

A NEW PERSPECTIVE



Wednesday, March 28, 2007
All Day Conference

A conference for **learning and networking** among **IT Support professionals** from across the GTA

The first 15 registrations will receive a \$20 gift certificate from Best Buy at the conference!

A NEW PERSPECTIVE
HDI Trillium Chapter Annual Conference
March 28, 2007 All Day Conference
Venue: **NOVOTEL HOTEL**
Downtown Toronto
45 The Esplanade
416-367-8900

Members: \$199
Non-Members: \$299

Keynote: Char LaBounty
Keynote: George Spalding

This full day conference, geared to IT Support professionals, is designed to initiate great networking and even better learning. If you're considering ITIL, come and listen to those that have already begun the process. If you're struggling with strategy, meet colleagues who are also struggling. If you just want to improve what and how you do it, come and participate.

Thanks to our sponsors

Gold Level Sponsors



**This conference is for you: IT Support Managers/Supervisors - Help Desk/Service Desk
Supervisors/Managers - Career-minded Support Analysts**

**Our 5th annual Southern Ontario conference - full of great material at an affordable price!
Send your whole team!**

Conference sessions

| | |
|--------------------|---|
| 8:00 | Registration Continental Breakfast, Vendor Exhibits |
| 8:45 (10 minutes) | Welcoming Address Carol Parker, President, HDI Trillium Chapter |
| 8:55 (5 minutes) | HDI Analyst of the Year Award Don McCarroll |
| 9:00 (75 minutes) | Keynote Address How to Build an Actionable Service Catalog Char LaBounty |
| 10:15 (15 minutes) | Break Vendor Exhibits Continue |

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|--------------------|---|---|--|---|
| 10:30 (60 minutes) | Session A HDI and ITIL Certification, The Five Ws Katherine Lord & Heather Cockerline | Session B What Gets Rewarded Gets Repeated Hasib Sayed | Session C A Balanced Life Style Nick de Jong | Session D Integrating your Service Desk with Change Mgmt. John Towsley |
| 11:30 (60 minutes) | Session E A Step-by-Step Guide to Building a CMDB Michael Oas | Session F IT Support Mgmt. for the Province's eHealth Utility Kevin McConomy | Session C continues | Session D continues |
| 12:30 (60 minutes) | Lunch Vendor Exhibits Continue | | | |

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| 1:30 (60 minutes) | Session G IT Support Mgmt. for the Province's eHealth Utility Kevin McConomy | Session H Self Service, A Matter of Perspective Nick de Jong | Session I New Perception is Reality Katherine Lord | Session J Problem Solving Workshop Carol Parker |
| 2:30 (60 minutes) | Session K What Gets Rewarded Gets Repeated Hasib Sayed | Session L A Step-by-Step Guide to Building a CMDB Michael Oas | Session I continues | Session J continues |
| 3:30 (15 minutes) | Break Vendor Exhibits Continue | | | |

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| 3:45 (60 minutes) | Keynote Address The Future of ITIL George Spalding |
| 4:45 (10 minutes) | Closing Remarks, Prize Draws Carol Parker, President, HDI Trillium Chapter |

Continental
breakfast,
refreshments
and lunch are
all provided!

HDI & itSMF
Members
Only \$199

Non-members
\$299

Register now at
www.hditrillium.com

Cancellation policy:
All cancellations must
be in writing (email
vpfinance@hditrillium.com). You may
cancel with full refund
until March 21.
Substitutions are
permitted.

Session Speakers – Dynamic and Experienced



All session speakers are industry practitioners with years of relevant experience!

