

### **Registration Form**

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax : \_\_\_\_\_  
for participation for Conference.

### **Mode of Payment:**

- Bank Draft       Postal Order  
 Money Order       T.Transfer

Participation to be confirmed after receipt of payment.  
Please submit completed form to Conference Secretariat.

### **Payment Method:**

Payment made via bank draft/ postal order / local order  
made out to : Pro-Secretariat – A/c no.1

#### *Payment address:*

The Treasurer, ITSMF Secretariat,  
C-3A-10, Damansara Intan, No. 1 Jalan SS20/27, 47400  
Petaling Jaya, Selangor, Malaysia.

#### Confirmation & Payment information:

Tel : 03-71182062 / Fax: 03-71182063

#### *For Direct Deposit / TT:*

Acc.Name: 'Pro-Secretariat –A/c No.1'  
Bank: Malayan Banking Berhad,  
Account no: 5-14486-111047  
SWIFT code : MBBEMYKL

### **Cancellation Fees**

Will be accepted if in writing no later than **15 Oct 2008**. A  
full refund minus processing fee of RM200 will be issued.  
No refunds to be given after this date.

### **Conference Fees**

Participants: RM 750  
Group Rebate (more than 3 persons) RM 600  
Early Bird (by 30<sup>th</sup> Sept, 2008) RM 550  
Overseas Participants USD 250

\* Final fees payment by 15<sup>th</sup> Oct, 2008

### **Venue**

Menara TM, Jln Pantai Baharu  
50672, Kuala Lumpur (TBC)  
Phone/Fax : [603 79559445](tel:60379559445)

### **Official Website**

For details of conference, please access our website:

[www.itsmf.org.my](http://www.itsmf.org.my)

### **Further information**

Please contact CONFERENCE COMMITTEE  
at the following:  
Phone/Fax : [603 79559445](tel:60379559445)

For Customer registration:  
**Email : [register@itsmf.org.my](mailto:register@itsmf.org.my)**

For Sponsorship registration:  
**Email : [sponsor@itsmf.org.my](mailto:sponsor@itsmf.org.my)**  
**Contact person: Ms Norizan**



**Conference on  
itSMF:  
Spearheading IT  
Service  
Management  
with ITIL®**

**20<sup>th</sup> Oct, 2008  
(Mon)  
9a.m. - 6p.m.**

Organised by:

itSMF Malaysia  
Partners: MINDS  
(Malaysian Invention and Design  
Society)

Supported by:  
MDeC / MSC Malaysia



## Keynote Speakers & Panel Discussion Presenters

### **Sharon Taylor, Chair itSMF International (Governance, Policy & Accountability)**



Sharon Taylor, President of the Aspect Group, is Chief Architect and Examiner for ITIL. As Chair of the itSMF International Sharon brings business background and focus to IT service management, influencing the future directions of the IT service management industry.

### **Keith Aldis, Chief Executive, itSMF UK**



Keith Aldis, is Chief Executive of the IT Service Management Forum (ITSMF). He knows Government's Program Skills for Business agenda and he is a founding Investor's in People Ambassador. He is a Freeman of the City of London and a serving Liveryman.

### **Robert Stroud (Audit, Compliance, Standards & Treasurer)**



Robert Stroud is Governance Evangelist at CA, Inc. He serves as International vice president of ISACA and the IT Governance Institute (ITGI), Board Member of the itSMF USA, COBIT Steering Committee, itSMF USA Board of Directors and the itSMF International Executive Board.

### **H.P. Suen, Chairman, itSMF Hong Kong**



Mr Suen is head of IT Operations & Services, Hong Kong Jockey Club. Founding Chairperson of itSMF HK, also as Head of IT Operations and Services cover the data centre, service desk, desk-side support and racecourse IT facilities.

### **Umar Chandran, President, itSMF Singapore**



Mr Umar served as military Air Traffic Controller and Air Operations & communications officer in RSAF for 27 years. He joined Systems and Computer Organisation in Defence Science & Technology Agency (DSTA) to manage MINDEF/SAF's CAI programme, setup and support; currently Program Manager in CIO office DSTA.

