

SUPPORT[®] WORLD LIVE

POWERED BY **HDI**

July 13-16, 2021
MGM GRAND | LAS VEGAS

SPEAKER TOOLKIT

SupportWorldLive.com | **#SUPPORTWORLD**



Where **Smarter Service** Starts, And **Better Business** Begins.

Have a story to share?

Submit a proposal for SupportWorld Live 2021 today!

Accepting submissions through Friday, October 30, 2020

SupportWorld Live brings together a diverse group of experts, practitioners, thought leaders, and solution providers, all united around a singular focus: to energize and empower service and support pros to make a real difference in their careers and organizations. More than 1,500 leaders will gather next July at the MGM Grand in Las Vegas for a week of insightful presentations, informative case studies, and strategic guidance. 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 HDI 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 SupportWorld Live.

- **October 8, 2020:** Call for Speakers opens
- **October 30, 2020:** Call for Speakers ends
- **Week of February 5, 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 committee receives hundreds of high-quality proposals from service and support professionals throughout the industry and it will select the best mix to be part of the HDI program. However, due to the volume of submissions, the HDI 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 John Tatusko (john.tatusko@informa.com) for more information about SupportWorld Live exhibit and sponsorship opportunities.

Selection Criteria

We want the very best presentations for the SupportWorld Live program. What are we looking for?

- More than just theory—speaker shares 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 presentation 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 technical service and support executives and managers and that addresses the most pressing issues regarding best practices, processes, technology infrastructure, and people management
- Fresh, timely content that doesn't promote or endorse 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, co-speakers, and references.

Rules of Engagement

If you are selected for the final program, you will receive access to the SupportWorld Live Speaker Portal (about 4-6 weeks after your selection), where you can download a speaker packet that includes all of the logistical (planning) details, deadlines, and a list of speaker benefits. 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 proceedings manual. Attendees will be evaluating you on how well your session related to the topic described in the brochures and manual; 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, though that speaker will not necessarily be from your company. HDI will, however, work with you to identify a suitable substitute speaker as the first course of action.
- Each speaker will receive one complimentary conference registration (Conference & Expo package). If a copresenter qualifies to participate, another complimentary registration may be offered. Travel arrangements and hotel accommodations are the responsibility of the speaker(s).
- 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. The panel moderator will receive a complimentary conference registration (Conference & Expo package), while panelists will be offered a discounted registration rate of \$995. Travel and hotel accommodations are the moderator's and panelists' responsibilities.
- Breakout sessions are one hour, including Q&A time. PC-based presentations are required; multimedia presentations are preferred.

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 group.

- **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?

Focus Areas and Topic Ideas

To appeal to this specialized audience, the conference program covers a range of critical topics, grouped into the following broad categories:

Employee Experience | Customer Experience | Service Operations | Service Management | Technology

On the following pages, you'll find descriptions of each topic area, along with sample topics and ideas for sessions in each area.

Employee Experience

Sessions in this topic area will focus on the key strategies related to team and people management in the service and support organization, covering best practices, strategies, philosophies, methodologies, and approaches that will help teams outperform and transform into high-functioning, successful teams. For example:

- Managing remote teams
- Identifying and combating burnout
- Managing struggling employees
- Best practices for onboarding employees in a remote environment
- Career-pathing for women in IT leadership
- Dealing with difficult users/customers
- Best practices for training employees
- Succession planning
- Dealing with difficult colleagues (including management)
- Career-pathing for aspiring leaders
- News and social media in the workplace
- Morale and engagement in the workplace
- Leveraging a part-time or outsourced workforce

Customer Experience

Customer experience is more than just providing customer service; it's about delivering service across all channels of service and support in a significant, meaningful, and intentional way. The sessions in this focus area will cover topics like:

- Identifying customer needs
- Designing and implementing innovative approaches to the customer experience
- Quantifying and improving the customer journey
- Using data and analytics to tell a compelling story that engages customers, executives, and stakeholders
- Engaging customers
- Identifying and leveraging key stakeholders

Service Operations

This sessions in this focus area will address the concepts and best practices that promote process improvement and operational efficiency and effectiveness, all of which are critical to service and support optimization. For example:

- Defining and implementing new services
- Maintaining or gaining efficiencies in challenging environments
- Implementing and succeeding with walk-up support, remote support, etc.
- Providing support at a start-up or small business
- Consolidating support teams/departments
- Developing a roadmap for a modern service desk
- Critical incident management and communications
- Business continuity and disaster recovery planning
- Quality assurance for non-phone interactions
- Implementing self-service
- Practical shift-left

- Supporting VIP users/customers
- Developing cyber-security programs and finding training partners
- Managing and measuring desktop support
- Communicating the value of service and support

Service Management

Sessions in this focus area will cover all things service management, the fundamentals and the future: advanced service management processes, novel framework/methodology combinations, the implications of new technologies (AI, machine learning, automation, etc.), and more. For example:

- Combining frameworks and methodologies
- Implementing a CMDB
- Providing support in a DevOps world
- Agile change management
- Making the transition to ITIL4
- Best practices for maintaining knowledge
- Design thinking
- Best and good survey practices
- The impact of AI, machine learning, and automation on service management
- The pros/cons of Agile for desktop support and the service desk
- Knowledge management without an ITSM tool
- Advanced problem management
- Transitioning from an IT mentality to a business mentality
- Taking service management out to the enterprise
- Governance frameworks for the enterprise

Technology

With so many tools and technologies entering the market every year (every month!), it's hard to know where to begin. Start here! The sessions in this focus area will explore the current technology landscape, introduce new and emerging technologies, and dive deep into the best practices for optimizing technology to enable employee success, customer satisfaction, and ongoing improvement. For example:

- Chatbots in action
- Best practices for managing vendor and partner relationships
- Supporting healthcare technology (paging, telemedicine, etc.)
- Deploying O365 and training staff
- Ensuring support stays relevant as AI evolves and expands
- Deploying, tracking, and managing devices (mobile, home-based, etc.)
- Implementing collaboration tools (i.e., Slack, Skype, Microsoft Teams)
- Sanitizing and sterilizing equipment
- Winning over reluctant users/customers
- Supporting A/V technology and services
- Engaging with AI and machine learning
- Supporting virtual devices/desktops
- Making the most of an aging toolset
- Upskilling staff to use and support new technology suites



SUBMITTING YOUR PROPOSAL: AN INTRODUCTION TO SUBS

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

- **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!