Keynote Sessions

| Time Slot | Title and Speaker | Session Overview |
|-----------|--|---|
| 9:00 | Char LaBounty President, LaBounty & Associates, Inc. | <p>How to Build an Actionable Service Catalog Need more information on what a Service catalog is, this is a presentation that will help.</p> <p>There is a lot being written about the need for Business Alignment. As a matter of fact, it's one of many CIO's top priorities for this year. In order to achieve this, one of the key components is for IT organizations to truly understand and publish what their products and services are, and to commit to service levels delivered in a timely and cost effective manner. Now, couple that with the recent increased interest in the ITIL framework and there has been a great deal of discussion on the importance of developing a Service Catalog. To many IT organizations this is a new concept. However, when you think of yourself as the consumer, would you order new furniture or an appliance without knowing the costs, the various levels of warranty, or the dimensions? Probably not. Simply put, a Service Catalog is a key component of Service Level Management. Without it, you have no way of identifying the products and services you are providing to your customers, the support groups that are relied upon to deliver them in a unified fashion, the timeframes to deliver them and at what costs.</p> <p>This presentation will address:</p> <ul style="list-style-type: none"> · The importance of the Service Catalog in the IT Enterprise · A definition of a Service Catalog · The benefits of a Service Catalog · How a Service Catalog interfaces with OLAs and SLAs · Tips for implementing a Service Catalog |
| 3:45 | George Spalding VP, Global Events, Pink Elephant | <p>The Future of ITIL Get a head start on learning what's coming in the new ITIL V3.</p> <p>ITIL Version 3. It's on the mind of IT Professionals everywhere. With the pending release date of May 30, everyone is talking about it. This session will focus on an overview of what's new in ITIL V3. Come learn what's new in your future from the author of the ITIL V3 core book, Continual Service Improvement.</p> <p>The Service Operations book explains the current levels of incidents and problems, but details new specifics regarding event management and service requests. This will impact existing Service Desk processes and tools.</p> |

Break-out Sessions

| Time Slot | Title and Speaker | Session Overview |
|---------------------------|---|---|
| Session A 10:30 | HDI and ITIL Certification, The Five Ws , by Katherine Lord, HDI Global Faculty Member & Heather Cockerline, Loyalist Certification Services | <p>An enlightening overview of forward thinking, progressive ITIL and HDI certification streams that are available for support professionals.</p> <p>This session will provide participants with a high level understanding of what certifications streams are available. Additionally an appreciation for the levels, the career paths and the ROI will be developed. ITIL and HDI certification courses will be reviewed and the correlation between them will be explored.</p> <p>Learn how to build the business case for certification and attain the funding. Get assistance in building a career path/personal goals.</p> |
| Session B 10:30 | What Gets Rewarded Gets Repeated , by Hasib Sayed, Director, Business Development, Onico Solutions | <p>How to retain and reward your top talent without putting a dent in your budget.</p> <p>Staff turnover at IT Help Desks / Support Centres is very costly. Qualified IT Support Analysts are in high demand. If your work environment is not one that is full of rewards for your team members, you will lose some of your best people to your competition. In this session, you will be provided with tools to help keep your team members motivated and ideas to help you reward them without putting a dent in your departmental budget.</p> <p>A must-attend session if you want to:</p> <ul style="list-style-type: none"> - Retain talented staff. - Improve team morale. - Improve customer / client experience. |
| Session C 10:30 | A Balanced Life Style , by Nick de Jong, President, Service Minds Inc. | <p>Attitude makes all the difference in the world when it comes to productivity. A well balanced life style allows us to focus all our mental and emotional energy on the work at hand.</p> <p>"When emotionally upset, people cannot remember, attend, learn or make decisions clearly. Stress makes people stupid." Daniel Goleman from Emotional Intelligence. It is becoming more and more clear that it is our emotional state that determines our ability to perform. By living a balanced life style, attending as much as possible to all areas of our life, we can become top performers and attain higher levels of success than we ever thought possible.</p> <p>By examining our current state and practices we can ascertain what can be done to add balance. By being more balanced we will immediately begin to focus better, become more productive, and achieve higher results in our work. Balance is important for physical and mental well-being and brings about a more satisfying life. It is the basis for attaining the important goals in our life.</p> |
| Session D 10:30 | Integrating your Service Desk with Change Management , by John Towsley, CEO, B Wyze Solutions | <p>Ten steps for integrating your Service Desk into your organization's Change Management Process.</p> <p>As your IT service processes mature, the success of your Service Desk depends on integration with other processes. One of the most critical relationships is with the change management process. This session will outline 10 steps for the successful integration of your Service Desk and incident management process with the change management process.</p> <p>Participants will learn the 10 steps for integrating their Service Desk function with the Change Management process. Interactive discussions will draw relevant experiences tips and hints for your industry colleagues.</p> |
| Session E 11:30 | A Step-by-Step Guide to Building a Configuration Management Database (CMDB) , by Michael Oas, Principal and Senior Consultant, Communicating IT Inc. | <p>If you are building, planning to build or have built a Configuration Management Database in your organization, this session will provide an overview of how to build a CMDB from the ground up.</p> <p>The concept of a CMDB is not new to IT Service Management. Many people who are involved in ITIL/ITSM process implementation projects know that a CMDB is a critical enabler to all the other ITSM processes. The challenge is determining where to start and how to make such a project successful within your business. This session provides an overview of how to build a CMDB successfully, and is further expanded upon in the recent BMC Software publication, A Step-By-Step Guide to Building a CMDB." Malcolm Fry, the book's executive author, brought together a number of industry experts to provide specific content based on their areas of expertise in Configuration Management. Michael Oas will provide an overview of the book and answer any CMDB questions you may have.</p> <p>If you are considering a CMDB project or have been volunteered to implement a CMDB in your organization, this session will provide a comprehensive approach to building a CMDB. The book's authors have distilled years of knowledge on CMDB implementations so that you can benefit from their successes and failures.</p> |
| Session F 11:30 | IT Support Management for the Province's eHealth Utility , by Kevin McConomy, Director, Portfolio Management, Smart Systems for Health Agency | <p>Introduction to the Smart Systems for Health Agency (SSHA), what it does and how it is addressing IT support management.</p> <p>The creation of a common Electronic Health Record (EHR) for all Ontarians has been recognized as the foundation for better overall health care. The Smart Systems for Health Agency has been established as the information and information technology utility, to deliver the Electronic health record across the continuum of care. Over the past four years SSHA has grown exponentially creating the foundation technologies (network connections, hosting infrastructure) required for ehealth and is now beginning to deploy applications, enabling access to health information. As these applications are deployed it is now an imperative of the agency to ensure the security of personal health information, timely access to data and a level of service needed for life-critical applications. This session is intended to provide an introduction to the Smart Systems for Health Agency (SSHA), what it does and</p> |

