SUPPORT WORLD LIVE®

POWERED BY HDI®

May 17-20, 2022

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 2022 today!

Accepting submissions through Friday, September 24, 2021

Welcome to the SupportWorld Live 2022 Call for Speakers! We know it's unusual to request submissions for 2022 before our SupportWorld Live 2021 has even happened, but then, these are unusual times (to say the least!). We're excited to bring the community together this November, but we're also actively planning for our return to Las Vegas next spring (May 17-20, 2022).

As it always has, 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 May 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.

- **August 16, 2021:** Call for Speakers opens
- **September 24, 2021:** Call for Speakers ends
- **Week of December 17, 2021:** Notification of acceptance status

We are looking for fresh guidance and insights for the 2022 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 Susan Gillespie (susan.gillespie@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, brief biographical statement, and headshot for each speaker.

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 was 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, philosophies, methodologies, and approaches that will help teams out-perform and transform into high-functioning, successful teams. For example:

- Investing in organizational culture
- Diversity, equality, and inclusion
- Recognizing issues related to mental health
- Managing remote teams
- Combating burnout
- Coaching struggling employees
- Differences between coaching and mentoring
- Onboarding and training employees in a remote environment
- Managing distributed teams
- Working across time zones
- Women in IT leadership
- Dealing with difficult users/customers
- Upskilling/upleveling communication and interpersonal skills

- Succession planning
- Dealing with difficult colleagues (including management)
- Career-pathing for aspiring leaders
- Morale and engagement in the workplace, particularly with regard to remote workers
- Amplifying company culture, building community across business areas, departments, etc.
- 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
- Working form anywhere, on any device – what it really takes
- 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
- 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

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
- Proactive approaches to service (self-healing, machine learning, etc.)
- Telemetry vs. measuring vs. monitoring – knowing the difference
- Supporting VIP users/customers
- Developing cyber-security programs and finding training partners
- Managing and measuring desktop support
- The intersection between DevOps and traditional/typical processes
- The Framework Wars – terms, practices, differences, similarities, and what it all means for your team
- Promoting consistency between teams, practices, etc.
- 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
- Moving beyond the ticket and the workflow
- Using next-gen service management tools to extend capabilities beyond those tools
- 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 M365 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
- AIOps – sifting through the hype to see through the single pane of glass
- Capitalizing on messaging and collaboration tools, integrating them into operations (benefits, pitfalls, etc.)
- Preparing for What's Next – staying on top of technology trends and why it's more important now than ever

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!