

SUPPORT RT[®] WORLD LIVE

POWERED BY **HDI**[®]



2024

Call for Speakers

PROPOSAL TOOLKIT

April 29 – May 2, 2024 | Colorado Convention Center | DENVER, CO

Have a story to share?

Submit a proposal for SupportWorld Live 2024 today!

Accepting submissions through Friday, September 29, 2023

Welcome to the SupportWorld Live 2024 Call for Speakers!

As it always has, SupportWorld Live brings together experts, practitioners, thought leaders, and solution providers, all united around a singular focus: to energize and empower IT support and service management professionals to make a real difference in their careers and organizations. Leaders from across the community will gather next April and May at the Colorado Convention Center in Denver, CO, for a week of insightful presentations, informative case studies, and strategic guidance.

We are looking to make SupportWorld Live a more **diverse** and **inclusive** program, featuring speakers who 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 descriptions of the six tracks and tips for navigating SUBS, our submission portal. If you have any questions, contact Cindee Stott (cindee.stott.us@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.

- **August 31, 2023:** Call for Speakers opens
- **September 29, 2023:** Call for Speakers ends
- **Mid-November:** Notification of acceptance status

We are looking for fresh guidance and insights for the 2024 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 IT support and service management professionals throughout the industry and it will select the best mix to be part of the SupportWorld Live program. However, due to the volume of submissions, the program team cannot respond personally to each rejected submission.

Eligibility Criteria

All IT support and service management professionals—practitioners, consultants, professional speakers, trainers, industry analysts, etc.—are invited to submit proposals. Note that the following will be strictly enforced:

- **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 team 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 IT support and service management practitioners, to present best practices, case studies, and/or related industry topics. Commercial content will not be considered, as there are specific opportunities to present product- or service-aligned content that are available exclusively to exhibitors and sponsors (e.g., Lunch and Learns, Solutions Spotlights); please contact Ayrien Machiran (ayrien.machiran@informa.com) for more information about these opportunities.

Selection Criteria

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

The ideal speaker:

- Has significant experience and subject matter expertise in the topic proposed, strong content knowledge, experience, and passion
- Can engage an audience with purely educational, insightful, and focused content
- Knows that the strongest sessions are driven by real-life stories and insights
- Understands that session objectives and takeaways must be actionable
- Is comfortable speaking in front of large groups
- Is able to communicate, collaborate, and exchange ideas with attendees
- Is willing to partner with HDI to deliver the best possible experience for attendees
- Believes a diverse speaker lineup delivers the greatest value
- Plans to attend the entire event and engage with attendees
- Is open to helping spread the word about SupportWorld Live

The ideal session:

- Is relevant to IT support and service management leaders
- Addresses the most pressing issues regarding best practices, processes, infrastructure, and strategy
- Is more than just theory, delivering practical experience, real-world examples, and case studies from all points along the path to maturity
- Is a coherent, interest-grabbing presentation featuring high-quality materials and accompanying documentation
- Is fresh, timely content that doesn't promote or endorse a specific product/service

Please provide complete information for each proposal element.

- You must include a **title** that's descriptive, attention-grabbing, and/or provocative
- You must include an **abstract/description** letting potential attendees know what's in it for them; make a case for why your session/coverage is different, urgent, important to the industry, etc.
- You must identify 3-5 **key takeaways** to help attendees understand what they'll gain from attending your session
- You must include full **contact information**, a brief biographical statement, and a headshot for each speaker

Before you hit SUBMIT PROPOSAL (and make sure you do hit that button or we won't receive your proposal), be sure you've completed all required fields. Incomplete proposals will not be reviewed or considered for inclusion in the final program.

Rules of Engagement

If you are selected for the final program, you will receive a Speaker Agreement confirming your benefits and affirming your commitment to the event.

- You (and any proposed copresenters or panelists) must be available to speak anytime from April 29-May 2; all sessions are assigned a date/time at the discretion of the program team.
- You are expected to cover the entirety of your assigned time slot and present the session as described in the agenda. Attendees will be evaluating you on how well your session related to the topic described in the agenda; 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.
- Each speaker will receive one complimentary conference registration (Premium Conference Pass). If one or more copresenters qualify to participate, additional complimentary registrations may be offered. Travel arrangements and hotel accommodations are the responsibility of the speaker(s).
- All sessions will be recorded (audio or video, at the discretion of the program team), and you are expected to use the event PowerPoint template that will be available in the Speaker Portal (January 2024).

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 quality rating equal to or exceeding the average score for that year.

- **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 promote his/her company's products/services?

Tracks

Through the SupportWorld Live program, HDI empowers support and service management leaders to tackle the challenges they're facing every day by creating an educational program that addresses each and every one of them. Through our conference program, we support a convergence of ideas, strategies, tactics, and case studies that seek to elevate support and service management today and into the future.

We appreciate your commitment to the industry and welcome your submissions. Note that SupportWorld Live features five learning tracks that not only tell leaders how it's done but show them how to do it. We've also added sample topics you might want to consider presenting on.

Leading World-Class Teams

The sessions in this track deliver strategic guidance for building and leading a rock-solid culture. Learn best practices for connecting a global team, being a transformational leader, creating a culture and workplace that prioritizes diversity, equity, and inclusion, and unlocking your team's potential.