### **Ms Anne Lim-Tan, Treasurer, itSMF Singapore**



Ms Anne has more than 20 years of experience in IT Industry with IBM. She strategically positioned and implemented IBM's solution and industry segments in Banking and Finance, Public, Education, Transportation and Manufacturing segments. She is ITIL Manager certified.

### **Ms Wan Peng Ng, V.P., CDD, MDeC**



Ms Ng is V.P. of Multimedia Development Corporation (MDeC), heading its Capacity Development Division. In MDeC, she is responsible for creating conducive ICT environment for MSC status companies in telecoms, Cyberlaws, IP protection, and competitive advantage.

## Programme Time

08:30 – 09:00

### **Arrival and Registration**

09:00 – 09:30

Welcome Address by itSMF Chairman, MOSTI Minister, Dato Dr Maximus Ongkili, Speech – Dato Badlisham, MDeC CEO, Gracing – Tan Sri Dato Dr Augustine Ong, MINDS President

09:30 – 10:10

Keynote Address – itSMF International, Sharon Taylor/ Keith Aldis

10:10 – 10:50

Keynote Address - ISACA, ITGI, Robert Stroud, V.P. of ISACA; Treasurer, itSMF International

10:50 – 11:10

### **Morning Tea Break**

11:10 – 11:40

Platinum Sponsor – MDeC  
Ms Wan Peng Ng, V.P., MDeC

11:40 – 12:20

**Part 1 - Panel Discussion** – Life BEFORE ITIL - Topic: Awareness, Company & ITIL Growth, Risk Management, Preparation for the journey. (International Chapter members, MDeC, others)

12:20 – 13:40

### **Lunch and Capabilities Showcase**

13:40 – 14:20

**Part 2 - Panel Discussion** – Life WITH / AFTER ITIL - Topic: ISO 20000 and ISO 27001, Audit and Compliance, Implementation. (International Chapter members, MDeC, others)

14:20 – 14:30

Q & A session, open to public

14:30 – 15:00

IDC Malaysia – Special Presentation  
Mr Sudev Bangah, Senior Analyst

15:00 – 15:20

### **Afternoon Break**

15:20 – 15:50

itSMF MY Project - Questionnaire Survey - Dorai Sinna (M.D., MFQ Asia)  
E Long Chua (Proj. Mgr, IBM M'sia)

15:50 – 16:20

itSMF Asia Survey  
Anne Lim-Tan, itSMF Singapore

16:20 – 16:40

Q & A session, open to public

16:40 – 17:10

Platinum / Gold Sponsor

17:10 – 17:40

Gold Sponsor

17:40 – 18:00

Lucky Draw, Closing

## Who Should attend?

- Corporate Leaders, CEOs / CIOs / CTOs
- Decision Makers, Business Managers
- Senior Executives & Engineers
- Government and Educational Professionals
- Analyst and Developers, Information Professionals, Communication managers
- Academics, Knowledge Managers
- Students, Interest Groups

## About ITSMF Malaysia

We are a **non-profit organization** affiliated to itSMF International. Established in Malaysia since 2008, we work as a Forum or Society for Information Communication Technology (ICT) service, product and related parties; to explore means to improve IT and business alignment & value creation for Malaysia.

**Our vision:** to be 'the premier representative body for IT Service Management in Malaysia'.

**Our mission:** as a global forum, to develop and promote best practices in IT Service Management, create awareness, adoption and adaptation of ITIL in the Malaysian market, sustain close relations with Asean and International itSMF Chapters, & provide domestic members a Forum to exchange information and share experiences.

## About the Conference

We are pleased to invite you to our Inaugural Conference. We are associated with MINDS - a strategic partner who shares the K-economy through innovation, and share the same vision for the nation.

We are also supported by MDeC (Multimedia Development Corporation of M'sia) and MSC companies. itSMF Malaysia is organized by dedicated User and Vendor professionals in ICT, Consultation & Services in the industry. We hope to gather many users and vendors to join as potential members for the benefit & growth of ITIL & ITSM. Let itSMF M'sia be your knowledge platform.

## Malaysian Outlook

The world is full of rapid changes – and constantly demand for higher profitability and lower costs – real solutions are needed for continuous growth – can you be part of this equation?

How competitive is Malaysia, where do we want to be; in terms of Business & I.T. Alignment? Come, join in & meet our domestic & international experts to find out!