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Bridging The Divide”,  
“Understanding Your Users -  
Building a 360 degree view  
of the user experience” from  
John Wood of iQ Content,  
and “UX Design for Results

Poker Kings. Meanwhile, the  
second stream will feature  
presentations from Amas’s  
Fiachra O’Marcaigh (“Build  
and Protect Your Brand  
Online”), Josh O’Connor of

Usability”), and Frontend’s  
Fiona Murphy (“User  
Centric Design - Stories  
from the front line”). After  
lunch, there will be a round  
table question and answer

€95 and €175 for IIA  
members and non-members  
respectively. For further  
details, go to [www.ia.ie/  
events/event/171/user-  
experience-conference/](http://www.ia.ie/events/event/171/user-experience-conference/)

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Size doesn't always matter....



....Quality does

SQC makes quality matter whatever the size of your organisation

## Software & Systems Quality Conference Dublin - March 3rd and 4th 2009

After the success of last year's conference in Dublin, SQC is back.

This year the focus is going to be on achieving the right level of quality for software products and solutions.

Presentations will cover:

- Building quality into software to reduce overall costs and testing effort
- How to define quality levels and measure the quality achieved
- Techniques to improve and control quality: Requirements through to acceptance testing
- Using virtualisation to reduce testing costs and delays



### Supporting Organisations



Venue: Croke Park Conference Centre, Dublin

Date: March 3rd & 4th 2009

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