



The EuroSTAR 2012 Country Ambassador Programme

What is a Country Ambassador?

EuroSTAR Ambassadors are appointed volunteers interested in and committed to promoting EuroSTAR 2012 and the various EuroSTAR marketing initiatives and campaigns throughout the year. They are valued members of the EuroSTAR Community. Ambassadors act as representatives for EuroSTAR, they attend testing events in their country promoting EuroSTAR and engage in a variety of online activities to promote the conference, key dates and ongoing campaigns. EuroSTAR Ambassadors also research testing trends and developments in their country, and globally, and advise the EuroSTAR team as to same.

What are the Responsibilities and Expectations?

The primary purpose of the Country Ambassador network is to improve communications and awareness of EuroSTAR 2012 within the testing community. The Ambassadors assist the EuroSTAR Marketing Coordinator in building awareness of EuroSTAR 2012 and encouraging people to attend the conference. Ambassadors should be aware of developments within the testing industry, and provide EuroSTAR with information about these developments and the key people in the industry. Ambassadors must be available to attend EuroSTAR 2012 in Amsterdam.

EuroSTAR 2012 Country Ambassador Requirements:

- Improve awareness and coverage of the EuroSTAR conference within their country, and to the global testing community online (including for example Facebook, Twitter, LinkedIn, blogs, forums, virtual events etc.)
- Attend 3 – 4 testing events and promote EuroSTAR 2012 at same. The events the Ambassadors propose attending in 2012 must be detailed on their application form.
- Provide EuroSTAR with a short summary on each of the specified events they attend and feedback on EuroSTAR from that event.
- Attend 1 event held by the EuroSTAR Supporting Organisation in their country with the intention of promoting EuroSTAR 2012. They will be provided with marketing collateral (brochure/programme/postcard) to be distributed.
- Provide a minimum of 6 x 'online contributions' to the EuroSTAR Community throughout the 1 year duration of their term as Ambassador. These can include for example blog posts, podcasts, ebooks or webcasts. If the Ambassador is unable to provide a contribution, they should provide for a suitable person to provide one in their place.

- Liaise with the EuroSTAR Marketing Coordinator regularly to advise on emerging testing trends in their country, and connect the EuroSTAR Marketing Coordinator with key people in the testing community where possible.
- Seek to gain exposure for EuroSTAR campaigns in testing publications (both print and online) and working on same in collaboration with the EuroSTAR Marketing Coordinator.
- Attend and participate in online EuroSTAR events such as the Virtual Conferences; be active in virtual chat rooms to provide information on EuroSTAR 2012 to attendees and approach virtual delegates from their countries.

What are the benefits of being a EuroSTAR 2012 Ambassador?

We love working with our Ambassadors for many reasons! But as well as enjoying working with them, participation as a Country Ambassador brings increased professional exposure and a broader awareness of what is happening in testing in all countries, including your own. Key benefits include:

- One free Conference place (on the basis that the aforementioned Ambassador requirements have been met)
- One free ticket to the EuroSTAR 20th anniversary Gala Awards Dinner in Amsterdam 2012
- Profiling on the EuroSTAR website, offering exposure to a database of over 20,000 EuroSTAR Community members
- Increased professional exposure and prestige of being selected as a EuroSTAR 2012 Ambassador
- Increased prominence in your country and increased awareness among the testing community
- Profile in the EuroSTAR Conference Guide, which is distributed to all delegates at the conference

How Do I Apply?

Please complete the attached questionnaire, making sure to include any other information that you feel is relevant and return it to the EuroSTAR Marketing Coordinator office before Friday, 17th February.

Successful candidates will be contacted and forwarded contracts by Monday, 20th February and announced as EuroSTAR 2012 Ambassadors. The position will terminate in December 2012. This position must be reapplied for on an annual basis.

Questions?

To discuss any aspect of the EuroSTAR 2012 Ambassador Programme in more detail, contact emer@eurostarconferences.com or phone +353 91 514478.

EuroSTAR 2012 Ambassador Application Form

Name:

Country:

Company:

Position:

Summary of your software testing career to date:

Did you attend EuroSTAR 2011?

Please list all of the EuroSTAR Conferences you have attended:

Where and how would you promote EuroSTAR 2012?

How would you promote EuroSTAR 2012 online?

Specify the 3-4 testing events you will attend where you will promote EuroSTAR 2012?

- i)
- ii)
- iii)

What other events will you attend where EuroSTAR could be promoted?

Do you currently sit on any other committees or boards which may conflict with your interest in EuroSTAR?

Why would you make an excellent EuroSTAR Ambassador?

Any other relevant information you would like to provide to support your application?

Best of Luck!