

The

# Software Process Engineering Conference

August 13th to 15th, 2008 Singapore

**“Achieving and Sustaining Process Maturity”**

- ✓ Conference on 14th August 2008
- ✓ Pre-Conference Tutorials and Workshops on 13th August 2008
- ✓ Post-Conference Tutorials and Workshops on 15th August 2008

**Call For Speakers**

**Call For Sponsorships**

Organized By:

**PROCESSWORKS**  
GROUP

# The Software Process Engineering Conference

## “Achieving and Sustaining Process Maturity”

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# The Software Process Engineering Conference

“Achieving and Sustaining Process Maturity”

## 1. The Software Process Engineering Conference Overview

Processworks Group is proud to present the Software Process Engineering Conference on 14<sup>th</sup> August 2008. Pre-Conference & Post conference tutorials are scheduled on 13<sup>th</sup> August and on 15<sup>th</sup> August 2008. All events are scheduled at Singapore.

This conference theme is “*Achieving and Sustaining Process Maturity*”.

All software organizations strive for process stability. Many organizations use industry models and frameworks to ensure process repeatability and control. Others use internally developed informal models which are a hybrid of industry frameworks and internal successful practices.

The underlying common goal of all approaches, models, frameworks, methods, techniques and principles remain the same, that is, an organization’s development processes are continually evolving, improving, optimizing and becoming mature. This conference is aimed to focus on the above questions on how organizations achieve process maturity; how do they sustain it and how do they use the process maturity to become a better, more competitive and a more successful organization.

### Who Should Attend

- Software Development Managers
- Software Process Engineering Group
- Quality Assurance Managers
- Software Process Owners
- Technology Managers
- Chief Information Officers
- CEOs of Software Companies
- Test Managers & Engineers
- Software Engineers
- Project Managers

### Why You Should Attend

- A single event bringing forward the new, established and emerging concepts on Software Process Engineering, Process Maturity and Process Improvements.
- Wide coverage of topics and sessions.
- Many topics and sessions are presented specifically for the conference. There may not be another chance to attain the same learning again.
- Participate in a single forum bringing together the domain experts – consultants, practitioners, academia and tool providers.
- Meet, network, discuss, share and take away the knowledge from the regional process engineering community.
- Be on par with the process improvements developments with the international community.

# The Software Process Engineering Conference

“Achieving and Sustaining Process Maturity”

## 2. Conference Dates, Host City and Venue Details

Conference Date: 14<sup>th</sup> August 2008

Conference Workshop Dates: 13<sup>th</sup> August and 15<sup>th</sup> August 2008

### Host City: Singapore



Host City: Singapore

**Singapore** may be just a dot on the atlas, but it is located at a geographical vantage point where the world connects to live, work and play. Singapore is one of the world's most developed economies with about 7,000 resident multinational companies and 100,000 enterprises, creating a continuously vibrant business environment. It is a convergence of robust technologies, a hub of exemplary minds and talents.

Singapore is an intriguing blend of Western modernity and Asian culture and it is the home to one of the most educated and successful populations in this world. Hence, with an amalgamation of cultures, robust commerce and lifestyles, visitors will be enriched by the vibrant exchange of knowledge in the fertile business ecosystem.

### Conference Venue: Parkroyal on Beach Road, Singapore



Conference Venue:  
Parkroyal on Beach Road, Singapore

**Parkroyal on Beach Road, Singapore** is a convenient, friendly neighbor to many of Singapore's prime office addresses. The hotel is a tropical haven skirting Singapore's central business area and major conference centres, while Singapore's uptown shopping malls are just a short distance away from the hotel.

# The Software Process Engineering Conference

## “Achieving and Sustaining Process Maturity”

### 3. Organizer

#### **Processworks Group**

Processworks is a premier provider of Consulting, Training, Conferences, Tools and Appraisals services in the disciplines of Software Process Engineering, Project Management, Software Testing, Business Analysis, UML, CMMI, and IT Governance etc.

