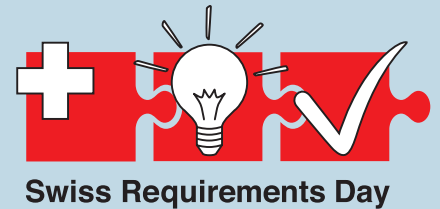


CALL FOR PAPERS

Swiss Requirements Day – 20 June 2012 – Kongresshaus, Zurich



Ladies and Gentlemen,

Your expertise is needed by the professional community of requirements engineers and business analysts!

Swiss Requirements Day, now in its 3rd year, is the forum where experts share their insights with novices and other experts in the field. High-quality, peer-reviewed experience reports and vision papers from industry practitioners are the highlight of this annual gathering, along with exciting keynote presentations and an exhibition. Presentations from people like you have drawn over 400 participants to the Zürich venue every year.

The Swiss Requirements Day conference board is composed of experts like you, from organizations like yours. The board selects the most exciting topics from all submitted abstracts, and helps the authors to optimize their presentation for the expected audience.

This is your opportunity to share your experience with a professional and interested audience, to present yourself as an expert in your field – and to see your own work with fresh eyes, through discussions with your audience.

- Are you a Business Analyst, Requirements Engineer, Project Manager, Quality Manager etc., working in requirements engineering or a related field?
- Have you benefited from other requirements engineering experts in the past, and now you feel it's time to give back to the community, by sharing your experiences?
- Are your insights and creations ready to be presented to a larger audience, beyond your own work environment, giving you the recognition from the professional community that you deserve?
- Would you like to show your peers which hot methods and tools worked in your environment, and which didn't? Describe what you did to make a project successful? Publish methods, tools and approaches that you created, to solve your business needs?

Submit an abstract today, and work with the conference board to create a thought-provoking presentation that will excite the professional community at Swiss Requirements Day 2012!

For more details about submitting a proposal, please refer to the information on the following pages information «Invitation and Call for Paper». Please note that the deadline for receiving abstract proposals is 11 November 2011.

We look forward to receiving your submission!



1 Conference Profile

1.1 Layout

Swiss Requirements Day is organized into three independent parallel-themed tracks, plus one partner track which consists of presentations from sponsors. These sponsor presentations are not subjected to the quality control of the conference organization.

The day contains two Keynote speeches. The organizers aim for a well-balanced combination of English and German presentations. A technical exhibition running adjacent to these tracks complements the day's programme.

1.2 Target Audience

The area of requirements is not just important for Requirements Manager and Engineers but it also affects various tasks and areas within the whole company. We as a conference truly believe that real success is being made when a wide group of stakeholders work together and exchange ideas. Therefore it is an important aspect of the conference, that the participants have an opportunity to exchange ideas outside their daily working environment.

Therefore we would like to connect:

- Business Analysts / Requirements Engineers
- Business Engineers
- Information Managers
- Product and Product line Managers
- Business / System Owners
- SW Professionals and Managers
- Project and Programme Managers
- Process Improvement Specialists
- Quality Managers
- Test Professionals and Managers
- End Users
- Maintenance Personnel
- And more...

1.3 Preferred Topics

The practical orientation is one of the most important features of the presentations. Implemented strategies and established new methods from research and learning as experience reports make an excellent practical reference.

The presentations shall provide a clear added value to participants who are new in requirements engineering as well as to experts. Preferred topics addresses requirements engineering basics, advanced knowledge and best practices from industry, service public, government and universities. The following topic pointers are guidelines not rules.

Basics

- What is Requirements Engineering / Business Analysis?
- Structuring of requirements: stakeholders, systems, components
- Requirements elicitation, analysis, documentation, validation and verification
- Writing good/bad requirements
- Job profiles of a requirements engineer or business analyst

Advanced Knowledge

- Requirements traceability, modelling, negotiation, reuse
- Requirements derived from regulations and norms
- Requirements engineering within Systems engineering
- Certifications for a requirements engineer or business analyst
- Trends, new tools and methods

Best Practices

- Success stories
- Best practices (what did work and what did not work) and business benefits
- Domain specific problems, experiences and solutions
- Specific experiences not found in textbooks
- Potentials to improve (e.g. how to improve management acceptance, etc)
- Return on Investments of Requirements Engineering

Final note: Your presentation is best perceived by the Conference Board and the participants if it has concrete learning points. You will find a particular area for those points in the submission of proposal form. Those learning points support the emphasis of this conference to help the participants in their daily work.



