

itSMFI Chapter Leadership Conference

Marketing & Business Development Peter Brooks itSMF International Executive Board

Warwick UK, November 12,13 2008







50th Chapter Celebration
itSMFI Web-Site
Discussion Areas
ITIL Training
Chapter Surveys



Business Development

 Partnership - VHP, TSO , ICASA, BCS
 IT Service Management Journal
 Knowledge Management
 Global Membership re-launch



ITSM Web-Site

- Great work from itSMF-UK team!
- Main areas in place, improvements ongoing
 - The site is very active we are keen to have all suggestions for improvements
 - Chapter profile 50th Celebration
 - **Chapter Resource Centre**

Partnerships VHP,BCS,ISACA,TSO,OGC,APMG



• VHP - New contract negotiation BCS - MOU **ISACA - MOU** TSO - ITIL 'Live' **OGC** -MOU planned **APMG - Marketing ITIL**

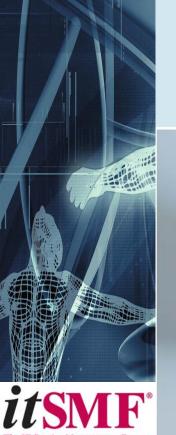
ITIL Training

- Contract with APMG to help promote V3 Certifications and raise awareness
- This should bring a closer relationship between the itSMF and ITIL Training
 - The itSMF will be involved in various marketing initiatives to promote ITIL Version 3 foundations training in the short term and other ITIL training in the longer term



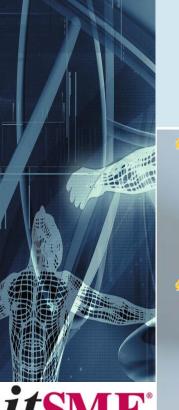


A Chapter survey in preparation with Chapter Communications **Regular** satisfaction surveys With chapter support, a member international survey to provide global Service Management data as an itSMF resource **Pilot completed in Singapore**



Global Membership Re-launch in definition stage

- Re-design package so benefits reflect increased scope of 50+ chapters
- Target Major Users + Vendors
 Incentives for Chapters to sell
 Link campaign to 50 Chapter Celebration
 - Tailored packages (Regional, multiyear, etc..)





The journal will provide an independent platform for the publication, and debate, of original, high quality, peer-reviewed research into aspects of IT Service Management.

The Journal is aimed at the global community and will be registered as an academic journal will maintain a strictly independent editorial board.

The first phase of implementation is a consultation exercise.

Committee is defining the editorial policy and business model for the Journal. Once this has been established, an editorial board will be appointed. [Late 2008]

Editorial Board Launch planned for Q1 2008 First Edition planned for end Q2 2008

50th Chapter Celebration

Theme artwork competition - prize!

- One week per Chapter web showcase
 - Major Customer CEO/IT Director feature
 - Rolling Chapter celebration events
 Unifying theme for next 12-18 months

2009 Challenges

 How to survive the recession!
 How to enable Knowledge Management
 How to help Chapters grow membership