

itSMF UK Conference 2009 Call for Papers

When: 9-10th November 2009

Where: The Hilton Birmingham Metropole

Theme: Optimising IT Services for Business Success

Following on from the huge success of the 2008 itSMF Conference we are now planning for 2009. It will be an extremely difficult job to top 2008 but that's what we intend to do. We are at the Metropole Hotel at the NEC again and the theme for Birmingham 2009 is 'Optimising IT Services For Business Success'.

That is a theme that should resonate with all delegates, exhibitors and prospective speakers. We have given the programme a complete makeover to ensure that it is even more cost effective and better value, with no less than 60 seminars and interactive sessions across two days. By announcing the Conference format, theme and details of the streams early, it will enable prospective presenters to consider to which of them they would like to submit.

The streams are as follows:

- **Lessons Learned** – the most popular sessions at our Conference are always the “war stories” and (mis)adventures of our members in trying to champion and implement service management. The emphasis though needs to be on what the audience can take away and adopt or adapt for their own organisations. What happened that you didn't foresee? How were problems overcome? What would you do differently next time? If everything was perfect with no hitches at all, why is it that many of us have problems? Have you adopted ITIL v3 and if so, what was your experience, good and bad?

As is the norm, preference in this stream will be given to presentations from user organisations, possibly with the support of their vendor partner – though in such case, please also refer to the Working Together stream which may be more appropriate.

- **Tips & Techniques** – this, in a nutshell, encompasses why many delegates attend the itSMF seminar sessions. The Conference is a great networking and learning event and what the delegates are looking for are a few “nuggets” to take back with them. We encourage you to liberally interpret the title of this stream – it could be anything from (say) some “best practice” you've used that's not in any service management manual to a masterclass in the use of a particular tool (though you must ensure a broad appeal – tips and techniques of specific software isn't really what we're looking for). This stream is ideal for experienced practitioners and vendors to pass on some of their expertise and “tricks of the trade”.
- **Working Together** – a new stream for 2009, but broadly similar to the Partnership stream in 2008. Any form of alliance will qualify for consideration, be it a supplier working closely with a client company, or close co-operation between management, staff and unions, perhaps diverse departments or even companies collaborating, or working across continents and/or time zones etc. Again though the emphasis should be on the lessons that people in the audience can take away with them and apply to their own circumstances. It is of course an ideal opportunity for a joint supplier/customer partner submission.

- **The Human Factor** – whatever the title, the people/culture stream is always popular; indeed it has proved so successful that it now rivals the “war stories” as a “must” for every delegate to attend at least one session. This is the “soft” side of service management which is often mismanaged and just as often has unforeseen impact. Best practice tells us to consider Process, Partners, Product and People in our implementations; all too often the people issues are overlooked or underplayed. Have you instituted special training programmes alongside the processes? How did you handle awareness? How do you suggest overcoming cultural issues like resistance to change or dealing with the huge egos in your service improvement initiatives? There is a big potential audience that would like to hear about it.
- **Facing the Future** – a new innovation for 2009. This stream will focus on the challenges that you (and perhaps we all) face, and how you propose to overcome them. Given the current economic climate, there will be plenty of challenges! We also expect suppliers and IT experts to use this stream to share with us their views of IT and service management a few years hence. What new developments will take place? How will service management be affected?
- **Interactive Sessions** – this was a new stream introduced in 2008. Its purpose is to enable audience participation, from either the audience as a whole or by splitting them into groups; workshops, brainstorming and so on. This stream is open to any and all aspects of IT service management and is likely to be particularly attractive to vendors, consultants and trainers, but end users are certainly not prohibited. If you have used a participative technique successfully in your organisation, this is an opportunity to bring it to a wider audience. The sessions need to be able to accommodate at least 50 people. In order to be considered, you will need to submit a paper and any brochures or slides outlining the session and how you propose to run it. The session must be genuinely interactive. Like all other prospective presentations, submissions should be made via this Call for Papers process.
- **Experiential Learning Sessions** – Please note that the ever popular Experiential Learning Sessions (games workshops etc) will take place as usual this year though not as a specific Conference stream. To provide greater flexibility in terms of both the number and time allotted to them, they will instead be run at times specified by the suppliers in the rooms allocated to them. Delegates will be advised to refer to the suppliers stand to book a place. Permitted operating times are 11.30 am to 6.00 pm on Monday 9th November and 9.00 am to 2.30 pm on Tuesday 10th November. Suppliers may repeat the session if they so wish; indeed with this format they may do so several times over the two days. Applications to run Experiential Learning Sessions must be made using the same procedure as for all other sessions.

