

a1  
qa

Software testing  
company





in 2023 a1qa is going to take part in...



# DIGITAL TRANSFORMATION

Global

**Olympia, London**

**30 November – 1 December 2023**





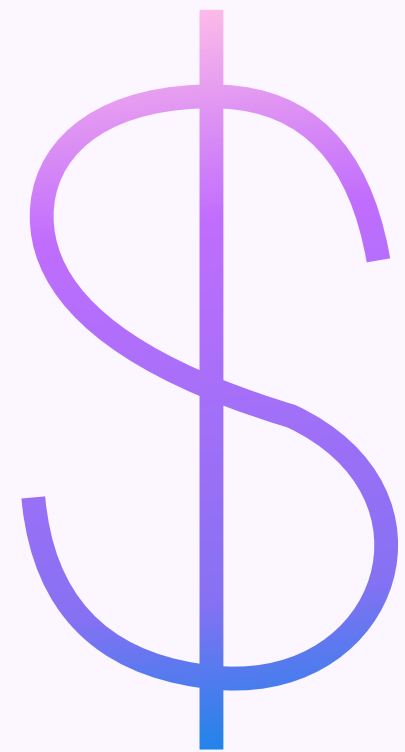
# Digital Transformation Week

>5000

Visitors

2023

30 nov - 1 dec



Finance

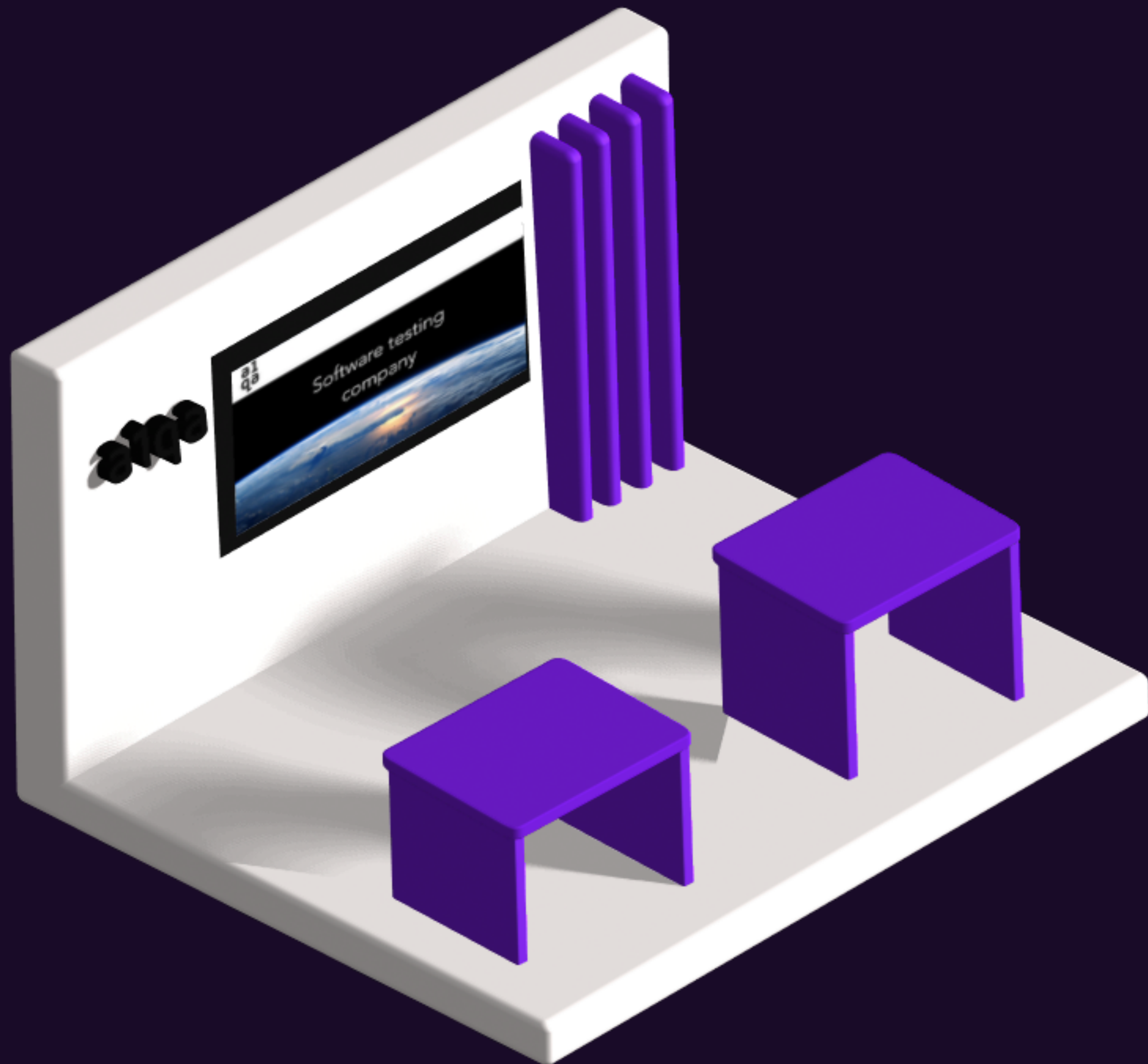


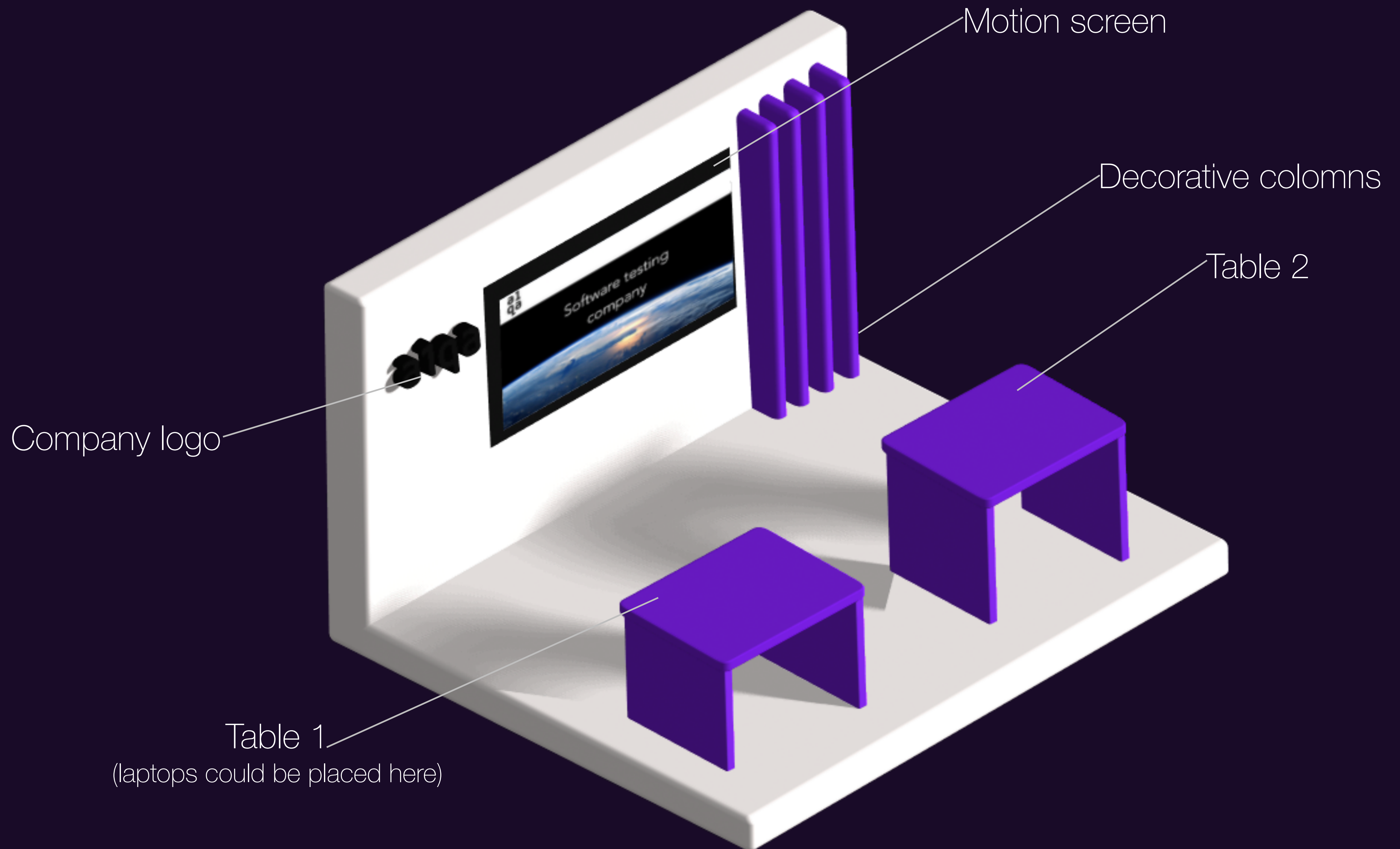
Sales



Production

a1qa Event Stand Model





Motion screen

Decorative columns

Table 2

Company logo

Table 1

