



SERVICE MANAGEMENT WORLD

POWERED
BY **HDI**

November 15-19, 2020 **OMNI CHAMPIONSGATE ORLANDO**



Call for Speakers

PROPOSAL TOOLKIT

Have a story to share?

Submit a proposal for Service Management World 2020 today!

Accepting submissions through Friday, March 6, 2020

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 this November at the Omni Championsgate Resort in Orlando, FL, for a week of insightful presentations, informative case studies, and strategic guidance.

To appeal to this high-level 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

Submissions should offer **practical guidance** and **specific takeaways/lessons learned** that will enable attendees to implement immediate improvements in their own organizations. On the following pages, you'll find descriptions of each topic area, along with sample topics and ideas for sessions in each area.

RULES OF ENGAGEMENT

- 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

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. For example:

- Intelligent swarming: practical success, debunking myths
- The current state of DevOps, Agile, etc., in theory and practice
- ITIL 4 and the path forward
- Customizing your organization's service management framework
- Improving agility
- Value stream mapping across the enterprise
- Organizational effectiveness vs. maturity

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. For example:

- Engaging with the entire business and getting more involved
- Talent management: evaluating skills, mapping roles, and how roles are changing
- Developing/maintaining a high-performance culture
- Collaboration: keeping teams engaged and operating consistently when you can't see them (remote, global, etc.)
- Mental health and wellness
- Psychological safety, empathy, and trust in the workplace
- The future of work: what does it *really* look like (3-5 years out)
- Women in technology

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. For example:

- Risk tolerance, optimization, and mitigation: technical and people risk
- Internal and external communications: across channels, at all levels, and around the world
- Designing and executing services, policies, and procedures

- Engaging line-of-business partners to champion and evangelize for service management
- Improving self-service
- Disaster recovery and business continuity: keeping it in sight and in mind
- Extracting value from disparate datasets
- Leveraging analytics and quality metrics
- Evaluating and implementing AI-enabled solutions
- The role of information and data security relative to IT, technical support, and service management

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. For example:

- Strategies for going all-in with ESM
- Knowledge management: what it is and what it could be; what happens after initial implementation
- Transitioning from an IT mentality to a business mentality
- ESM or XSM – tailoring service management to specific business areas
- Applying service management principles to improve enterprise performance
- Tangible results from expansion of service management
- The goals of enterprise service management
- Creating operating models for ESM
- Governance frameworks for the enterprise

Service Management Technology

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

- Moving to the cloud and what comes after
- Practical automation: bots, virtual agents/assistants, and more
- Modern workplace and collaboration tools
- Engaging with AI and machine learning
- Site reliability engineering
- Bringing services and solutions back on premises
- Using analytics (speech, text, desktop, etc.) in service management
- Upskilling staff to use and support new tools/solutions

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!