

# QAI's 28th Annual IT Quality Conference April 16 - 20, 2007

# Moving from Continuous Improvement to Revolutionary Change

This conference will teach you how to perform revolutionary change that positively impacts IT value. You will learn how to be a creative thinker and will take with you IT work practices "relevant" to your IT organization.

## 3-Day Conference

Don't miss the Five Keynote Presentations that will provide you with a strategic direction for Innovation in your IT organization. Explore the 40 Technical Sessions in Four Tracks that will give you the best practices for using innovation to improve IT effectiveness and efficiency.

## Tracks Include:

- Business Process Management
- Cost Reduction
- Innovative Breakthrough Strategies
- Managing Customer Expectations

## 2-Day Pre-Conference

2-Day Pre-Conference (April 16 and 17) that offers 6 Full-Day Tutorials, including:

- **QAI's Top-Rated Software Quality Boot Camp** by Tim Pelland
- **Best Practices for Fulfilling the BA Responsibilities** by Barb Merwin
- **Using Six Sigma to Improve Software Quality** by Dr. Tom Peeples
- **Unleash the POWER of Quality** by Carol Dekkers
- **Effective Methods to Develop Creative Approaches to Today's Challenges** by Stephen Bender & Theresa Morris
- **Finding Ambiguities in Requirements** by Richard Bender

## Managers' 2-Day Workshop April 16 and 17

Attendees of the Managers' 2-day Workshop will learn how to build and implement processes to drive Innovation and new and effective team practices!

Topics Include:

- Six-cubed Process
- The 10 Principles of Innovation
- Keys to Creative Thinking
- Best Innovation IT Practices
- How to Motivate Your Staff to Innovate

## Keynotes

- **Dr. Pat Gill Webber** ~ The New Critical Skill for IT Personnel: Critical Thinking
- **Richard Bender** ~ Is it Possible to Get Requirements Right the First Time?
- **Carol Dekkers** ~ Unleash the POWER of Quality
- **Dr. Larry Rottmeyer** ~ Mastering Best Practices: Launching and Marketing Creative Products and Programs
- **David Siefert** ~ Is Your IT Organization Innovative? How Do You Know?

## Early Bird Special:

Register by **Feb. 15, 2007** and receive a \$100 American Express Gift Card and also be included in the "Early Bird Drawing" for the choice of one of these prizes:

- One night stay for 2 at the Rosen Plaza Hotel
- Golf for 2 at Shingle Creek Golf Course
- Tickets for 2 to Universal Studios
- Tickets for 2 to Cirque du Soleil

Contact Registration for Additional Discounts Available  
Register Online at:

<http://www.qaiworldwide.org/conferences/index.html>

Register by Telephone at:

1-866-724-6013 Ext. 124

or at 407-363-1111 Ext. 124

Further details regarding the conference program, speakers, and pricing is available at:  
<http://www.qaiworldwide.org/conferences/index.html>

**Note:** All prices and conference information may be subject to change without notice.



**QAI Worldwide | 2101 Park Center Drive | Suite 200 | Orlando, FL. 32835-7614**

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### Comments from Attendees of Past Conferences:

- “Wonderful to have real business cases and examples that I can use in my job.”
- “Great Conference! It was great to meet Bill Perry!”
- “The Managers’ workshop gave me real-world answers to my tough questions!”
- “I felt like the Keynote Speakers talked directly to me. Great motivators!”
- “QAI staff members were really helpful!”
- “Great networking opportunities! I met a lot of people I plan to stay in touch with!”
- “I have attended several QAI conferences and always felt like one of the family instead of just a number!”
- “The full-day tutorials were worth the extra money!”
- “Plan to bring my boss next year!”

### Hotel Information:



The Rosen Plaza Hotel  
9700 International Drive  
Orlando, FL 32819

Reservations:  
Phone: 800-627-8258  
Online: [www.rosenplaza.com](http://www.rosenplaza.com)

QAI Group Rate: \$145 - To take advantage of the QAI Group Rate:

- Make Hotel Reservations by 03/27/2007
- Use Attendee Code **QAI** when making reservations online
- Identify yourself as a QAI Conference Attendee when making reservations by phone



Quality Assurance Institute  
2101 Park Center Drive  
Suite 200  
Orlando, FL. 32835

QAI's 27th Annual IT Quality Conference  
April 16 - 20, 2007~ Rosen Plaza ~ Orlando, FL.

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*Are you ready for Revolutionary Change?*