

# **itSMF International**

*The IT Service Management Forum*

## **itSMF Chapter Leadership Conference Updated Q&A**

The **itSMF Chapter Leadership Conference** is coming!

Will **YOUR** Chapter be at the “**CLC**”?

- Q:** What are other Chapter Leaders saying about the CLC?  
**A:** Here are just a few quotes from your peers:

  - ❖ “I am delighted to learn about this, which is a significant ‘Chapter Benefit!’”
  - ❖ “Great!! A very good, long awaited initiative...”
  - ❖ (The) opportunity to meet and talk to each other is absolutely crucial.”
  - ❖ “I’m looking forward to this very practical and valuable opportunity to grow our Chapter and meet fellow leaders!”

***Here is some more vital information about this important event!***

- Q:** What is the itSMF Chapter Leadership Conference (CLC)?  
**A:** The CLC will be an exciting, informative and inspiring 1 ½ day event providing information and training through several focused presentations, workshops, panels and general sessions. It will also provide an unprecedented opportunity for networking, sharing ideas and creating lasting friendships. In short, the itSMF CLC is a new, unique event for itSMF Chapter Leaders by itSMF Leaders.
- Q:** Who is holding this event?  
**A:** The CLC is being organized and hosted by the itSMF International for and on behalf of all itSMF Chapters. Although primarily organized within the “Chapter Services” portfolio, the entire itSMF International (itSMFI) Board of Directors and a good number of itSMF Chapter leaders are involved with planning and organizing this event for you.
- Q:** Why hold an itSMF Chapter Leadership Conference?  
**A:** First, and most importantly, because Chapters have been asking for something like this for some time! All Chapters - regardless how good they are, how large they may be, or how long they’ve been in existence - can learn and improve... and that is the primary purpose of this event. By providing training, information, and an opportunity to network with your peers and learn from a faculty consisting of the most experienced, knowledgeable and respected itSMF Leaders from around the globe, current and future itSMF Chapter Leaders will improve the knowledge, understanding and skills needed to mature, grow and improve their own Chapters!

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5. **Q:** What are the specific purposes of the event?  
**A:** The intent and purpose of the “CLC” is three fold:
- For Chapters, it will:
    - Provide itSMF-focused learning and information to current & future itSMF Chapter Leaders
    - Better prepare Chapter leaders for the challenges and issues they face or may face
    - Provide an exciting, positive forum for the exchange of ideas and best practices in Chapter Leadership in multiple areas of interest, including Events and Event planning, Membership/Sponsorship, Governance, Publications, Certification, Chapter Finance and Budgeting etc.
    - Help prepare Chapter Designated Representatives for a more productive AGM
  - For itSMFI, it will:
    - Provide a unique mechanism to communicate with Chapter Leadership in a comprehensive and structured way
    - Demonstrate unique and tangible value
    - Provide a positive focus for itSMFI Executive Board and Chapter collaboration
  - For the itSMF Community and ITSM industry, it will:
    - Build and support committed industry leaders
    - Build stronger, more successful itSMF Chapters
    - Build a stronger, more unified Global itSMF Community
6. **Q:** When and where is this CLC going to take place?  
**A:** The event will be held Wednesday afternoon, 12 November, 2008, all day Thursday 13 November, 2008, at the Hilton Hotel, Warwick, UK immediately following the itSMF UK conference in Birmingham. (10, 11, 12 November, 2008) and immediately prior to the itSMFI AGM which is planned for Friday 14 November, 2008. Warwick is approx. 16 miles/ 26 kms. from Birmingham.
7. **Q:** Will the event include sessions on ITIL or ITSM best practice?  
**A:** This is not an “ITSM” or “ITIL” event. Although there will likely be sessions regarding industry and Qualification and Certification issues, it will be designed to share “best practices” related to establishing, building and growing strong, sustainable and dynamic itSMF Chapters.
8. **Q:** Who should attend?  
**A:** The Chapter Principal, that is, the Chair, President or person recognized as the Chapter’s primary leader should attend the CLC. If this is the only person who attends from a Chapter, this individual should also

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be designated as the Chapter's representative to the AGM held on Friday, November 14.

**9. Q:** Who else should attend?

**A:** Beyond the Chapter Principal, other individuals who will find this event most valuable would include: Other Chapter Officers, such as the Vice-Chair/Vice-President, Treasurer or Secretary, the Chair/President Elect, Executive/Management Board members, Major Committee Chairs, Executive Chapter Staff (if your Chapter has paid staff)

**10. Q:** How much will the event cost to attend?

**A:** Attendance to itSMF Chapter CLC event will be provided without charge for up to two\* Qualified current or future itSMF Chapter officers, board members, committee chairs or staff members. Additional delegates beyond two from Qualified itSMF Chapters may attend the CLC for fee of £300 to cover administrative and meal costs. All travel expenses will also be the responsibility of that attendee.

*\* Note: Please be aware that due to budget adjustments, this represents a change from previous information.*

**11. Q:** Even if event attendance is free, getting to Warwick, UK could be expensive. Is there any financial relief available?

**A:** itSMFI will be able to offer a limited number of "Scholarships" which will cover the cost of the CLC program itself as well as associated travel costs, including (coach/economy) airfare, ground transportation, meals and hotel accommodation. Travel costs are for a return trip to the UK, they are not specifically time dependent i.e. as long as attendance at the CLC is in your itinerary then the "Scholarship" could apply.

