

**3<sup>rd</sup> Annual itSMF  
Regional Conference**

**Conference main topics**

**A must-attend event for...**

We announce the 3rd Regional itSMF Conference, taking place on May 28-30, 2009 in [Ohrid](#), Republic of Macedonia. Following the two regional conferences hosted by the Slovenian and Croatian chapters, this year conference is hosted by itSMF Macedonia Chapter.

The goal of this conference and exhibition is to get like-minded IT Service Management professionals together and to share their experiences. By developing understanding of service management they will gain a better knowledge of how implementation of Best Practices within their organization will improve their processes and procedures.

Over 100 delegates and 30 exhibitors from Croatia, Slovenia and Macedonia visited the previous two regional conferences. This year we expect to have delegates from the newly joined chapters from Serbia and Bosnia and Herzegovina and emerging chapters Bulgaria and Albania. Guests from the region are welcomed.

**Day 1:** IT services - *“Customer needs vs. Business opportunities”*  
**Day 2:** ICT standards  
**Day3:** Simulation workshops – optional

Call for Papers is advertised by April 1<sup>st</sup>, 2009. Send your submission to [conference@itsmf.org.mk](mailto:conference@itsmf.org.mk)

The conference is looking to present REAL:

- ITSM Stories
- Best Practices
- Solutions
- ITSM People
- Challenges
- Partnerships
- Imperativeness



- itSMF chapter members
- itSM professionals
- Chief Executive Officers
- Chief Information Officers
- Chief Operating Officers
- Senior IT Executives
- Management Consultant
- Senior Government Officials
- Industry Analysts
- Education & Research Scientists

**Make the business trip a  
trip of pleasure**

Each year we select locations that are easily accessible for the participants. Also, interesting and fun to visit. Conference agenda



allows free afternoons for enjoying the beauties of this unique UNESCO world heritage site.

**Sponsorships available**

Each conference sees an array of marketing opportunities in the form of sponsorships. The Conference is an ideal way of getting your brand presented to the dedicated service management market.

Check sponsorship availability at [www.itsmf.org.mk/conference](http://www.itsmf.org.mk/conference)

See you in Ohrid!  
*itSMF Macedonia*