(laptops could be placed here)



Measurements:

- height: 3m
- length: 2m
- width: 2m
- area:  $6\text{m}^2$

Company logo

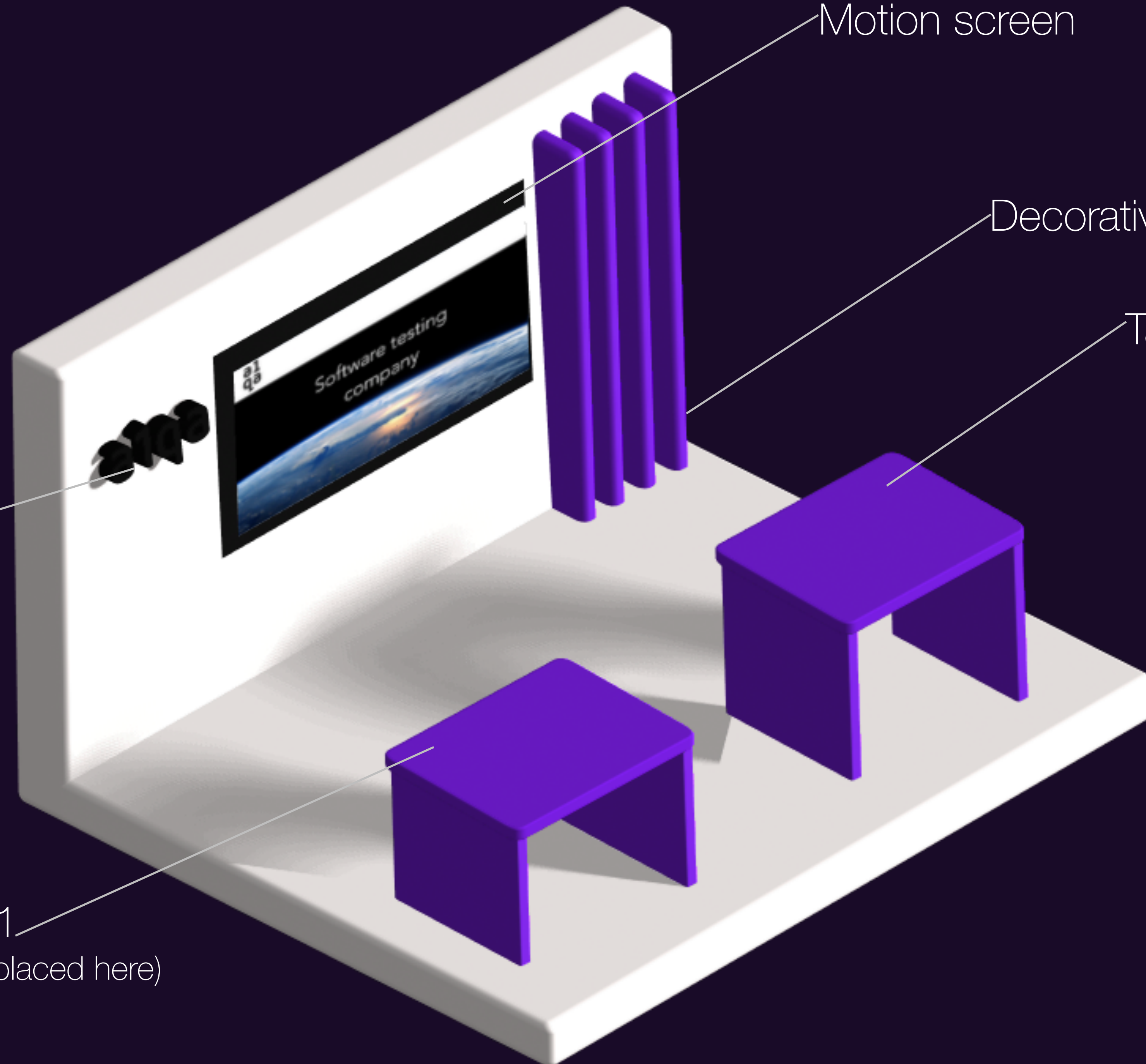
Motion screen

Decorative columns

Table 2

Table 1

(laptops could be placed here)





