**Guide to ETSI UCAAT Conference Organization**

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# Introduction

The present document sets out to provide an overview of the ETSI UCAAT Conference organization, the responsibilities, and the way of collaboration between the various stakeholders.

This document is intended for the sole use of UCAAT conference organization and should be shared for this purpose only

## About the Conference

The ETSI User Conference on Advanced Automated Testing (UCAAT) is an annual ETSI event, organized by ETSI, in collaboration with ETSI’s Technical Committee Methods for Testing and Specification (TC MTS).

UCAAT serves to present and discuss the entire testing ecosystem. The conference brings together the testing community from both industrial and research environments to learn about future directions of automated testing, to experience the latest tools, and to share knowledge.

The target audience includes anyone involved in testing and validation activities:

* Test developers and engineers
* Test tool engineers and vendors
* Managers of test teams
* Quality assurance managers
* Academics & researchers in testing

ETSI UCAAT aims to serve different geographical regions to best reach its target audience, hence the call for hosts when run physically outside of ETSI premises.

The preferred format of UCAAT is an in-person event, as it allows for participants’ face-to-face exchange and networking. UCAAT is composed of tutorials, presentations and poster sessions and usually runs in-person over three full days. Exhibition booths may be organized on a cost recovery basis.

The event may also be hosted virtually with format/duration adapted accordingly.

## Background

The ETSI UCAAT Conference was established in 2013 under the ETSI brand. At the time, TC MTS assumed full organizational responsibility for the event which took place annually as a physical event. TC MTS appointed a conference host, who assumed profit/loss responsibility. Conference attendance was paid for, sponsorship was an important means of income generation, and a large social event was organized as part of the three-day conference.

## Changes since 2021

Since 2021, the ETSI UCAAT Conference has been fully integrated into ETSI’s events portfolio and is now organized under full brand, organizational and financial responsibility of ETSI; TC MTS remains the content owner of the conference program.

In line with ETSI’s events organization, UCAAT is now a free-to-attend event, open to all interested parties upon prior registration, and to ensure that ETSI remains neutral, event/topical sponsorship is no longer permitted.

The ETSI UCAAT events page (whether in-person or virtual) is hosted on the ETSI website ([www.etsi.org/UCAAT](http://www.etsi.org/UCAAT)).

# UCAAT, an ETSI Event

## Requesting the Event

As an integral part of the ETSI events portfolio, UCAAT will follow the ETSI event approval process and receive the same Secretariat support as any other ETSI event.

ETSI TC MTS, as content owner, will request the event on an annual basis, by submitting an event request to the ETSI Events Stakeholders Group (ESG), composed of ETSI management. The ESG will evaluate the strategic relevance and resource availability; the final decision of the request lies with the Events Director. Once accepted, the Events Director will appoint an Event Professional dedicated to the event organization.

## Conference Format

Each edition of UCAAT is intended to be physically hosted in different locations with the aim of bringing together the regional testing and validation community. UCAAT typically runs over three days in the Autumn time frame; exact dates are subject to discussion with the applicant host.

UCAAT may be hosted by a member or non-member of ETSI on a voluntary basis. The host would then provide the venue free of charge and matching the venue requirements as described in Annex 2 . The host may also organize a networking event receiving full recognition for this. Exhibition/demo stands remain part of physical UCAAT events and ETSI may charge on a cost-recovery basis for the set-up if it is not possible to organize direct ordering between the exhibitor and local supplier(s).

When no suitable host is found, ETSI may host UCAAT in its facilities in Sophia Antipolis (France). The ETSI Events Team will provisionally book ETSI Headquarters facilities each year, in anticipation of such possibility.

**Modifying ETSI UCAAT format due to force majeure**

The international or local situation (sanitary, political, climatic…) may evolve during the preparation of an event and not allow for an in-person event. This decision is taken by taken by the ETSI Events Director and the Steering Committee.

Changing event format **before agenda publication**

Changing the format of an event has a major impact on its duration and its structure. As a consequence, the decision to go virtual shall be taken **before** the end of the presentation selection, and before the publication of the **agenda**.