Processworks is a SEI Transition for CMMI for Development Services and is a Registered Education Provider for Project Management Institute (PMI).

Operating across the Asia Pacific region, Processworks has offices in Singapore; Kuala Lumpur, Malaysia; Sydney, Australia and at Bangalore, India. Processworks performs assignments across the globe and strives to offer customers with innovative and quality services.

Processworks performs 100s of public and in-house courses across the Asia Pacific and South East Asian region on Software Process Engineering.

Processworks brings a the track record of organizing immensely successful Software Engineering & Software Testing Conferences at both Singapore and at Kuala Lumpur.

Prior to this conference, Processworks has organized the following conferences:

- Asia Pacific Software Testing Conference in Kuala Lumpur in February 2008 (attended by approx 250 delegates\*)
- Asia Pacific Software Testing Conference in Singapore in March 2007 (attended by approx. 250 delegates)
- Software Engineering Conference at Kuala Lumpur in August 2005 (attended by approx. 200 delegates).
- Software Engineering Conference at Singapore in March 2005 (attended by approx. 170 delegates).

\* A delegate denotes participation to the conference or to any of the conference sessions (i.e. conference workshops etc)

Founded in the year 2004, Processworks mission is to provide customers with solutions to improve their Software, Systems and Information Technology process improvements.

More information about Processworks is available at <http://www.processworksgroup.com>

# The Software Process Engineering Conference

## “Achieving and Sustaining Process Maturity”

### 3. Organizer

#### **Singapore Computer Society (SCS) & QA Chapter**

SCS was established in 1967 and is the largest IT Professional body in Singapore. It has a membership of over 22,000 professionals.

SCS provides a wide range of events such as seminars & conferences, publications and access to an invaluable network of specialists. SCS also administers the National IT Skills Certification Programme that offers individuals the avenue to gain recognition and career development

More information about SCS is available at <http://www.scs.org.sg>

#### **Organizing Committee**

- Vishal Manghani, Processworks Group, QA Chapter, Singapore Computer Society
- Phil Robinson, Lonsdale Systems
- Ba Thein Naing, President, QA Chapter, Singapore Computer Society
- Yeo Lee Cheng, Immediate Past President, QA Chapter, QA Chapter, Singapore Computer Society
- Quek Ser Choon, Vice-President, QA Chapter, Singapore Computer Society
- Francis Mahendran, Honorary Secretary, QA Chapter, Singapore Computer Society
- Huang Pi Ching, Honorary Treasurer, QA Chapter, Singapore Computer Society
- Michael Foo Chee Chye, Committee Member, QA Chapter, Singapore Computer Society
- Phoon Yiow Sun, Committee Member, QA Chapter, Singapore Computer Society
- Yvonne Thee Ham Yoke Fong, Committee Member, QA Chapter, Singapore Computer Society

# The Software Process Engineering Conference

## “Achieving and Sustaining Process Maturity”

### 4. Suggested Areas of Presentation

**The presentation opportunities exist for the following:**

- Conference presentations: for 30 min. to 40 min.
- Half day tutorial
- Full day tutorial
- Half day workshop
- Full day workshop

**The submissions may be the following, but not limiting to:**

- **Capability Maturity Model Integrated**
  - The Emerging CMMI Product Suite – CMMI Development, CMMI for Services, CMMI for Acquisition.
  - SCAMPI High Maturity Appraisals
  - CMMI Deployment Techniques
- **People CMM**
- **Other Models and Methods for Software Process Improvements**
  - ISO9000
  - SPICE
  - Team Software Process (TSP)
  - Personal Software Process (PSP)
  - Six Sigma for Software Process Improvements
- **Software Measurements**
  - Software Measurements & Metrics
  - Statistical Process Control
  - Software Measurement Programs – GQM, MQG, PSM etc.
  - Quantitative Process Management
- **Software Project Management**
  - Software Estimation Methods – FPA, COCOMO, Wide Band Delphi
  - Software Risk Management
- **Software Quality Assurance**
- **Software Requirements**
  - Requirements Management
  - Requirements Analysis
- **Software Process Techniques**
  - Software Architecture
  - Design Patterns
  - Agile Methods
  - Extreme Programming
- **Capability Development for the Software Professional – Certifications and Knowledge**
  - Software Quality Certifications
  - Project Management Certifications
  - Software Testing Certifications

