



itSMFI Chapter Leadership Conference

Marketing & Business Development

Peter Brooks

itSMF International Executive Board

Marketing

- 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

Surveys

- 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, multi-year, etc..)

ITSM Journal

- 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

