

Quality Connect.



www.qualityconnect.ro

Our mission: To accelerate the professional growth of IT practitioners where hands-on experience meets future-oriented collaboration



About the Event

Romania QualityConnect (ROQC) is a 2-days, in-person event taking place May, 2026, in Cluj-Napoca, where developers, testers, tech leads, software architects, and aspiring founders come together to learn, build, reflect, and connect.

ROQC is not a typical tech conference — it's a bold and deeply human response to the real challenges people in software face today.

We believe quality isn't just something you measure — it's something you live.

Hey, salut!
Eu sunt Mihai 



What Makes ROQC Different

-  **Action over theory** – live coding sessions, hands-on technical workshops, and real business strategy games
-  **Cross-level collaboration** – juniors, seniors, and leads working side-by-side
-  **Unfiltered conversations** – on burnout, imposter syndrome, AI fears, and redefining success
-  **A full-stack human experience** – blending tech, business, mentorship, and self-development
-  **Real growth moments** – participants leave with tangible skills, tools, and renewed direction



Event Format & Schedule

Duration: 2 days

Dates: May 6–7, 2026

Location: Cluj-Napoca, Romania

Day 1

- **Kickoff & Orientation:** Opening keynotes, participant circles, and intention-setting
- **Build & Pitch:** Business simulation games, startup pitching sessions, idea labs

Day 2

- **Tech in Action:** Practical workshops, live coding, QA labs, tech deep-dives
- **Reflect & Connect:** Mentorship circles, open discussions, and community-powered wrap-up

Key Features

Interactive Workshops

Solve real-world challenges in small teams guided by industry mentors.

Mentorship Sessions

Learn directly from senior professionals across disciplines – technical and entrepreneurial.

Startup Pitch Lab

Develop, structure, and present a startup idea – with feedback from founders and investors.

Unconference Spaces

Organic, participant-led discussions on the things that really matter right now in tech.

Marketplace Vibes

An open space for idea exchange, career growth, and cross-company collaboration.

Evening Socials & Networking

Because trust, creativity, and partnerships are forged in informal settings, not only in sessions.





The problems we tackle

For Junior Tech Professionals:

- Lack of practical experience despite academic training
- Uncertainty about what skills are truly valuable in a shifting tech market
- Anxiety around AI and automation: "Will I be replaced?"
- Difficulty navigating personal branding, soft skills, or entrepreneurship
- Overexposure to online "overnight success" narratives, with little real guidance

For Senior Engineers and Tech Leads:

- Desire to give back, mentor, or lead change – but no structured way to do it
- Exploring entrepreneurship but unsure of the realities or steps
- Struggling to engage younger colleagues across a growing generational gap
- Burnout from years of hustle and too few spaces for meaningful impact



Why Partner with ROQC?

At Romania Quality Connect, quality is not a department, it's a culture. Partnering with us means more than attaching your logo to an event. It's a commitment to shaping the future of software development in Romania by investing in education, collaboration, and forward-thinking experiences.

Here's why it matters:

◆ **Strategic Visibility**

You're remembered. We put your brand in front of Romania's most engaged tech professionals: developers, testers, product people, and decision-makers who care about impact.

◆ **Community Alignment**

QualiYConnect attracts a unique audience that values practical learning, continuous improvement, and meaningful connection. If that resonates with your company values, you're in the right place.

◆ **Long-Term Impact**

Your support helps build the infrastructure for sustainable learning and innovation. From workshops to working groups, your contribution empowers the next wave of Romanian tech excellence.

◆ **Authentic Engagement**

We create tailored activations that allow our partners to interact, co-create, and learn alongside participants.





Sponsorship Benefits

By joining us, you're not just sponsoring an event — you're aligning with a movement.

Premium

Experience & Passes

Free tickets for your team

VIP access to behind-the-scenes sessions

Unique hospitality options for top-tier sponsors

Brand Visibility

That Stands Out

Brand placement on site and online

Social media features & newsletter highlights

Your brand seen by 1000+ professionals

Access to a

Quality-Driven Community

Connect with decision-makers, team leads & engineers

Exclusive networking
Position your brand where conversations start

Tailored Activations

Sponsor special zones (AI Labs, Coffee Lounge, etc.)

Collaborate creatively with our content team

Be part of a growing ecosystem with long-term value

Talent &

Recruitment Boost

Promote your employer brand

Engage talent through booth, activations or challenges

Gain access to candidate pools pre & post-event

Thought Leadership

Host a keynote, panel, or expert session

Share insights via our podcast or blog

Be known as the brand that leads, not follows



Build the Future of Quality, One Tier at a Time

Visionary Partner

Be the face of transformation.

As a Visionary Partner, your brand stands at the core of QualityConnect, front and center in all communications, experiences, and media exposure.

This tier is for organizations that want to actively shape the conversation around quality, engineering, and innovation in the AI era.

- Exclusive keynote opportunity at the event
- Premium brand visibility across all platforms
- Strategic input into conference themes
- Backstage access + curated networking
- Featured in all pre- and post-event storytelling

Ideal for: Companies positioning as thought leaders and ecosystem builders.

Impact Partner

Drive progress. Create momentum.

This tier allows your company to be a key driver of content, experiences, and hands-on workshops. You'll be known not just for showing up—but for showing up with purpose.

- Host a practical learning session or panel
- Brand exposure on stage & digital materials
- Highlighted in community newsletter and content
- 1:1 meetings with speakers, founders, and contributors

Ideal for: Organizations that believe in community-led growth and practical impact.

Build the Future of Quality, One Tier at a Time

Innovation Ally

Support new ideas, spark change.

As an Innovation Ally, your brand empowers the sparks of ingenuity. You'll be visible throughout the event and associated with cutting-edge content, while also nurturing the development of future-ready professionals.

- Branding on selected content tracks or zones
- Opportunity to showcase tools or demos
- Mention in promotional campaign and recap
- Seats for your team and clients at the event

Ideal for: Tech companies, startups, and service providers aligned with future-forward skills.

Community Friend

Start small. Create ripples.

Perfect for those who believe in the mission of QualityConnect and want to support the movement, even if they're not yet ready for a large-scale sponsorship.

- Logo placement on event website
- Shout-out on social media
- Access to community-building side events
- Discounted passes for your team

Ideal for: Local businesses, tech teams, NGOs or early supporters who want visibility and involvement.

Interested in sponsoring? Let's co-create value.

Send us a message to receive our full sponsor kit and partnership opportunities. Let's build something remarkable together.

Let's build something meaningful together!

Whether you're a company eager to support the next generation of tech talent, a speaker with a story that can inspire, or someone passionate about community and continuous learning — **now's the time to get involved!**

Join us in shaping the future: mentor, collaborate, speak, or partner with us. We're building something meaningful, and we'd love to have you on the journey.

Reach out — let's make an impact together.

 social@qualityconnect.ro

 www.qualityconnect.ro

