



# SERVICE MANAGEMENT WORLD

POWERED  
BY **HDI**



**2023**

*Call for Speakers*

**PROPOSAL TOOLKIT**

November 11-15, 2023 | Loews Sapphire Falls | ORLANDO, FL

# Have a story to share?

Submit a proposal for Service Management World 2023 today!

ACCEPTING SUBMISSIONS THROUGH FRIDAY, MARCH 31, 2023

Service Management World is tailor-made for service management and technical support leaders, from all industries and organizations of all sizes. More than 1,000 leaders will gather virtually this November for two days of insightful presentations, informative case studies, and strategic guidance. To appeal to this specialized audience, the conference program covers a range of critical topics, grouped into the following broad categories:

- Frameworks and methodologies
- Leadership and people
- Service optimization
- Enterprise service management
- Service management technology

We are looking to make Service Management World a more diverse and inclusive program, featuring speakers who offer practical guidance and specific takeaways/lessons learned that will enable attendees to implement immediate improvements in their own organizations.

In this toolkit, you'll find an overview of the process, eligibility criteria, key selection criteria, rules of engagement, and an evaluation guide. We've also included track descriptions and tips for navigating SUBS, our submission portal. If you have any questions, contact Megan Selva ([megan.selva@informa.com](mailto:megan.selva@informa.com)).

## Process Overview

The program team employs a robust speaker evaluation and selection process. We go through several rounds of review to ensure that we select presentations that best represent our attendees' interests. This gives our conference an edge over other industry events. The following is a timeline for the submission process for Service Management World.

- **March 6, 2023:** Call for Speakers opens
- **March 31, 2023:** Call for Speakers ends
- **Mid-June:** Notification of acceptance status

We are looking for fresh guidance and insights for the 2023 program. Therefore, please adhere to the following guidelines:

- No more than **two** proposals per speaker
- Interactivity is encouraged — proposals that emphasize attendee engagement will be given priority
- Case studies will receive priority consideration
- Veteran speakers are welcome, but new material will be prioritized over past material
- Solution providers are encouraged to submit proposals, but a customer **must** be featured as a copresenter

- Commercial/promotional content **will not** be considered (see the following section on Eligibility Criteria for more details)

The program team receives hundreds of high-quality proposals from service management and support professionals throughout the industry and it will select the best mix to be part of the SMW program. However, due to the volume of submissions, the program team cannot respond personally to each rejected submission.

### *Eligibility Criteria*

All service management and support industry professionals — practitioners, consultants, professional speakers, trainers, industry analysts, etc.— are invited to submit proposals.

- **Speaker bureaus and PR agencies:** You may submit proposals on behalf of your clients. However, you must include all speaker information in the proposal. Through a signed speaker agreement, the nominated speaker must confirm directly with the program chair that he/she is aware of the submitted proposal and will commit to the event if selected.
- **Event exhibitors and solution providers:** You may nominate your customers, or your own IT support and service management practitioners, to present best practices, case studies, and/or related industry topics. Commercial content will not be considered, as there are specific opportunities to present product- or service-aligned content that are available exclusively to exhibitors and sponsors (e.g., Lunch and Learns, Solutions Spotlights); please contact Ayrien Machiran ([ayrien.machiran@informa.com](mailto:ayrien.machiran@informa.com)) for more information about these opportunities.

- **Keynote speakers:** All SMW keynote speakers are sourced through an executive speaker bureau; proposals submitted through this Call for Speakers will not be considered for inclusion in the final program.

### *Selection Criteria*

We want the very best presentations for the Service Management World program. What are we looking for?

#### **The ideal speaker:**

- Has significant experience and subject matter expertise in the topic proposed, strong content knowledge, experience, and passion
- Can engage an audience with purely educational, insightful, and focused content
- Knows that the strongest sessions are driven by real-life stories and insights
- Understands that session objectives and takeaways must be actionable
- Is comfortable speaking in front of large groups
- Is able to communicate, collaborate, and exchange ideas with attendees
- Is willing to partner with HDI to deliver the best possible experience for attendees
- Believes a diverse speaker lineup delivers the greatest value
- Plans to attend the entire event and engage with attendees

- Is open to helping spread the word about Service Management World

#### The ideal session:

- Is relevant to service management and support leaders
- Addresses the most pressing issues regarding best practices, processes, infrastructure, and strategy
- Is more than just theory, delivering practical experience, real-world examples, and case studies from all points along the path to maturity
- Is a coherent, interest-grabbing presentation featuring high-quality materials and accompanying documentation
- Is fresh, timely content that doesn't promote or endorse a specific product/service

Please provide complete information for each proposal element.