# The Software Process Engineering Conference

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## 5 Submission Guidelines

- **24<sup>th</sup> May 2008:** Submission of “intent to present” accompanied by an abstract for the tutorial, workshop or conference presentation within 200 words, profile of the speaker and an e-photo.
- **16<sup>th</sup> June 2008:** Confirmation by the organizers.
- **23<sup>rd</sup> July 2008:** Submission of the detailed tutorial, workshop outline or the presentation extract.
- **2<sup>nd</sup> August 2008:** Submission of the presentation slides

All submissions to be directed via email to [specs@processworksgroup.com](mailto:specs@processworksgroup.com)

# The Software Process Engineering Conference

## “Achieving and Sustaining Process Maturity”

### 6. Terms of Submission

- All papers must be original papers
- All papers must be technical papers. Papers on product or services features or sales related are not permitted.
- Submissions are required to be in MSWord format. The MS word documents may not be password protected.
- Each conference presentation shall be accompanied with the following information:
  - Paper or Presentation Abstract (not less than 200 words)
  - Name, Profile, Experience and E-photo of the Paper Author
  - Name, Profile, Experience and E-photo of the Paper Presenter
- Each Tutorial or Conference workshop presentation shall be accompanied with the following information:
  - Tutorial or Workshop Title
  - Tutorial or Workshop Abstract/ Objectives
  - Who should attend
  - Detailed Tutorial/ Workshop Outline (detailed implies point by point coverage)
  - Profile and E-photo of the Presenter
- Submission of Presentation Slides:
  - 1 copy in MS PowerPoint for the presentation
    - Presentation slides should be in light colored background and dark colored fonts.
  - 1 copy is to be converted from MS PowerPoint to PDF Format with the following requirements:
    - 2 slides per page in a Booklet Format
    - Presentation slides should be in light colored background and dark colored fonts.
- The event organizers have the right to replace the short-listed presenters if he/she fails to submit the presentation extract and slides on or prior to the closing date.
- The presentation abstracts and the final presentations shall remain the copyrights of the author.
- Processworks shall be permitted to make duplication for the attendees and participants for the tutorials and conference.
- The conference presenters would not be paid any honorarium, professional fees or expenses reimbursements for their contribution to the event.
- Overseas tutorial or workshop presenters (minimum of one day tutorial or workshop) would be paid economy class airfare and stay expenses.
- The final decision of acceptance of conference papers, tutorials and workshops shall be with the review committee.

# The Software Process Engineering Conference

## “Achieving and Sustaining Process Maturity”

### 7. Sponsorship Opportunities

The Software Process Engineering Conference would be promoted into the following regions and countries

- Singapore
- Malaysia
- India
- Philippines
- Taiwan
- China
- Vietnam
- Australia
- South Korea
- Indonesia
- Hong Kong
- Saudi Arabia
- Russia
- United States
- United Kingdom

Processworks partners with other nodal agencies for conferences. These nodal agencies are either co-organizers or supporters. The past co-organizers have been the Singapore Computer Society – QA Chapter (at Singapore) and Centre for Advanced Software Engineering – University Teknologi Malaysia (at Malaysia). The prior supporting organizations have been Singapore Infocomm Technology Federation (SITF) and Information Technology Management Association, Singapore (ITMA), Multimedia Development Corporation (MDeC) and Malaysian National Computer Confederation (MNCC). A primary function of the supporting and co-organizing bodies is to market the conference to their respective members.