The ETSI Events Director and the SC may jointly decide to either run UCAAT virtually or to cancel it.

If decided to run the event virtually, ETSI will determine a suitable event structure and duration and will assume full financial and organizational responsibility.

**After agenda publication**

After publication of the agenda of a physical event, if the situation deteriorates to a level that prevents face-to-face, going virtual will no longer be an option and there will be no other option than cancellation.

## Conference Costs & Budget

ETSI covers costs related to branding, communication, and promotion of the event as well as catering arrangements during the event within the ETSI allocated event budget.

When being hosted, the following cost share applies:

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Host** | **ETSI** | **Exhibitors** |
| Venue | X |  |  |
| Audio visual | X |  |  |
| Booth specific equipment |  |  | X |
| Communication & Promotion |  | X |  |
| Catering |  | X |  |
| Social Event | X |  |  |

When ETSI is hosting the event, or when the event has to be held virtually, ETSI covers all costs.

# Roles and Responsibilities

## Role of the Content Owner

ETSI TC MTS is the content owner and as such has the overall responsibility of the conference content.

The UCAAT Steering Committee appoints a Programme Committee Chair, who becomes in charge of building a Programme Committee. The Steering Committee and the Programme Committee are together responsible for the conference content, as described hereafter.

### Role of the Steering Committee (UCAAT SC)

The UCAAT SC is a permanent decision body including a chair (the SCC) appointed by TC MTS. If deemed necessary, a co-chair can be appointed. The SC chair(s) are Programme Committee members by default.

The UCAAT SC assumes responsibility for the conference content, which implies:

* Defining the conference strategic guidelines, objectives and focus areas
* Selecting the Programme Committee Chair (PCC) on an event basis, and providing him/her support and guidance.
* Assisting the PCC in building the Programme Committee (PC)
* Validating the final event programme built by the PC
* Evaluating applications and selecting the UCAAT host (when applicable) in coordination with the ETSI Events Team
* Liaising with the ETSI Events Team throughout the event.

### Role of the Programme Committee (PC)

The Programme Committee is appointed per event edition and led by the appointed Programme Committee Chair (PCC) in coordination with the SC. The PCC ensures that the tasks of the PC are carried out in a correct and timely manner.

The PC should be composed of 10 to 20 engaged members, predominantly industry stakeholders. When the event is hosted, a host representative will be invited to be part of the PC.

The PC is actively involved throughout the event and:

* Drafts the call for presentations (CfP) in line with the SC strategic guidelines
* Sets up a tool to collect the presentations that will be ranked by the PC (e.g. Easychair)
* Reviews and selects the submissions for the programme in a timely manner
* Invites keynote speakers
* Builds the conference programme with the ETSI Events Team recommendations on structure including timings and duration
* Handles any content/speaker related topics/issues
* Sends acceptance and rejection emails to presentation submitters
* Attends the event and potentially chair one or more sessions/discussions
* Validates event promotion content in collaboration with ETSI Communications (cfp / event promotion) and supports dissemination through its own professional network.

Participation to the PC does not prevent its members, including the Chair(s) to submit proposals and/or make presentation at UCAAT.

When this is the case the PC member, including the chair, commits not to review his own proposal.   
Any conflicting situation will be managed by the UCAAT SC Chair.

During the conference, the PCC will typically open the conference, introduce the PC officials, the keynote speakers and the session chairs. The PCC participates in the closing ceremony.

## Role of the Host

The host undertakes to provide its best efforts and resource towards the smooth and professional organization of UCAAT in its country, under the guidance of the Programme Committee and the ETSI Events Team.

### Calling for Host

A call for host (see example annex 1), open to members and non-members of ETSI alike, is issued and distributed by ETSI on the ETSI and event-specific communication channels. It is also disseminated by ETSI TC MTS.

The host is selected by the UCAAT Steering Committee and ETSI’s Events Director, in line with criteria such as location, capacity, accessibility, and strategic relevance, as stipulated in UCAAT’s host requirements (annex 2).

