, ETSTI |
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| input for **Committee**\***:** | MTS |
|  |  |
| Contribution **For\*:** | Decision |  |  |
|  | Discussion | **X** |  |
|  | Information |  |  |
|  |  |
| Submission date**\***: | 12/5/2014 |
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| Meeting & Allocation: | **MTS#62** |
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# ETSI is proposing to host the ETSI-branded UCAAT event in its own premises in 2015.

# Having reviewed the UCAAT Guide, we feel that we are very well placed to host the UCAAT 2015 event in ETSI. Below you find input to your additional questions, however please note that for one question we require the specific input from CTI as it relates to our contacts with the test automation community.

# Conference Organization

* **Which city or area do you propose as the conference location?**

Sophia Antipolis, France. High-tech park in the South of France, 20km from Nice airport.

* **Proposed Date of the Conference (Autumn, October is recommended)**

19-23 October 2015 (ETSI Amphi Theatre with a capacity 230 seats has been provisionally reserved)

* **Who are you planning to be the person in charge for the local organization of the upcoming MBT at this location?**

ETSI Events department, lead by Marion Hagemeier, Director of Branding & Events

Primary contact for UCAAT 2015: Nathalie Guinet, Events Professional (long experience in organising ETSI conferences (workshops, Summit, etc.) Nathalie routinely handles all aspects of the event organisation in coordination with the event committee. She launches the call for presentations, covers all promotional aspects of the event, handles speaker biographies and presentations in liaison with speakers, manages sponsorship requests where appropriate, and handles the follow-up of the event.

* **Will the conference be held in the rooms of your company, are you planning to rent a conference hotel or use other facilities?**

We would host UCAAT 2015 in ETSI’s own, state-of-the-art meeting facilities. The ETSI Amphi Theatre underwent extensive renovation in 2014. It provides a capacity of 230 seats with tables, full A/V capacity, wifi connection, individual microphones and power supplies for each seat, a speaker podium (for panel discussion for example), as well as multiple screen projection. The ETSI meeting facilities can also offer additional meeting rooms for break-out sessions. The ETSI lobby also offers space for a table-top exhibition (up to 10 tables).

* **Can you offer help for accommodation (e.g., block reservation of a number of rooms in a hotel close to the conference location)?**

We have negotiated preferential rates with a number of hotels in the region (see <http://www.etsi.org/images/files/Events/hotel.pdf>). We can do no-commitment block reservations with selected hotels for a number of rooms up to a cut-off date specified by the hotel. The event delegates are responsible for their own hotel bookings.

* **We would like to keep the conference fees low, i.e., not more than 320 Euros and special rates for students. Can you guarantee this?**

Yes. ETSI meeting and coffee facilities can be provided free of charge, hence the conference fees will be used to cover lunches, a networking event and VIP breakfast if desired.

* **Why you think holding UCAAT in your proposed location might prove attractive to participants?**

UCAAT is an ETSI-initiated and ETSI-branded event hence holding it in ETSI premises may contribute to further enhance the recognition of the event. The ETSI premises are routinely used for hosting meetings and events and are designed to accommodate delegates in optimum conditions. ETSI is located in a high tech park in South of France which well connected. Nice airport, the [third busiest airport](http://en.wikipedia.org/wiki/List_of_the_busiest_airports_in_Europe) in France which serves as a [focus city](http://en.wikipedia.org/wiki/Focus_city) for [Air France](http://en.wikipedia.org/wiki/Air_France) and an operating base for [easyJet](http://en.wikipedia.org/wiki/EasyJet), is only 20km from ETSI HQ. Transport from the airport to ETSI by public bus costs EUR1,50 one way. ETSI also has negotiated preferential rates with local taxi companies (approx. EUR60,- airport t o ETSI). ETSI maintains close relationships with local universities and research centres (EURECOM, University of Nice Sophia Antipolis, INRIA, etc). Furthermore, being a member organisation with currently 763 members, we are able to promote the event widely amongst our existing network. ETSI has a dedicated and experienced Events department, as well as a Communications department who are able to support the event in their professional capacity.

# Advertisement of the conference

* **We would like to use the opportunity and make UCAAT more known in your country and the area of the conference location. How do you plan to advertise the conference?**

ETSI being a European organisation we have member and media contacts throughout the world and particular in Europe. We typically advertise events by creating dedicated event pages containing all relevant information including agenda, speaker biographies, registration and links to transport and accommodation. The event is promoted via email to our entire member base (763 member organisations), by other organisations that have an interest in ETSI events (such as the Chambre de Commerce et de l’Industrie), our opt-in Events Mailing List (currently approx 2k subscribers), news/press releases, inclusion in ETSI E-Updates and ETSI newsletter (1500 subscribers), social media’(ETSI People’ on linkedin 1300 members, ETSI twitter: over 2k followers, ETSI facebook (new). As we have our own Communications department we normally do not work with a PR agency but could do so as a one-off for promoting this event given that budget would be available (financed via delegate fees). If desired, we can also create flyers and posters and display them in the ETSI premises and at suitable external events (including promotion at UCAAT 2014).

* **UCAAT is an ETSI branded conference; could you confirm you will follow ETSI recommendations when branding the event?**

Given that we created the UCAAT brand guide, we believe we are in a position to implement it better than anyone else!

* **Do you have contacts to other (large) local companies or companies in your country that are using test automation (including but not limited to TTCN-3) or model-based testing, or are potential test automation or model-based testing users that may support the conference by, for example, sponsorship or giving presentations?**

ETSI Event will work in close collaboration with CTI to develop contacts in Sophia Antipolis area.

* **Do you have contacts to local universities in order to attract students?**

ETSI maintains close relationships with local universities and research centres (EURECOM, University of Nice Sophia Antipolis, INRIA, Ecole des  Mines, etc). These contacts are established and maintained by ETSI’s departments for Innovation, Strategic Projects and ETSI’s dedicated Member and Partner Centre (MPC).

# Additional remarks

# If ETSI were to organise the 2015 event, we would do so in a very similar manner to how we organise all other events and Nathalie Guinet would take the lead on this. In order to ensure the smooth organisation of an event taking place in October 2015, we would need to have a clear indication of the expected  retro-planning, i.e. what needs to be in place for the 2014 event already in order to ensure best possible promotion to the target audience. As even a ‘simple flyer’ for the 2014 event announcing the 2015 event would require a web reference and the website would need to have relevant content already for the 2015 event – at least the title and scope – we would like to start the work on this in July to make use of a less busy period in our already busy event schedule in 2014.