## Measurements:

- height: 3m
- length: 2m
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- area:  $6\text{m}^2$

Company logo

Table 1

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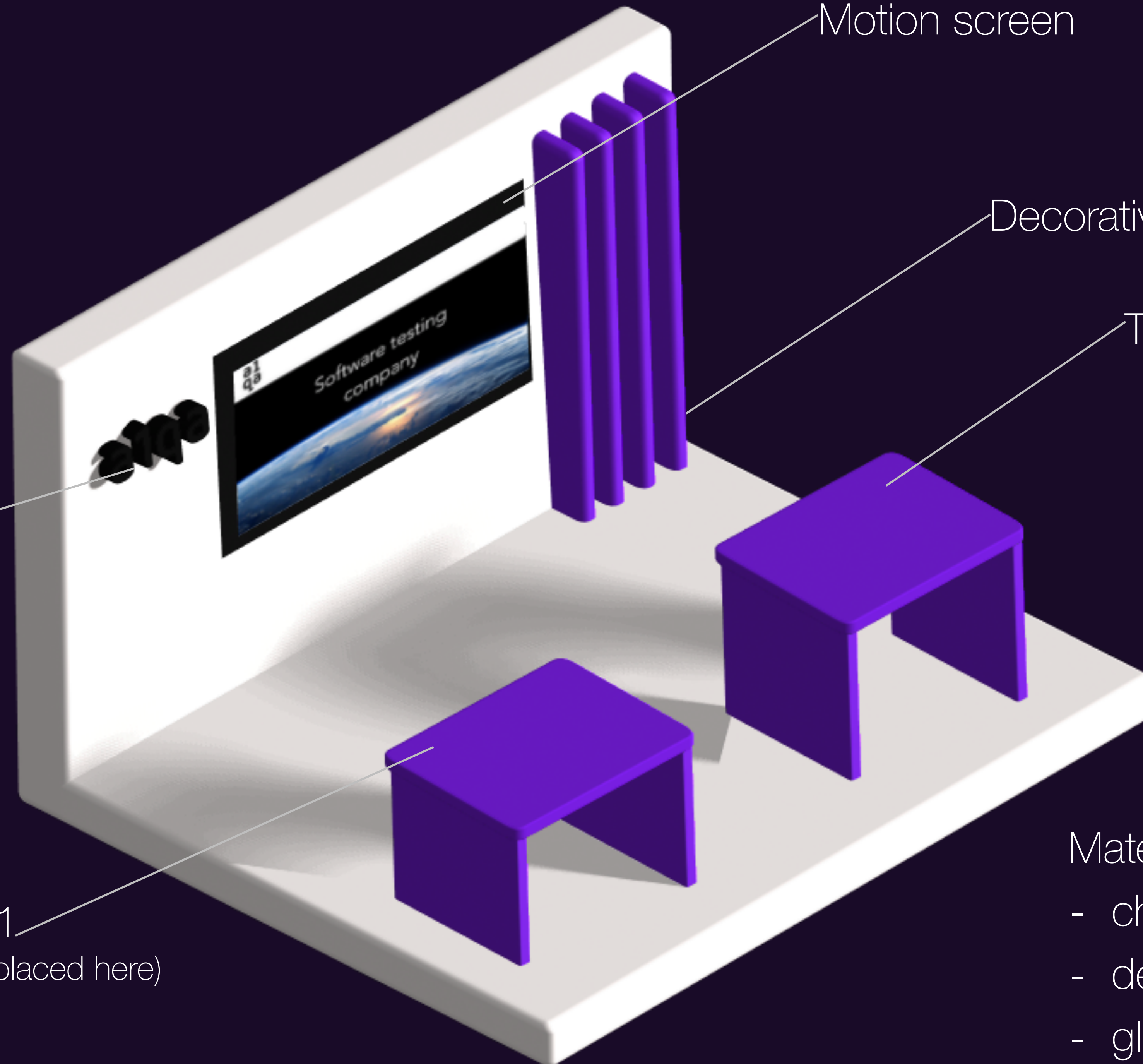
Motion screen