In order to allow for SMEs to apply for the call for host, co-hosting could be accepted.

The terms and conditions for hosting the event are agreed between ETSI and the host(s) and will be officialised via a hosting agreement between the parties.

### UCAAT Hosting Requirements

An ETSI UCAAT Conference host is expected to provide a venue in line with UCAAT’s hosting requirements (annex 2) and cover the cost of this.

The host will nominate a representative to join the UCAAT Programme Committee and appoint an English-speaking "local contact" (i.e., local to the conference venue) to work closely with ETSI’s dedicated Event Professional on logistical aspects. The local contact will be involved prior to and during the event.

It is also expected that the host supports the promotion to expand and diversify UCAAT’s audience reach in its country.

### Host Benefits

An ETSI UCAAT Conference host benefits from highly visible co-branding via strong brand and technical topic association, pre-, intra-, and post-event. The host will nominate a representative to be part of the PC . The host is also invited to give a welcome statement and/or a high-level strategic/operational presentation as part of the conference program. Furthermore, the host may organize an info stand to share company- specific knowledge with ETSI UCAAT Conference attendees. The host may also wish to organize a social event or a networking cocktail for the audience (either in company premises or off-site) to further strengthen their company’s brand reputation.

## Role of the ETSI Events Team

Upon approval of the event request by the EVE Director, he/she will appoint a dedicated event professional from its Events team, advising, guiding, and providing support throughout the overall conference organisation.

The appointed Event Professional will work in collaboration with the SC/PC and the host to ensure a smooth event organisation.

The Event Professional deal with the following responsibilities, in particular:

Content:

* Assist the SC/PC with the agenda building and provide guidelines on the event format (in person/virtual, agenda structure/flow, duration/timings etc)
* Liaise with the selected speakers and confirm engagement
* Provide presentation guidelines, collect biographies and presentations
* Handle pre-recordings, or manage presentations on site where applicable
* Ensure overall coordination between session/panel chairs and speakers.

Promotion:

* Create event lead image and branded presentation template (annex 3)
* Liaise with ETSI Communications Team for the event communication plan and branding
* Host, create and maintain the event webpage on the ETSI event website [www.etsi.org/UCAAT](http://www.etsi.org/UCAAT)
* Promote the event (call for presentations, agenda, registration) on relevant communication channels
* Create and produce branded collateral in line with UCAAT Brand Guidelines (Annex 3)
* Manage the event mailbox ucaat@etsi.org and reply to queries
* Maintain the ucaat mailing list.

Logistics:

* For physical events: coordinate the logistic (in ETSI or hosted outside), such as venue, registration, catering, room set up, audio-visual requirements, exhibition set up, liaising with exhibitors (invoicing/shipment where applicable)
* For virtual events: set up the online event platform, schedule and handle pre-recordings, edit all presentations – organize test runs with speakers/panellists
* Provide regular status updates to PCC and SC such as agenda, registration status
* Report on content issues
* Provide statistics and potentially satisfaction survey results.

Hosting (when applicable):

* Draft and launch an open call for hosts
* Participate with the SC in the evaluation of the received hosting proposals
* Contractually secure the hosting relationship
* Liaise with the host on the implementation of the event requirements and logistical organization.

Exhibitors

* Launch a call for exhibitors together with the call for presentations
* Determine the number of exhibitions booths depending on the venue capacity
* Select Exhibitors on a first come first served basis ensuring that the company is in the field of Automated Testing
* Coordinate Exhibition organisation on site

Note: Exhibition booths are free of charge (including table/chairs/power supply and Wifi access), specific required equipment may be purchased by the exhibitors at own cost.

## Role of the ETSI Communications Team

The ETSI Communications Team will play an integral part from the beginning and in line with discussions, will devise and implement a communication plan for the event, always in close liaison with the ETSI Events Team and the Programme Committee Chair.

