



SERVICE MANAGEMENT WORLD

POWERED
BY **HDI**

July 21-22, 2021 | A DIGITAL EXPERIENCE



Call for Speakers

PROPOSAL TOOLKIT

Have a story to share?

Submit a proposal for Service Management World 2021 today!

Accepting submissions through Friday, March 26, 2021

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 July 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

Submissions should 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 a list of topic/session ideas and tips for navigating SUBS, our submission portal. If you have any questions, contact Joy Sobhani (joy.sobhani@informa.com).

Process Overview

The SMW 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 2021.

- **Week of March 1, 2021:** Call for Speakers opens
- **March 26, 2021:** Call for Speakers ends
- **Week of April 19, 2021:** Notification of acceptance status

We are looking for fresh guidance and insights for the 2021 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 SMW 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 service management and support practitioners, to present best practices, case studies, and/or related industry topics. Breakfast Briefings and Solutions Spotlight sessions are additional value-added options for exhibitors, but are open to any company representative or customer. Please contact the sales team (hdisales@informa.com) for more information about Service Management World exhibit and sponsorship opportunities.

Selection Criteria

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

- More than just theory: practical experience, real-world examples, and case studies from all points along the path to maturity
- Lessons learned, practical strategies, templates, and real-world, practical

measurements and metrics

- A coherent, interest-grabbing session featuring high-quality presentation materials and accompanying documentation
- Significant experience and subject matter expertise in the topic proposed, strong content knowledge, experience, and passion
- The ability to facilitate communication, collaboration, and the exchange of ideas with attendees
- Proven, dynamic presentation skills and experience speaking in front of large audiences
- Content that is pertinent to service management and support leaders, and that addresses the most pressing issues regarding best practices, processes, technology infrastructure, operations, people management, and more
- Fresh, timely content that doesn't promote, endorse, or proscribe a specific product/service
- Specific content for experienced support professionals and mature support organizations (versus general or introductory content)

Please provide complete information for each proposal element. Only complete proposals will be recorded in the database and considered for inclusion in the final program; incomplete proposals will not be considered. Also, please be sure to include full contact information, a brief biographical statement, and a headshot for all speakers and references.

Rules of Engagement

If you are selected for the final program, you will be contacted by our speaker logistics team and provided with deadlines, deliverables, and other essential information. You will also be required to sign a confirmation letter affirming your commitment to the event.

- You are expected to present the content outlined in your proposal and the session descriptions in the conference agenda. Attendees will be evaluating you on how well your session related to the topic described in agenda; for example, if you submit a topic geared toward mature organizations or experienced support professionals, attendees will verify that you satisfied that expectation.
- If you must withdraw from the program, HDI reserves the right to replace the canceled session with a comparable topic and speaker from the waitlist.
- Each speaker will receive one complimentary conference registration.
- In a panel discussion format, the moderator and panelists are generally selected from the list of speakers who have already been slated for the program. However, the committee will consider panel discussion proposals.

- Breakout sessions are forty-five minutes, including Q&A time. You must be available to record your session with our production team (EPEAK) in the four weeks leading up to the live event, and as a speaker, you are required to attend your session live to interact with attendees and answer their questions via chat.

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 session provide useful information?
 - » 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?

Session Topic Ideas

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:

- The future of work: what does it really look like (3-5 years out)
- 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're in a hybrid environment or otherwise distributed
- Empathy and trust in the workplace
- 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
- 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
- Extracting value from data
- Leveraging analytics and quality metrics
- Evaluating and implementing automated, AI-enabled solutions
- Information and data security

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, building better bots
- 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!