#### Why Sponsor

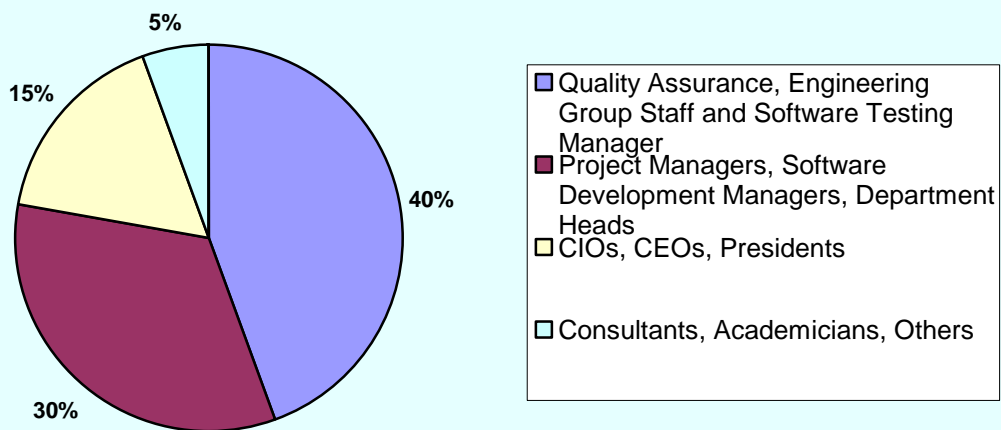
- These events organized by Processworks are possibly among the only event that bring together specifically software and IT organizations at a single event in the South East and Asia Pacific Region.
- The event participant is approximately 70% local, with the rest composed of attendees from the region.

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## 7. Sponsorship Opportunities

Who Attends the Conference



# The Software Process Engineering Conference

## "Achieving and Sustaining Process Maturity"

### 7. Sponsorship Opportunities

Category	Sponsorship Benefits	Amount SGD
<b>Platinum</b>	<ul style="list-style-type: none"> <li>Opportunity to insert brochures/demo CDs in conference kits</li> <li>Corporate slides on the screen at the conference venue</li> <li>2 free passes for the Conference</li> <li>Administer a survey to the conference attendees</li> <li>Conference delegate attendee list</li> <li>Presentation at the conference</li> <li>Brochure display / handout to attendees</li> <li>15 min. vendor presentation</li> <li>2 banners at the conference venue</li> <li>2 free tutorial registration</li> <li>Long exhibition tables with power connections</li> <li>Sponsor logo on all promotional &amp; event announcements</li> <li>Cross link from conference website</li> <li>One free pass to conference</li> <li>Single brochure or Single CD insert in the conference kits</li> </ul>	9000
<b>Gold</b>	<ul style="list-style-type: none"> <li>Brochure display / handout to attendees</li> <li>15 min. vendor presentation</li> <li>2 banners at the conference venue</li> <li>2 free tutorial registration</li> <li>Long exhibition tables with power connections</li> <li>Sponsor logo on all promotional &amp; event announcements</li> <li>Cross link from conference website</li> <li>One free pass to conference</li> <li>Single brochure or Single CD insert in the conference kits</li> </ul>	6000
<b>Silver</b>	<ul style="list-style-type: none"> <li>Sponsor logo on all promotional &amp; event announcements</li> <li>Cross link from conference website</li> <li>One free pass to conference</li> <li>Single brochure or Single CD insert in the conference kits</li> </ul>	3000

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## 7. Sponsorship Opportunities

### Other Offers

Kit Sponsor	All conference kits having the exclusive logo of the sponsor (Maximum one sponsor)	2500
Kit Inserts	Opportunity to insert a single brochure/ single demo CD in conference kits	2000
Lanyard Sponsor	Opportunity to have the company name printed on lanyard (Maximum one sponsor)	1500
Pen Sponsor	Opportunity to have the company name printed on the pens (Maximum one sponsor)	2000

# The Software Process Engineering Conference

“Achieving and Sustaining Process Maturity”

## 8. Contact Details

### **Processworks Pte. Ltd.**

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