**Guide History**  
V1: December 2021

V2: February 2022

V3 April 2022

# Annex 1: Example of UCAAT Call for Host (2022)

Dear Sir/Madam,

**ETSI User Conference on Advanced Automated Testing (UCAAT): Call for Hosts in 2023, 2024 and 2025**

ETSI is inviting applications from members or non-members to host its well-established, annual User Conference on Advanced Automated Testing (UCAAT) in 2023 and beyond.

Organized by ETSI in collaboration with its Technical Committee Methods for Testing and Specification (TC MTS), UCAAT is an annual conference to elaborate and exchange on the entire testing ecosystem. The testing community from both industrial and research environments is addressed to hear about future directions of automated testing, discover the latest tools, and exchange knowledge and know-how.

Testing and validation professionals, such as test developers and engineers, managers of test teams and quality assurance, academics and researchers in testing, as well as test tool engineers and vendors will find participating in UCAAT highly relevant.

When not held virtually (based on force majeure considerations), each physical edition of UCAAT is hosted in a different location to bring together the regional testing and validation community. UCAAT typically runs over three days in the Autumn time frame; exact dates are subject to discussion with the applicant host.

As an ETSI UCAAT Conference host, your organization benefits from highly visible co-branding via strong brand and technical topic association, pre-, intra-, and post-event. As the host, you are invited to be a member of the Programme Committee. You are also invited to give a welcome statement and/or a high-level strategic/operational presentation as part of the conference program. Furthermore, you may organize an info stand to share company-specific knowledge with ETSI UCAAT Conference attendees. Last but not least, we would be happy to discuss your ideas, should you wish to organize a social event or a networking cocktail for the audience (either in your premises or off-site) to further strengthen your company’s brand reputation..

As an ETSI UCAAT Conference host, you provide the venue in line with our hosting requirements and cover the cost of this. You nominate a representative to join the UCAAT Programme Committee. You appoint an English-speaking local contact to work closely with ETSI’s dedicated Event Professional on logistical aspects. This local contact is involved prior to and during the event. You also support the conference promotion to expand and diversify UCAAT’s audience reach in your region.

Since 2021, UCAAT, is a free-of-charge ETSI conference. ETSI nominates a dedicated event professional from its events team to work closely with the host. ETSI covers the costs related to branding, communication, promotion and catering of the event. The host provides well-equipped conference facilities, including an exhibition area (please find details in the Annex) and makes arrangements with local suppliers to fullfill the conference requirements.

Should you wish to discuss any aspect of hosting UCAAT prior to your application, do not hesitate to contact [events@etsi.org](mailto:events@etsi.org).

To apply as a future ETSI UCAAT Conference host, please fill-in the [UCAAT host application form](https://forms.office.com/Pages/ResponsePage.aspx?id=tWp05tzrnU6CG6cb2vY9mxzCCY34CZJNkU2yy1ExQDpUQ05QVjg2MlNYNUs2MVhDMDgwNk9SMzdLQS4u). For UCAAT 2023, applications should be sent by 31 June 2022. Applications for 2024 and 2025 do not yet carry an application deadline.

# Annex 2 : Benefits and Requirements of Hosting UCAAT

**Benefits of Hosting UCAAT:**

* Co-branding: strong brand and technical topic association (ETSI, UCAAT, Testing)
* Company logo and link on the ETSI event page prior, during and after the event (‘host’)
* Company name mentioned in all event emailers: ETSI UCAAT 202x, hosted by …
* Acknowledgement in the event opening and closing sessions
* Conference speaking slot: welcome statement and/or high level, strategic/operational content
* Complimentary info stand (optional)
* Company logo on promotional materials
* Welcome statement in the conference programme (optional)
* Branding on the transition slides
* Host representative in the Programme Committee

**Responsibilities of Hosting UCAAT:**

The host is requested to:

* Provide a venue in line with hosting requirements (and cover the cost of this if not in company premises).
* Nominate a representative to join the UCAAT Programme Committee.
* Appoint an English-speaking local contact who works closely with ETSI’s assigned Event Professional on logistical aspects prior and during the event.
* Proactively promote the event to expand and diversify UCAAT’s audience reach.

