

Welcome to the 10th. annual itSMF-conference in Norway 2012

SIMPLY THE BEST

- with ITIL

14. - 15. March 2012 - Clarion hotel Oslo Airport



Call for papers — the itSMF Conference 2012

“Simply the best - with ITIL”

14 - 15 March 2012 at the Clarion Hotel Oslo Airport

A large proportion of private and public sector organisations are now employing IT Service Management and ITIL as the foundation of their service provision. Since 2003, the IT Service Management Forum (itSMF) in Norway has organised conferences on an annual basis with ever-increasing attendance figures. **The conference is the largest IT Management forum in Scandinavia, and enjoys widespread recognition and interest from around the world.**

Interest in this field continues to grow, and product enhancements have recently been released onto the market. ITIL embraces the entire IT services life-cycle, from strategic decision-making to development, production implementation, operations and decommissioning. There is better focus on the link between business and IT than in the past. This means that the conference will offer something of value to both business AND IT professionals.

In 2012 we expect close to 600 delegates to attend the conference which will be held on 14 and 15 March at the Clarion Hotel Oslo Airport.

The conference is targeted at:

- IT directors, managers and decision-makers at all levels.
- Professionals working for service-oriented businesses, especially in the field of IT.
- Anyone working, or who has an interest, in the fields of IT Service Management and ITIL.
- Anyone with specific roles in the field of ITIL-based processes.

As in previous years, the conference will include plenum presentations, parallel sessions and workshops aimed at:

- those of you just getting started with ITIL and IT Service Management
- those of you looking to learn from the practical experience of others
- those of you seeking a greater understanding, professional refreshers and inspiration
- top management and IT services managers

We are looking for presentations covering all aspects of ITIL and Service Management, and in particular:

- Practical experience in the application of ITIL, Service Management and Lean
- The environmental benefits of good processes (Green IT)
- Business strategy, the IT area and IT governance
- Gains realisation and financial management
- Transition area processes
- The relationship between development and day-to-day operations
- Continuous service improvement
- Personnel and restructuring; change management
- Knowledge management

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Would you like to be a speaker? – or do you know anyone who ought to give a presentation?

We want to hear from you if you would like to give a presentation at Scandinavia's largest IT Service Management conference! Or if you know of anyone we ought to invite to give a talk.

We are looking for speakers who can share their knowledge and practical experience of IT Service Management and address issues such as how to get started, what strategies bring success, what mistakes have we learned the most from, etc. We are particularly on the lookout for good examples of users' practical experiences. Our participants would also like to hear some less than successful stories – especially if something can be learned from them.

Recommend a good speaker and win an iPad!

Many of you attending the conference submit questionnaires with requests for talks on certain topics. Why not help us find them? Send us your suggestions for talks or speakers! From all the suggestions used in the final programme, we will draw the winner of an iPad.

Send us an e-mail to silje.endsjo@itsmf.no with the following information about the speaker and his/her presentation:

- A short biography of the speaker.
- The speaker's contact information (address/e-mail/telephone no.).
- The title of the presentation.
- The technical level of the presentation (basic or advanced knowledge of ITIL required).
- A description of the presentation (50–100 words to give the committee an idea of its content). Presentations will normally be scheduled for 40 minutes, including Q&A.

Suggestions must reach us **by 10 October 2011**. The committee will reserve the right to select those suggestions that are most suitable within the framework of an integrated conference programme.

Read more about our conferences and itSMF Norge at <http://www.itsmf.no/>

Speakers will be given a discount on their conference ticket.itSMF Norge

E-mail: silje.endsjo@itsmf.no

Website: <http://www.itsmf.no/>

If you have any questions, contact: Silje Endsjø (tel. +47 22 36 48 94).