Decorative columns

Table 2

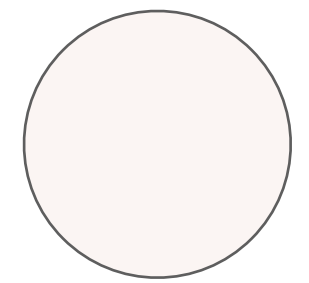
## Materials:

- chipboard
- decorative plastic
- glass

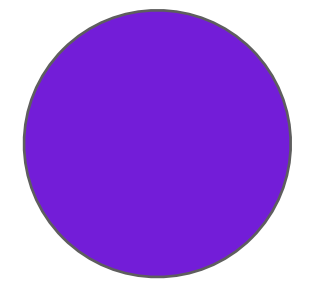


# Core Visual

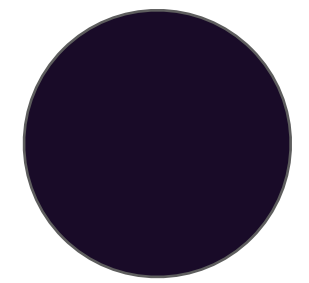
## Colors:



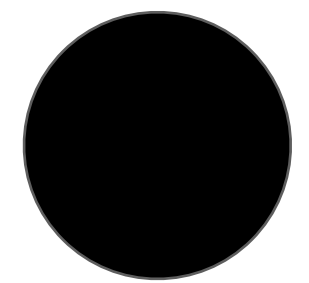
#FBF5F3 Snow



#731DD8 French violet



#190B28 Dark purple



#050505 Black

## Text (light):

Helvetica Neue 86 pt

Helvetica Neue 72 pt

Helvetica Neue 48 pt

Helvetica Neue 42 pt

Helvetica Neue 32 pt



Stuff Clothes







Hoodie (unisex)



T-shirt (unisex)



Pants (unisex)

Materials:

- cotton
- polyester



Hoodie (unisex)



T-shirt (unisex)



Pants (unisex)



# Our event interactives

1st - you bring your phone to the NFC-tag 

2nd - go to the online test form 7 bugs 5 mins

3rd - pass the test successfully 

4rd - our HR contacts you 

5th - congratulations ! 

# Our event team

1 Business event lead

1 HR manager

1 Sales Manager



# Costumer communication script

```
class ExhibitionChat {  
    func startChat(withVisitor visitor: Visitor) {  
        greetVisitor(visitor)  
        provideCompanyInfo()  
  
        print("Добро пожаловать на наш стенд!")  
    }  
  
    func greetVisitor(_ visitor: Visitor) {  
        print("Что конкретно вас интересует?")  
    }  
}
```

```
func provideCompanyInfo() {  
    print("Мы – компания, занимающаяся разработкой приложений для  
мобильных устройств.")  
}  
  
func handleJobInterest() {  
    print("Мне бы хотелось получить работу в вашей компании.")  
    print("Рекомендую посетить HR сотрудника на нашем стенде и принять  
участие в бесплатных семинарах.")  
}
```



```
func handleNoResponse() {  
    print("Клиент не отвечает ничего.")  
    print("Рекомендую посетить бесплатные семинары для получения  
дополнительной информации.")  
}  
  
func handleMobileAppsInterest() {  
    print("Я работаю с приложениями для мобильных устройств. Как вы  
можете помочь в тестировании нашего приложения?")  
    print("Проведем брифинг по нашим услугам и предоставим примеры  
успешных проектов.")  
}  
}
```

# Questions for visitors

What is your experience in software testing?

Do you have specific questions or areas of interest to you about testing that you'd like to share?

Do you have specific projects where you are looking for testing expertise or support?

What trends in software testing are you most interested in or concerned about?

Do you have questions about our services or products that we can tell you about?

# a1qa welcomes you to the Digital Transformation Week Global

30 nov - 1 dec 2023



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# Summarize

2

event days

30000£

rent fees

2000£

employees and stand logistics

2000£

etc.

1000£

invitation site

35000£

summary