2 Guidelines for Contributions

2.1 Length and Language of Presentation

Starting with the Swiss Requirements Day 2012, we have two types of presentations:

- Short Presentation (20 min., including time for discussion)
 - Full Presentation (45 min., including time for discussion)
- Please allow enough time for discussion.

Presentations can be held either in English or German.

2.2 Presentation proposal format

Please use the form "Submission of Proposal" to submit your abstract. This form can be downloaded from the official Swiss Requirements Day website. Only proposals submitted in this format will be accepted.

2.3 Selection Process

To ensure a fair and independent selection process, the review board is composed of representatives from industry and service organisations (no consulting companies or tool vendors). We have a two-stage selection process:

- At the first stage, all abstracts are reviewed, rated and shortlisted. All applicants who have been shortlisted are requested to provide a full copy of their presentation
- At the second stage, the presentations are reviewed by the conference board and the final presentations are selected.

2.4 Rating Criteria

The criteria are listed in order of priority:

1. Benefit for Attendees
2. Practical orientation & Relevance
3. Coherence & Structure
4. Originality & Innovation
5. Storyline

In addition to those five criteria a good layout, wording and an appropriate length of the presentation is requested.

2.5 Presentation Media

Please inform us in advance which presentation media you will require (video projector, overhead projector, flip charts).

2.6 Disclaimer

- A proposal may be turned down or withdrawn at any time without comment by the Conference Board.
- Expenses incurred for travelling, lodging, etc. cannot be charged to the organizers' account.



Swiss Requirements Day



3 Deadlines

3.1 Submission of Proposals (abstracts)

- Submission of proposals by 11.11.2011
- Feedback of proposal acceptance by 12.12.2011

3.2 Submission of Presentation (for selected abstracts)

- Submission of presentations by 06.01.2012
- Definite confirmation of participation by 13.02.2012

Proposals submitted after the deadline will not be considered. Incomplete proposals or proposals that do not comply with the guidelines and/or topics will be returned to applicants.

4 Contact

Take the first step in becoming a presenter at the third Swiss Requirements Day conference. Please send your abstract latest by 11 November 2011 to:

- info@SwissRequirementsDay.ch

- Swiss Requirements Day
c/o SwissQ Consulting AG
Stadthaus-Quai 15
CH-8001 Zürich
Switzerland

- Fax: +41 (0)43 288 88 39

Additional information is available at:
www.SwissRequirementsDay.ch



Swiss Requirements Day



About the Swiss Requirements Day

The goal of Swiss Requirements Days is to offer an independent, community-based platform on the topic of requirements.

The Swiss Requirements Day is a conference about requirements, and what they mean for the IT industry. In line with the older and very successful Swiss Testing Day conference, it breathes the spirit of independence, community-driven and Not-For-Profit approach, with the aim to together recognise and handle the challenges of the delicate requirements topics within companies.

This conference is about requirements, but is not only for requirement managers, but also aims to connect everyone involved in dealing with requirements

This event will offer high quality speeches, a large exhibition with all minor and major players of the requirement market, as well as a modern and fresh way of holding a conference. The affordable offer of CHF 380 per person including several discount opportunities, reflect the Not-For-Profit aspect of the conference.

Conference Board

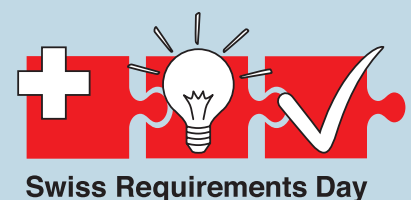
Chair

- SwissQ AG, Adrian Zwingli

Members (in alphabetical order)

- Basler Versicherung, Hans Peter Schaufelberger
- Berner Fachhochschule, Andreas Spichiger
- Credit Suisse, Marco Benzoni
- IIBA Zurich, Joe Orobono
- Julius Bär, Martin Winkelmann
- Phonak AG, Bernd Waldmann
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- Sunrise Communications AG, Christoph Wolf
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- UBS AG, Regula Imholz

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