

## **Call for Papers**

### **itSMF Italy National Conference 2010**

*Milan, November 11<sup>th</sup> 2010*

Since many years, itSMF promotes the spread of IT Service Management best practices in Italy and many organizations have started their journey in order to adopt them. The subject of our Conference is "IT Service Management: where we are and where we want to go". From one side the goal is to explore the situation in our country, the level of maturity achieved and the main difficulties found. From the other side the attention will be focused on the future, to understand which are the next steps that organizations are undertaking to improve their maturity.

#### **IT Service Management: where we are and where we want to go**

Did you measure the outcomes of your ITSM initiatives? And the level of maturity achieved? How? Which are the main difficulties found to arrive where you are? Have you already set your next goals? In which direction? Which difficulties do you expect to find?

itSMF Italy particularly appreciates speakers of the demand side of IT Services in order to make the Conference a practical and interactive event. We expect to have more than 600 visitors and the target audience will be a mix of CIOs, IT Managers, Executives, experts or staff involved and/or keen on IT Service Management.

We look for speakers willing to share their practical experience and the lessons learned while applying IT Service Management best practices. The topics which can be specifically addressed are:

- the importance and implementation of the Service Catalogue in practice;
- the organizational aspects and the role of human resources in IT Service Management projects;
- the measurement of outcomes and benefits achieved with IT Service Management;
- the practical experiences of IT Service Management processes implementation (what has been done, what has been achieved and which difficulties have been found);
- the role of IT Service Management in IT governance;
- the experiences of ISO/IEC certification (the roadmap, the difficulties found and the benefits achieved);
- contributions to the evolution of IT Service Management best practices (improvements to best practices).

The official language of the Conference is Italian. Presentations in English are possible and they will be evaluated by itSMF Italy. They will be accepted if particularly interesting for the Italian community.

If you wish to share your experience, please fill the attached form and send it to [segreteria@itsmf.it](mailto:segreteria@itsmf.it). The form shall be sent together with the presentation slides. **All the documentation (form and slides) shall be sent before September, 30<sup>th</sup> 2010.**

itSMF Italy will evaluate all incoming proposals and will choose those most interesting and compatible with the Conference program. **The results of the selection process will be communicated before October 31<sup>th</sup> 2010.** itSMF is an independent organization and, therefore, presentations with commercial or marketing aims or contents will not be accepted in the informational sessions (this call for papers refers to them). For presentations with marketing and commercial aims specific sessions will be available.

Please, contact [marketing@itsmf.it](mailto:marketing@itsmf.it) for more information about these slots.

If you would like to discuss suggestions or any other aspect related to the Conference, please contact [eventi@itsmf.it](mailto:eventi@itsmf.it).

Kind regards

The Conference Staff

[www.itsmf.it](http://www.itsmf.it)