**Venue Requirements:**

UCAAT may take place in the host’s own business premises (recommended for promotional purposes) or in a suitable external venue.

UCAAT is to take place in an easily accessible venue: close to an international airport & reachable by public transport.

The venue should be available on 4 consecutive week days (1 set-up day + 3 event days).

* Conference room for 150-200 participants, preferably classroom-style setup
* Strong and reliable wifi connection
* Audio-visual equipment including screen(s), projector, speakers’ microphones, wireless microphones
* Space adjacent to the conference room to organize stand-up lunch/coffee breaks and exhibition area
* A break-out room for up to 80 participants

**ETSI’s Responsibilities**

ETSI as the overall conference organizer is responsible for providing the following :

**Conference Content** : Responsibility of ETSI TC MTS who is the content owner of UCAAT.  
TC MTS appoints the Steering Committee Chair, in charge of building a Programme Committee. The Steering and Programme Committees are responsible for the conference content and charged with the call for presentations, speaker selection and programme building, as well as the call for exhibitors and their selection.

**Event Organization** : ETSI appoints a dedicated Event Professional to ensure the smooth organization of the UCAAT event. The Event Professional will liaise and coordinate with the selected speakers in collaboration with the Programme Committee. The logistics organization will take place in collaboration with the host.

**Event Communication**: A dedicated Communications Professional will support UCAAT to ensure integrated communication activities prior, during and after the event.



# Annex 3 : UCAAT Brand Guidelines, 2021

**UCAAT**

**Brand Guidelines**



Logo, company name

Description automatically generated

The UCAAT logo was developed by ETSI for the sole purpose of promoting its conference series of the same name: UCAAT - User Conference on Advanced Automated Testing. The UCAAT logo shall only be used in accordance with the UCAAT Brand Guidelines.

**UCAAT Masterbrand**

ETSI Legal

In case of any questions with regards to the ETSI Brand Guidelines, requests for

authorization to use the UCAAT logo by third parties or requests for deviating from the ETSI Brand Guidelines (e.g. due to technical restrictions), please submit your enquiry via email to:

### [ucaat@etsi.org](mailto:ucaat@etsi.org)

or address a letter to:

### ETSI

Events Department 650, Route des Lucioles

06921 Sophia Antipolis Cedex France

# What does the UCAAT logo symbolize?

**UCAAT Masterbrand**

Logo Design Explanation

**UCAAT** stands for:

**U**ser **C**onference on **A**dvanced **A**utomated **T**esting



# Use of logo with tag line

There are two ways of presenting the logo with the tag line:

1. The tag line is positioned below the logo





1. The tag line is positioned on the right-hand side of the logo



All three versions of the logo are official versions and shall be used with their purpose in mind.

The following colour palette serves as a basis for any promotional material - printed or online.

**UCAAT Masterbrand**

Brand Colours

The primary colour palette of the logo will be used for text, tables & graphs.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Primary Colour Palette | | | | | | | | |
| Colour Mode | RGB | | | CMYK - Process colours | | | | Pantone |
| % | Red | Green | Blue | Cyan | Magenta | Yellow | Black |  |
| Deep Blue | 43 | 57 | 144 | 100 | 95 | 5 | 0 | 2748 C |
| Blue | 27 | 117 | 188 | 85 | 50 | 0 | 0 | 285 C |
| Light Blue | 39 | 170 | 225 | 70 | 15 | 0 | 0 | 2995 C |

The secondary colour palette will be used only where there is a need to extend the brand colours (examples can be charts, promotional material, etc.)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Secondary Colour Palette | | | | | | | |
| Colour Mode | RGB | | | CMYK - Process colours | | | |
| % | Red | Green | Blue | Cyan | Magenta | Yellow | Black |
| Red | 196 | 22 | 28 | 0 | 100 | 100 | 20 |
| Orange | 246 | 146 | 30 | 0 | 50 | 100 | 0 |
| Green | 0 | 144 | 76 | 100 | 20 | 100 | 10 |
| Purple | 109 | 104 | 175 | 65 | 65 | 0 | 0 |
| Dark Gray | 84 | 80 | 84 | 0 | 5 | 0 | 82 |