*\* Note: Please be aware that due to budget adjustments, this represents a change from previous information.*

**12. Q:** Why is this Scholarship being offered?

**A:** It is the goal and intention to remove as many obstacles as possible to ensure as close to full Chapter participation in the CLC as possible. In addition, a large part of this is to ensure participation in the Chapter AGM as well. We do not want to see financial issues to be a barrier to participation to either of these important events.

**13. Q:** What are the criteria and details around this "Scholarship"?

**A:** Each applicant for the "Scholarship" must:

- ❖ Be a duly elected (or appointed) officer of a Qualified itSMF Chapter in good standing.
- ❖ Be willing and able to fully participate in all CLC-related activities

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- ❖ Agree to use conference transportation and lodging when provided (hotel, meals, ground transport from Birmingham to Warwick, etc.)
- ❖ Must pay for (coach/economy) air travel expenses up front and fill out and return, required reimbursement forms in a timely manner (within 30 days of event).
- ❖ Ideally, be the designated Chapter Delegate/Representative to the AGM

In addition:

- ❖ A working use of English Language is recommended. If translation services are required, the attendee must arrange it, as this will not be provided by conference.
- ❖ The reimbursement cap amount is **£1,000** for all non-provided travel (air/ground) expenses.

**14. Q:** How does a Chapter apply for a “Scholarship”?

**A:** The applicant for the “Scholarship” must fulfill the rules specified in **13.** above and additionally submit a reason for the request, indicating financial capability / hardship grounds etc. In certain cases i.e. where the Chapter can afford to send one applicant but not a second then the application could be on behalf of the secondary attendee.

Applications should, giving full details (name, email, chapter position) and reason as requested, be sent to Robert Stroud ([rob.stroud@itsmfi.org](mailto:rob.stroud@itsmfi.org)) as soon as possible.

**15. Q:** Let me make sure I understand this: There is no charge to attend for up to two of each Chapter’s leaders - and one of those can have his or her travel expenses reimbursed. It’s obviously an unprecedented opportunity to learn from and network with my peers and other industry leaders as well as helping prepare Chapter Delegates for the subsequent AGM. What’s the catch?

**A:** The only “catch” is that it will require some time out of your schedule to travel to Warwick and attend the event. Keep in mind that if you are your Chapter’s AGM Delegate, you’re going to be in Warwick anyway! Here’s the best way to think of it: this is not only an investment in your Chapter; it’s an investment in yourself. The itSMFI recognizes that the very heart and foundation of the itSMF is people like you: Committed people who are making a difference in their Chapters, their companies, and the industry. What better investment can the itSMFI make?

**16. Q:** Are there any other restrictions on this “Scholarship”?

**A:** This “Scholarship” may be used by a Qualified itSMF Chapter for any one delegate they wish to send. Again, it is strongly advised that it be used for the Chapter Principal, that is, the Chair, President or person

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designated as the primary Chapter leader. Although it is possible that this individual may be a different person than the Chapter's representative delegate to the itSMFI AGM, if only one Chapter representative can attend, this person should also be designated as the AGM delegate as well.

**17. Q:** What are the criteria to be a "Qualified Chapter"?

**A:** Only itSMF Chapters in good standing may take advantage of this scholarship. Qualifications include, but are not necessarily limited to, the following:

- The Chapter must be "financial", that is, all Chapter levies to the itSMFI must be current, i.e., up to date.
- Basic itSMF Chapter information must be current and correct
- If a "Scholarship" is being requested, a signed Chapter Agreement must be in place between the itSMF Chapter and itSMFI.

These criteria are not meant to be restrictive and it is possible that exceptions may be made on a case by case basis.

**18. Q:** If our Chapter is financially sound, do we have to use the Scholarship, or can we save the itSMFI some money and pay our own way?

**A:** Of course! Some Chapters may wish to entirely fund the attendance of their delegate(s) to the CLC, and they are encouraged to do so. Also, if a Chapter wishes to pay a portion of their related expenses, that is also encouraged and appreciated. Chapters have always been expected to pay the travel expenses for their AGM Delegate. This offer does not change that expectation.

**19. Q:** Who is involved with defining the CLC programme and agenda?

**A:** A number of Chapter Leaders from a wide range of itSMF Chapters are assisting the itSMFI Executive board with the programme outline to ensure that it is relevant and practical for all Chapters and that we will all benefit from attending this Conference. Further input from Chapters will be sought prior to the final development of this Agenda in the form of a "Pre-Conference" survey being sent to registered attendees. It's vital to understand that this is very much a collaborative effort... again, by itSMF Leaders, for itSMF Leaders.

**20. Q:** Sounds great! How do I register?

**A:** A registration document and link has been set up and communicated. PUT it on your calendar and BOOK NOW

**21. Q:** Can I stay longer at the Hilton Hotel, Warwick?

**A:** You can but it will have to be at your own cost. An agreement has been reached with the Hilton Warwick hotel to have rooms available on the

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Tuesday and Friday nights at a discounted rate (£120 GBP per day bed/breakfast) but this will be at **the cost of the booker**. To get this rate you will need to contact the hotel directly.. Tel: + 44-1926-499-555 and quote the reference ITSMF. You will then have to pay this cost (and any additional evening spend you make) upon your departure.

### **How can I learn more?**

More information on the progress of the itSMF CLC will be placed up on the itSMFI.org website as it becomes available.