

# itSMF Singapore 2010 Annual Conference

## “Managing IT in Uncertain Times”

Date: 20 October 2010

Time: 9am-5pm

Venue: Asian Civilization Museum



The itSMF SINGAPORE 2010 Annual Conference will look at the evolution of IT Service Management in Asia based on the real-life implementation experiences of numerous companies and leading industry professionals. The one day conference will be filled with keynote speeches, presentations, case studies and panel discussions about:

- The latest news on ITIL v3 and related Service Management frameworks, such as ISO/IEC 20000 and Cobit
- Implementations do's & don'ts, and project benefits
- Global trends (IT governance, strategic sourcing, application management, measuring success, green IT, etc.)

### Why You Should Attend

- **Service Management is reaching a crescendo**

Organizations everywhere are discovering that Service Management activities can increase efficiency and productivity, and ultimately, reduce cost. As the premier Service Management organization, itSMF delivers the industry's only conference with content geared towards everyone from beginners to mature implementers

- **A meeting of great ideas**

itSMF ASEAN Conferences 2010 will focus on bringing business value to your organization. Featuring innovative strategies and best practices to real-world experience, this year's conference will help you plan strategies to take your IT services to the next level.

### Conference Fees

Type	Early Bird Rate (Before 20-Sep-2010)	Regular Rate
*Member (itSMF & SPMI)	S\$180.00	S\$200.00
Non-Member	S\$200.00	S\$220.00

Note :

- Fees quoted are exclusive of GST
- Conference Fees includes a sumptuous lunch and 2 tea-breaks

### Who Should Attend

- Corporate Leaders
- IT Managers
- CEOs, CIOs, CTOs
- Decision Makers
- Senior Executives
- Government & Educational Professionals
- Business Manager
- Analysts
- ICT Managers
- Academics
- Knowledge Industry Managers

### Networking Session

Specially organized and catered for you to meet and interact with the professionals and industry players in the IT service management industry.

For more information:  
<http://www.itsmf.org.sg/>

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### Conference Keynote Speakers



**David Cannon**

**Chairman of itSMF International**

David Cannon is the worldwide manager of Integration and Technical Services and a practice principal for ITSM within Hewlett-Packard. He is also a key contributor to developing industry standards through his work as IT Service Management Forum (itSMF) founder and leader, and through his authorship of the Service Operation book in ITIL v3.

David is also a Fellow of the Institute of Service Management.



**Robert Stroud**

**Treasurer of itSMF International**

Robert Stroud holds the positions of Vice President and IT Service Management & Governance Evangelist at CA, Inc. He is also the International Vice President of ISACA and the IT Governance Institute (ITGI) and Board Member of the itSMF USA and the chair of ITGI's COBIT Steering Committee. As CA's global evangelist, he is dedicated to the promotion of industry best practices and acts as an advocate for the customer – working closely with users, organizations, government agencies, and IT luminaries to identify, communicate and ensure that the CA's solutions adhere to the IT industry best practices.



**Peter Brooks**

**Director of Business Development & Marketing of itSMF International**

Peter Brooks worked for Hewlett-Packard for twenty years in various capacities, mainly in the UK, but also in South Africa and New Zealand. He is now an independent consultant in Service Management and certified ITIL trainer. He is a Fellow of the Institute of IT Service Management (FISM) and author of the itSMF Library book 'Metrics for IT Service Management'.

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### Registration Form

#### Participant Details

Name:	<input type="text"/>	Designation:	<input type="text"/>
Company:	<input type="text"/>	Member	<input type="checkbox"/> Yes <input type="checkbox"/> No
Address:	<input type="text"/>		
Country:	<input type="text"/>	Postal Code:	<input type="text"/>
E-Mail :	<input type="text"/>	Mobile:	<input type="text"/>
Tel:	<input type="text"/>	Fax:	<input type="text"/>

#### Method of Payments

<input type="checkbox"/> A. I enclose a cheque payable to	Cheque No:	<input type="text"/>
<b>“Enterprise Promotion Centres Pte Ltd”</b>		
<input type="checkbox"/> B. I wish to pay by	<input type="checkbox"/> Master Card <input type="checkbox"/> VISA	Expiry Date: <input type="text"/> / <input type="text"/> (Month / Year)
Card Number (16Digits):	<input type="text"/>	CV2 Number: <input type="text"/> (Last 3 digits at the back of the credit card)
Name on Card:	<input type="text"/>	Signature: <input type="text"/>

\*Credit Card Payment - An additional 4% transaction fee is chargeable

Please fax to 65 6278 7518 or Email to : [samantha@epc.com.sg](mailto:samantha@epc.com.sg)

#### Conference Secretariat

itSMF Singapore Conference 2010  
c/o Enterprise Promotion Centres Pte Ltd  
1003 Bukit Merah Central, #02-10,  
Singapore 159836

Contact Personnel :

Mr. Alex Chia

Tel : 6377 6629

Email : [alex@epc.com.sg](mailto:alex@epc.com.sg)

#### Organiser :

**itSMF** singapore chapter  
IT Service Management Forum

Professional Conference Organiser :



#### Cancellation / Substitution

Cancellations received in writing up to 30 days before the event will be subject to administration fee of SGD 50. No refunds will be made thereafter. Substitution of personnel is welcome at no extra charge by contracting the Conference office. The organiser reserves the right to change the programme, cancel or postpone the event due to unforeseen circumstances.

Important Notice: Payments are required with registration and must be received prior to the conference to guarantee your place. Walk-in participants will only be admitted on the basis of space availability at the conference and with immediate full payment