## PROCESS

**UCAAT Masterbrand**

Logo Colours



Deep Blue: 100c 95m 5y 0k Blue: 85c 50m 0y 0k

Light Blue: 70c 15m 0y 0k

## PANTONE

Deep Blue: 2748 C Blue: 285 C



Light Blue: 2995 C

## RGB

Deep Blue: 43r 57g 144b Blue: 28r 118g 188b Light Blue: 39r 170g 225b



## BLACK & WHITE

100% Black



60% Black

40% Black

## INVERT

Blue: 85c 50m 0y 0k 100% Black

# Clear space around the logotype

**UCAAT Masterbrand**

Logo Proportions

The logotype always looks best when it has a large area of clear space around it.



In order to achieve this, a minimum clear space surrounding the logotype has been defined.

The clear space in the example on the right is marked in grey and it will always be with proportion to the “hand” of the **“U”** of the typeface.

This space must stay clear without any type, graphic elements and high-contrast areas of photography.

# Minimum Size

As the UCAAT logo must be easily recognized to be effective, the primary logotype should not be reproduced smaller than 12mm.

12mm

40mm



# Examples of unacceptable logo use

**UCAAT Masterbrand**

Logo Display

The UCAAT logo should be applied and maintained in accordance with the Brand Guidelines. No deviation is acceptable.

# Forbidden logo use

Do not use the logo as a background pattern.

Do not use the logo vertically. Never use the logo at an angle.

Do not use the logo or parts of it in a sentence. ‘UCAAT’ should be in text font only.

**Don’t** distort the logo. **Don’t** tilt or rotate the logo.



**Don’t** distort the logo. **Don’t** add effects to the logo.

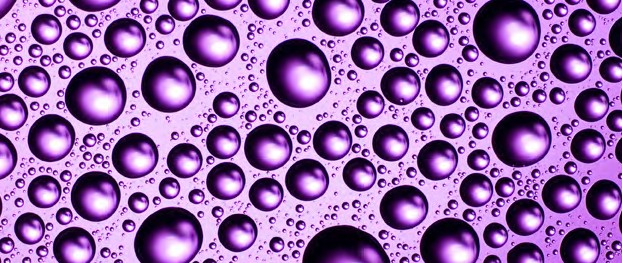


**Don’t** use the logo on similar colour.

(Poor contrast).

**Don’t** change the logo colour.

**Don’t** use the logo on patterns or images.



# Typography

**UCAAT Masterbrand**

Typography

**Printed Promotional Material**

Respecting these guidelines will help develop a distinctive “look” while simplifying the creative decision-making process.

The font in use for external promotional communications is **“Swis721 BT”** and its weights.

Swis721 BT (Light) 0123456789

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ

**Typography -**

**Web Promotional Material**

For websites, emails and newsletters, the font

**“Calibri”** is recommended.

Swis721 BT (Roman) 0123456789

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ

**Swis721 BT (Bold) 0123456789**

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ**

*Swis721 BT (Italic) 0123456789*

*abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRST UVWXYZ*

**Swis721 BT (Black) 0123456789**

**abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ**

***Swis721 BT (Bold Italic) 0123456789***

***abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTU VWXYZ***

**UCAAT Masterbrand**

Logo Usage

As UCAAT is a sub-brand of ETSI, both the ETSI and UCAAT logo are to be displayed jointly in any UCAAT conference documentation.

It is recommended for the annual conference lead image to show an image of the city where the conference is taking place, including city reference and event dates, see example below:

A picture containing graphical user interface

Description automatically generated

For a virtual event, the top banner also displays the UCAAT logo with tag line and ETSI logo,

however, the lead image is to be kept abstract, see example below:

Graphical user interface, application

Description automatically generated