

## 7<sup>th</sup> Annual itSMF Finland Conference 2010 Call for Papers

**Espoo, 7 - 8 October, 2010**

Service Management best practices as well as other related frameworks have been evolving and the services getting more mature. Our conference theme for this year is

### "Mind the Gap"

How do you know on what maturity level your organization and services are? Do you know the gap between current and aimed maturity level in your organization? Ever wondered what the next level is? How do measure the maturity level and success in Service Management? What role does the Service Catalogue play in Service Management?

itSMF Finland as an evangelist for IT Service Management in the Finnish market would specially like to welcome participants from user organizations – in order to make the event practical and interactive. The languages of the conference are English and Finnish. We expect about 200 participants to join our conference. The target audience is CIOs, IT Managers, Executives, decision-makers and other groups with an interest in IT Service Management.

We are looking for speakers who are willing to share their practical experiences and lessons learned with IT Service Management field, ITIL processes and measuring the performance and capabilities. The audience will be eager to hear the experiences with IT Service Management, where you succeeded and which mistakes you learned from. Here below are some examples of the suggested presentations themes:

- Service Catalogues in practice
- Measuring and steering
- Service Transition
- Practical IT Service Management implementation experiences
- IT Strategy, Governance issues, ISO20000, CobiT, SOX, Sfia
- Managing the Change and People

If you are willing to share your experiences, please e-mail the following details to [event@itsmf.fi](mailto:event@itsmf.fi)

#### Speaker

- Name and organization (with naming the solution provider if presenting together)
- Title and brief personal background
- Contact details: address, email, and telephone number

#### Presentation

- Suggested title, ideally less than 10 words
- Description, about 50-100 words - sufficient to identify the main points
- Audience level, basic or advances ITIL knowledge
- Duration 40-45 minutes including Q & A

The conference committee reserves the right to choose proposals fitting the program. As itSMF is a vendor-independent forum, presentations with marketing and advertising content will not be accepted in the general presentation track. For marketing purposes there will be an **Exhibition** where vendors can present their solutions. More information about sponsorship packages will be sent separately.

If you would like to discuss an idea or anything else related to the event please contact the conference committee by e-mail or please call us.

The closing date for submissions is the **31st of March 2010**.

Best regards,  
itSMF Finland Conference Committee

[event@itsmf.fi](mailto:event@itsmf.fi)  
[www.itsmf.fi](http://www.itsmf.fi)