All submissions must be received via the itSMF website (www.itsmf.co.uk) by 31st March 2009 at the latest and must contain the following information:

Title of Session: 10 words maximum.

Synopsis: To cover the main thrust of the presentation (50 -100 words).

Stream: one of the seven noted above.

Target audience: to help delegates choose the sessions most relevant to them, we intend to colour code each seminar session as being targeted to the service management novice, to an established practitioner or as advanced/masterclass. It is most important that you state which of these three categories your presentation is aimed at. Of course, there will be exceptions but it's unlikely that most presentations will appeal to more than one level.

Brief Speaker Profile(s): A potted biography which prospective attendees will use with the synopsis to decide the relevance to them of your proposed presentation. The emphasis is however on the word “brief”.

Previous experience: Though we are usually oversubscribed many times over with potential presentations, we welcome submissions from everyone; don't be deterred if you have never spoken at an itSMF event before. Please note though that you should have some experience of effective presenting to a group of people. Please indicate (a) your previous experience of presenting and (b) whether you have previously delivered this particular presentation at some other internal or external event. If your experience is not extensive, or if you would welcome the opportunity to deliver your presentation prior to the Conference, we may be able to arrange for you to give your presentation at an itSMF Regional Meeting if you are shortlisted. Please indicate whether you would like such an opportunity.

Duration: The programme allows 40 minutes for each seminar session but this includes the introduction and announcements by the session chair and the time needed for delegates to change rooms. Actual speaking time should therefore be about 30 minutes which includes time for a couple of questions. Some double slots are allocated for Interactive sessions, which may last for up to 75 minutes.

Other Information: Please use this heading to note if there is any other information relevant to the proposed presentation: in particular, any restrictions should be noted (for example if the presenter is only available on (say) day 1 of the programme). Sponsors proposing to run Experiential Learning sessions must note the day(s) and time(s) they propose to run the sessions.

All submissions, including those forming part of the sponsorship programme, will be judged on merit and relevance to the Conference theme and stream. Submissions that overtly promote specific products or organisations will not be selected.

Please be aware that in our quest for continual improvement, there are two stages to the shortlisting process. As noted earlier, the initial pass or “longlisting” will be based on the submissions received before 31st March 2009. Those prospective presenters who are successful at this stage will be informed by 1st May and must then submit draft slides of their proposed presentation by 22nd May. This is not expected to be the final version of your presentation, but needs to be sufficient for the Events Committee panel to review the various submissions and reduce the long list to a shortlist. You may therefore wish to start thinking about a first draft of your proposed presentation or interactive session when you prepare your submission. Prospective presenters who do not provide draft slides by 22nd May will not be selected.

Presenters who have been selected for the itSMF 2009 Conference will be informed early in June; a “buddy” will then be allocated to every prospective presenter, whose role is to give you advice to help you maximise the benefit of your presentation and to perform QA on behalf of itSMF.

Key dates:

- 31st March - Deadline for submissions
- 1st May - Longlisted presenters informed
- 22nd May - Deadline for draft slides

If you have any problems or enquiries regarding submitting a paper for our conference please contact Katie.murphy@itsmf.co.uk or call 0118 918 6509.