

itSMF International

The IT Service Management Forum

Dear itSMF Chapter Contacts;

The itSMF International is excited to announce plans for the first **itSMF Chapter Leadership Conference (CLC)**.

True to the spirit of the itSMF to share knowledge, experience and leadership, the itSMFI is committed to providing a forum for Chapters to grow, prosper and learn from each other.

A successful Chapter anywhere benefits us all. The continued growth of emerging and new Chapters, offers us the opportunity to share the benefits of experience from existing Chapters who have created “itSMF Chapter best practices” in Chapter management.

The CLC will cover a range of topics presented by itSMF Chapter Leaders from around the world who have “been there and done it”. Some of the topics being considered are:

- How to keep membership growing.
- Managing in difficult times.
- Making conferences fun and exciting.
- Investment strategies in Member value.
- Leading when things go wrong or get difficult.
- How to manage your Chapter Service Portfolio.
- Successful Chapter governance.

If you have topics that you would like to suggest be included please contact the Ken Wendle, Director for Chapter and Member Services, itSMF International Executive Board .

Ken.wendle@itsmfi.org

itSMF International

The IT Service Management Forum

This event will kick off the launch of the itSMFI Chapter leadership resource centre, a web enabled centre of advice, examples, templates and guidance for any chapter looking to learn from their itSMF Chapter colleagues and improve the management and operation of your Chapter.

Location: Hilton Warwick, Birmingham, England

Dates and Times: Wednesday afternoon, 12 November, 2008, all day Thursday 13 November, 2008,

The event will be held immediately following the itSMF UK conference in Birmingham, England (10, 11, 12 November, 2008) and prior to the itSMFI AGM which is planned for Friday 14 November, 2008.

Attached is more detailed information in a “question and answer” format regarding this important new initiative!

Important!

In order to assist in the preliminary planning this event, please let us know right away:

Do you plan to attend this itSMF Chapter Leadership Training Conference?

If you are not able to attend, please provide the reason(s).

itSMF International

The IT Service Management Forum

itSMF Chapter Leadership Conference Q&A

Q: Who is holding this event?

A: The event is being organized and hosted by the itSMF International on behalf of all itSMF Chapters. The entire itSMFI Board of Directors will be involved with planning and organizing this event.

Q: What is the itSMF Chapter Leadership Conference (CLC)?

A: The event is in planning stages, however, the itSMF CLC promises to be an exciting, informative and inspiring 1 ½ day event providing information and training through several focused tracks – like “Chapter Events”, “Membership Services”, for example as well as workshops, panels and general sessions.

Q: Why hold an itSMF Chapter Leadership Conference?

A: All Chapters, regardless of how good or how large they are or how long they’ve been in existence can improve... and that is the primary purpose of this event. By providing training, information, and an opportunity to network and learn from a faculty consisting of the most experienced, knowledgeable and respected itSMF Leaders from around the globe, current and future itSMF Chapter Leadership will improve the knowledge, understanding and skills needed to mature, grow and improve their own Chapters!

The intent and purpose of the “CLC” is three fold:

- For Chapters, it will:
 - Provide itSMF-focused Training 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

itSMF International

The IT Service Management Forum

- For itSMF International, 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

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 Warwick in Birmingham, England immediately following the itSMF UK conference in Birmingham, England (10, 11, 12 November, 2008) and immediately prior to the itSMFI AGM which is planned for Friday 14 November, 2008.

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.

Q: Who should attend?

A: At a minimum, it is recommended that the Chapter Principle, that is, the Chair, President or person designated as the primary Chapter leader attend the LC. If this is the only person who attends from a Chapter, it is recommended that this individual also be named as the Chapter’s designated representative to the AGM.

Q: Who else should attend?

A: Beyond the Chapter Principle, 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)

itSMF International

The IT Service Management Forum

Q: How much will the event cost?

A: Attendance to itSMF Chapter CLC event will be provided without charge for up to three qualified current or future itSMF Chapter officers, board members, committee chairs or staff members. Additional delegates from Qualified itSMF Chapters may attend the CLC for a nominal administration fee, yet to be determined.

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

A: Each Qualified itSMF Chapter will be offered ONE “full scholarship” 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. Criteria as well as the cap amount to be placed on this will be communicated soon.

Q: Are there any other restrictions are 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 Principle, that is, the Chair, President or person 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 itSMF International AGM, if only one Chapter representative can attend, this person should also be designated as the AGM delegate as well.

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:

1. The Chapter must be “financial”, that is, all Chapter levies to the itSMFI must be current.
2. A signed Chapter Agreement must be in place between the itSMF Chapter and the itSMF International
3. Basic itSMF Chapter information must be current and correct

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

itSMF International

The IT Service Management Forum

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 free and encouraged to do so. Also, if a Chapter wishes to pay a portion of their related expenses, that is also encouraged and appreciated.

Q: If we do that, what happens to our “Scholarship”?

A: Any Chapter which chooses to fund its own attendance may ask to award its Scholarship to another Chapter attendee in their Chapter’s name, based upon specified criteria yet to be defined.

Q: Many Chapter Leaders are quite experienced at establishing, operating and growing Chapters. Will there be an opportunity to participate as “faculty” or presenters?

A: Absolutely! This event is being designed “for itSMF Chapter Leaders by itSMF Chapter Leaders”. Many itSMF Chapter leaders who were consulted regarding this event have already expressed tremendous enthusiasm and support. A “Call for Faculty” with additional information, criteria and guidelines, with will be going out very soon. In the meantime, you may wish to consider topic(s) you or someone you know might be qualified to speak on.

Q: How can I learn more?

A: We will communicate regularly on the progress of the itSMF CLC. Also, look for details as they become available on the itSMFI.org website.

In the meantime, if you have any additional questions, please email the itSMFI Chapter Services Director, Ken Wendle, at ken.wendle@itsmfi.org.