Potential topics to address include:

- Transformational leadership in the digital enterprise – supporting a culture of continuous improvement
- Women in IT leadership
- Career-planning and roadmaps for aspiring leaders: where you want to go, what you need to get there, and how best to get after it
- Differences between coaching and mentoring, clarifying the role of sponsors vs. mentors
- Managing hybrid/distributed teams, working across time zones, and sustaining culture and engagement
- Conflict management and resolution
- Best practices and practical advice for identifying and fostering rising talent
- How to ensure Voice of the Customer and employee experience programs complement each other
- Upskilling staff to use and support new technology suites

Evolving the Customer and Employee Experience

This track takes a deep dive into the true impact of exceptional experience management, covering everything from transforming the employee experience to differentiating the customer experience. Delivering innovative approaches to elevating both, learn about the best practices, strategies, philosophies, and methodologies to engage your customers, employees, and stakeholders throughout the organization.

Potential topics to address include:

- Transforming organizational culture (not just IT) through experience, experience management offices, and experience level agreements (XLAs)
- Understanding and improving the customer/employee/user expectations and experience
- Aligning SLAs with XLAs and Voice of the Customer
- Customer journey mapping, value stream mapping, etc.
- How an escalation culture is created, how to avoid it, and how to fix it
- Streamlining processes by applying the guiding principle of optimize and automate (Kaizen)
- Recognizing issues related to mental health
- Combating burnout, coaching struggling employees
- Morale and engagement in the hybrid and remote workplace
- Amplifying company culture and building community across business areas, departments, geographic locations
- Onboarding and training employees in a remote environment
- Leveraging a part-time or outsourced workforce
- Designing and implementing innovative approaches to the customer experience
- Quantifying and improving the customer journey
- Using data and analytics to support a compelling story that engages customers, executives, and stakeholders
- Identifying better ways to gather customer and user feedback

- Reducing customer effort during interactions and engagements
- Expanding avenues/channels for engagement, making sure to meet customers wherever they are
- Feedback, customer effort, channel optimization, and customer journey mapping
- Using customer experience and journey mapping to add and communicate the value of IT to the organization
- Communicating changes made in response to feedback (establishing a continuous feedback loop)
- Identifying and leveraging key stakeholders
- Transforming the words we use in IT to tell effective stories, find champions, support DEI, and help drive transformation

Optimizing the Support Organization

The sessions in this track dive into the concepts and best practices that promote process improvement and operational efficiency and effectiveness. Learn how to optimize day-to-day operations and implement new strategies, all while maintaining your focus on quality, value, and continuous service improvement.

Potential topics to address include:

- Defining, implementing, and creating new services
- Building clear processes that account for all day-to-day and critical considerations
- AI Ops – sifting through the hype to see through the single pane of glass
- Assessing the risks and opportunities of generative AI and large language models for enterprises (i.e, using ChatGPT for work purposes, understanding where data goes and how it becomes accessible)
- How to optimize your support organization for challenging times and get the most out of your available budget
- Implementing and succeeding with walk-up support, remote support, etc.
- Promoting consistency between service delivery teams, service management practices, and business priorities.



- Best practices and practical considerations for consolidating support teams/departments while maintaining service quality
- Developing a unique roadmap for a modern service desk that aligns organizational and IT strategies and direction
- Critical incident management and communications
- Business continuity and disaster recovery planning
- Establishing quality assurance for non-phone interactions, including self-service
- Practical shift-left – keeping quality and customer sat high while lowering costs, improving response, and eliminating stubborn support issues
- Proactive approaches to delivering great service (self-healing, machine learning, etc.)
- Managing and measuring desktop support – understanding the difference between telemetry, monitoring, and measuring
- Supporting VIP/executive users and customers
- Create a roadmap for developing your cybersecurity program and finding training partners

Achieving Service Excellence

This track features real-world case studies that take a deep dive into the elements of strategic service and support, including managing support as a business, consolidating operations, innovating rapidly and effectively, and building strategic relationships with solution and service providers.

Potential topics to address include:

- The evolving impact of AI, machine learning, and automation on the support organization
- Maintaining or gaining service efficiencies in challenging environments
- How to achieve a holistic view of your organization and design services based on that view
- Building a nimble IT organization



- Customer satisfaction and measuring excellence
- Value stream mapping
- Linking IT and support goals to organizational goals and success
- Educating the organization on the value of service management and building alliances outside IT

Modernizing Service Management

From change management to experience management, cybersecurity to robotics and AI, process improvement to process automation, the sessions in this track hold the keys to modernizing your organization's service management practices. Learn how to power up your organization with forward-thinking approaches to knowledge management, swarming, self-service, digital transformation, and much more.

Potential topics to address include:

- Combining and optimizing service management frameworks and methodologies – terms, practices, differences, similarities, and what it all means for your team
- How to manage BPO and MSP partners to maximize benefits and avoid pitfalls
- Best practices for managing vendor and partner relationships
- The evolving impact of AI, machine learning, and automation on service management and the support organization
- Providing support in a DevOps world
- The pros/cons of Agile for desktop support and the service desk
- Advanced problem management, including root cause analysis, call categorization, and utilizing knowledge base articles
- Creating a knowledge-based culture
- Why design thinking matters in service management
- Supporting a culture of continuous improvement
- Aligning service level management with experience management
- Transitioning from an IT mentality to a business mentality



- Enterprise service management – expanding the benefits of SM beyond IT
- Maximizing next-gen service management tool investments to extend capabilities beyond IT
- Implementing collaboration tools (i.e., Slack, Microsoft Teams)
- Best practices for selecting and implementing new technologies
- Governance frameworks for the enterprise
- Why every organization must include cyber-risk in all of their decisions
- Creating processes and plans to effectively track IT and non-IT organizational assets to assign responsibility, ensure accountability, and achieve and maintain accuracy
- Implementing a CMDB and linking it to your hardware asset management initiative



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!