- You must include a title that's descriptive, attention-grabbing, and/or provocative
- You must include an abstract/description letting potential attendees know what's in it for them; make a case for why your session/coverage is different, urgent, important to the industry, etc.
- You must identify 3-5 key takeaways to help attendees understand what they'll gain from attending your session
- You must include full contact information, a brief biographical statement, and a headshot for each speaker

Before you hit SUBMIT PROPOSAL (and make sure you do hit that button or we won't receive your proposal), be sure you've completed all required fields. Incomplete proposals will not be reviewed or considered for inclusion in the final program.

#### *Rules of Engagement*

If you are selected for the final program, you will receive a Speaker Agreement confirming your benefits and affirming your commitment to the event.

- You (and any proposed copresenters or panelists) must be available to speak anytime from November 14-15, 2023; all sessions are assigned a date/time at the discretion of the program team.
- You are expected to cover the entirety of your assigned time slot and present the session as described in the agenda. Attendees will be evaluating you on how well your session related to the topic described in the agenda; for example, if you submit a topic geared toward mature organizations or experienced support professionals, attendees will verify that you satisfied that expectation.
- Speakers are selected, not companies. If you must withdraw from the program, HDI reserves the right to replace the canceled session with a comparable topic and speaker from the wait list.
- Each speaker will receive one complimentary conference registration (Premium Conference & Expo package). If one or more copresenters qualify to participate, additional complimentary registrations may be offered. Travel arrangements and hotel accommodations are the responsibility of the speaker(s).

- All sessions will be recorded (audio or video, at the discretion of the program team), and you are expected to use the event PowerPoint template that will be available in the Speaker Portal (January 2023).

### *Evaluation Guide*

If selected to present at the conference, attendees will evaluate your session using the following criteria, rating your content and performance on a five-point scale. To be considered for future events, you must receive a minimum overall rating equal to the average score for that year's cohort.

- **Content** – Attendees select sessions based upon the description(s) you provided for the conference proceedings materials. The items below verify that you delivered the content you described, had the expertise you claimed, and included specific, useful how-to information.
  - » Was the session content what you thought it would be?
  - » Did the speaker display a strong knowledge of the subject?
  - » Can I apply what I learned to my current job/profession?
- **Performance** – The items below confirm that you knew your topic, were well prepared for your session, kept the attendees' attention, and fulfilled your commitment to non-promotion.
  - » Did the speaker demonstrate a strong ability to communicate ideas?
  - » Did the speaker handle audience interactions and Q&A effectively?
  - » Do you recommend this speaker for future events?

- » Did the speaker inappropriately promote his/her company's products/services?

## **Tracks**

### *Frameworks and Methodologies*

Sessions in this topic area should focus on current frameworks and methodologies and how they can be combined and/or optimized to maximize flexibility and minimize risk.

### *Leadership and People*

Sessions in this topic area should focus on organizational culture—whether integrating service management into a high-functioning culture or affecting the cultural change required to leverage service management to achieve organizational goals.

### *Service Optimization*

Sessions in this topic should focus on strategy, experience, and engagement, including designing and executing forward-looking strategies in a platform economy, identifying and leveraging key stakeholders, evaluating the impact of policies and procedures, and more.

### *Enterprise Service Management*

Sessions in this topic area should focus on the opportunities and challenges overcome in applying service management principles and frameworks across the enterprise.

### *Service Management Technology*

Sessions in this topic area should focus on current tools and solutions that support successful, integrated service management practices.

## SUBMITTING YOUR PROPOSAL: AN INTRODUCTION TO SUBS

As you enter your proposal in SUBS, there are a few required and optional fields to be aware of:

- **Required:**
  - » **Track:** Select a primary topic area from the drop down.
  - » **Primary Discipline:** From the dropdown, select the state that best describes the maturity of the organizations that are the ideal audience for your session.
  - » **Format:** Select the option that best describes your session's ideal/intended format from the dropdown.
  - » **Headshot:** At a minimum, your headshot should be 200x200px (square, .jpg).
- **Optional:**
  - » **Secondary:** If your proposal overlaps with a second topic area, select the area from the dropdown.
  - » **Secondary Discipline:** If your session's ideal audience applies across two levels of maturity, select a second level from the dropdown.
  - » **Uploading Files/Documents/Videos:** You can upload supplemental files/documents, but you must complete the abstract, takeaways, and interactivity fields. You can also upload a supplemental video (maximum 64MB); if your file size is too large, please include a link to the hosted video in the session description field (as a YouTube link, as a Box/Dropbox link, etc.).

You can edit your proposal once you've submitted it, until the submission period ends, provided you've saved the unique link provided at the beginning of the proposal.

Good luck!