CONTACT:
Alyson Klidies
Sr. Marketing Product Manager–Events
TechWell Corp.
Ph: 904.621.8223
aklidies@techwell.com
www.techwell.com

For immediate release

TechWell Announces the Full Program for STAR*EAST* 2016

THE PREMIER EVENT FOR SOFTWARE TESTING AND QA PROFESSIONALS TO BE HELD IN ORLANDO, FL

Jacksonville, FL, February 1, 2016 — TechWell Corporation, an industry leader in software development conferences and training, has announced the full program for STAR*EAST*, one of the longest-running, and most respected conferences on software testing and quality assurance, to be held May 1–6, 2016 at the Renaissance Orlando at SeaWorld® in Orlando, FL.

The week-long conference will feature over 100 learning and networking opportunities and covers a wide variety of some of the most in-demand topics: Test Management, Test Techniques, Test Automation, Agile Testing, DevOps & Testing, Testing the Internet of Things, Mobile Testing, Testing Metrics, Cloud Testing, and Performance Testing to name a few.

Attendees can build a customized week of learning with a variety of topics available through pre-conference training classes, full- and half-day tutorials, testing-oriented concurrent sessions, and keynote presentations.

One of the most popular features of STAR*EAST* remains the top-notch keynote presentations. This year's keynote speakers include renowned testing professionals: Keith Klain, David Dang, Lee Copeland, Isabel Evans, and Dawn Haynes. "The keynotes will allow attendees to gain insight into the evolution of the software testing profession and lessons learned along the way," said Allison Wade, President, TechWell Corp.

Keynote presentations include compelling topics like *Lessons Learned in (Selling) Software Testing*, *Open Source Test Automation: Riding the Second Wave*, *The Evolution of a Software Tester: From Novice to Practitioner*, *Telling Our Testing Stories*, and *Lightning Strikes the Keynotes.*

STAR*EAST* will also feature a Women Who Test full-day event on Friday, May 6 during the conference. Women Who Test was introduced at last year's STAR*WEST* conference in Anaheim and received rave reviews by the participants. This program will cover testing topics and will support both women's personal and career journeys. The Women Who Test event covers prominent topics for female test/qa professionals, including: reengineering your life, growing your personal brand, setting goals, discovering your career superpowers, and how to problem-solve as a female in the tech industry where the ratio of men to women is drastically outnumbered at 7:3.

For more information on STAR*EAST* and access to the full conference program, visit https://stareast.techwell.com.

ABOUT TECHWELL CORPORATION:

TechWell—through its conferences, training, consulting, community websites, and online resources—helps people and organizations develop and deliver great software. For more information, visit www.techwell.com.

###