itSMF Singapore Events Policy

9th June 2010

What is the itSMF?

The IT Service Management Forum (itSMF) is the internationally recognised and independent organisation dedicated to IT Service Management. It is a not-for-profit organisation, wholly owned and principally operated by its membership. The itSMF is a major influence on, and contributor to, Industry "Best Practice" and standards worldwide, working in partnership with OGC (the UK Government Advisory body) and the British Standard Institution (BS 15000/ISO20000). Formed in the UK in 1991, there are now over 50 national chapters in an ever-increasing number of countries with over 15,000 members.

itSMF Singapore Chapter (www.itsmf.org.sg) was formed in order to develop and promote industry best practice in Singapore. The itSMF provides an accessible network of industry experts, information sources and events to help you and your organisation address IT service management issues and to assist you in achieving the delivery of high quality, consistent and cost effective IT services both internally and externally through adoption of Best Practices.

itSMF's Position of Vendor Independence

The IT Service Management industry in the Asian region is dominated by vendors whose core business is the sale of products and services related to various areas of IT Service Management. Non-vendor companies in the region who are implementing IT Service Management frameworks and products tend to be hesitant in discussing their activities because they are either part way through their implementation program, or they do now wish to share information about their IT programs with other organizations.

Therefore IT Service Management professionals in the Asian region have traditionally relied on vendor organizations to present information about current trends in the industry, rather than participating in peer networking. Also, it is recognized that vendors of IT Service management products and services are key sponsors of itSMF, and the society would not survive without that sponsorship.

A fundamental principle that defines the relationship between itSMF and IT vendors is that itSMF must always retain a position of independence, and cannot be seen to endorse the offerings from any particular vendor(s).

Therefore, the purpose of this document is to state itSMF Singapore's policy with regards to the following scenarios:

- itSMF participation in vendor managed events, and presentations by Council members at vendor managed events
- Presentations by vendors at itSMF events
- Sponsorships by IT vendors

Within the context of this policy, a vendor is considered to be a company that specifically sells products or services within the IT Service Management industry. This policy does not apply to the following types of organizations:

- Industry research companies (e.g. Gartner, IDC, etc)
- Event management companies
- Other IT societies

itSMF participation in vendor managed events

Vendors in the IT Service Management industry who sell consulting, training and software solutions and services, will from time to time organise events for their customers and prospective customers.

At these events, itSMF council members may be invited as guests and presenters and itSMF will be honoured to accept such invitations, on the condition that in their capacity as itSMF council members they retain a position of independence and neutrality. Therefore, the following pre requisites will apply to such an invitation:

- In case itSMF council members present a paper, they will do so from an independent standpoint and not specifically support the vendor's product.
- The itSMF council member may of course express their appreciation for the event and the honour of the invitation.
- If itSMF council members are invited to present as a representative of itSMF, then restrictions shall not be applied to the invitation of council members due to their employment. Therefore if a vendor wishes to invite itSMF council members to an event, itSMF will only accept such an invite if it is not restricted by the fact that a council member is employed by a competitor of the vendor.

itSMF will not endorse a vendor managed event, or provide its logo for use in any promotional or marketing material for a vendor managed event.

However, itSMF does seek partnership, cross feeding of participants and at times collaboration in event organisation with related industry bodies (including, but not limited to ISACA, PMI, etc). itSMF may endorse such events and the industry body may showcase itSMF's logo as and when approved by the council. The opposite applies as well as itSMF may showcase logos of related industry bodies at its events.

itSMF council members may also present papers on behalf of itSMF at events by related industry bodies.

Presentations by vendors at itSMF events

Presentations by vendors at itSMF events are often a key component of events, because:

- Non-vendor organizations are often reluctant to present at events within the Asian culture
- Vendors would like to see benefit from their membership with itSMF, and therefore expect to be given opportunities to present their products and services at itSMF events

Therefore, vendors will be invited to present at itSMF events on the following conditions:

- At least 50% of their presentation looks at industry "best practice" and is not specific to their company's products or services

- A vendor of IT Service management services or products that wishes to present to an itSMF Singapore event must be a current member of itSMF Singapore chapter

- There is no restriction on which vendors may present at an itSMF event, provided the other conditions within this policy are met

Sponsorships by IT vendors

IT vendors may choose to provide sponsorship for a monthly member's event, or for an annual itSMF conference. Such sponsorships will be welcomed on the following conditions:

- Preference will be given to vendors who are current members of itSMF Singapore

- There is no restriction on which IT vendors may sponsor events (the opportunity is presented equally to all eligible IT vendors)

- Other conditions within this policy are met. For example, any presentation by a sponsoring vendor should still contain at least 50% "best practice" content