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| | | <p>how it is addressing IT support management.</p> <p>Learn how support is being handled within the ehealth utility and how the agency is addressing the related security and privacy requirements for personal health information.</p> <p>A discussion of the challenges and lessons learned will be presented in two case studies:</p> <ol style="list-style-type: none"> 1. Streamlining the application development phase into an operational service. 2. Improving the provisioning and support relationships with your network provider. | | | | | | | | | | |
| Session G 1:30 | IT Support Mgmt. for the Province's eHealth Utility | This is a repeat of Session F. | | | | | | | | | | |
| Session H 1:30 | Self-service, A Matter of Perspective , by Nick de Jong, President, Service Minds Inc. | <p>Self-service as it applies to the Service Desk must meet the needs of users and customers, not make them junior help desk agents.</p> <p>In many industries self-service truly lets us help ourselves. We can do the work of the bank teller because the process has been simplified. In a Service Desk environment the aim is not to put the work load back on the user. The aim is to provide the same answers and solutions we do over the telephone today but without the common delays. Self-service is really Service Desk automation.</p> <p>The session is aimed at senior analysts and managers who are involved in planning and implementing self-service or self-help projects for their Service Desks. It is the small nuances and minor details that can make the difference between success and failure. By seeing clearly what the exact result needs to be, projects will be efficient and successful and be well received by the businesses they support and their users.</p> | | | | | | | | | | |
| Session I 1:30 | New Perception is Reality , by Katherine Lord, Senior ITSM Consultant, HDI Global Faculty Member | <p>A creative and dynamic look at the end to end process of perception management.</p> <p>Through hands on activities and some out of the box thinking, participants will focus on understanding their client's perception of the Service Desk, and targeting the perception lifecycle through the following key phases:</p> <table border="0"> <tr> <td>What is the perception?</td> <td>Current State</td> </tr> <tr> <td>What do I want it to be?</td> <td>Look of Success</td> </tr> <tr> <td>What do I need to do?</td> <td>Gap Analysis</td> </tr> <tr> <td>How do I know when I arrive there?</td> <td>Milestones and goals</td> </tr> <tr> <td>How do I keep it there? (or do I?)</td> <td>Sustainability & Continuous Improvement</td> </tr> </table> <p>By leveraging visioning, marketing, communication and satisfaction strategies learn how to manage your customers perception and expectations through a process driven approach.....after all, perception really is reality!</p> <p>Participants will be able to transfer all of the skills and activities learned within this workshop to their current organizations. Regardless of the industry vertical, client base or scope of services – everyone will benefit from the systematic approach to improving and managing the perception their current client base has of the Service Desk.</p> | What is the perception? | Current State | What do I want it to be? | Look of Success | What do I need to do? | Gap Analysis | How do I know when I arrive there? | Milestones and goals | How do I keep it there? (or do I?) | Sustainability & Continuous Improvement |
| What is the perception? | Current State | | | | | | | | | | | |
| What do I want it to be? | Look of Success | | | | | | | | | | | |
| What do I need to do? | Gap Analysis | | | | | | | | | | | |
| How do I know when I arrive there? | Milestones and goals | | | | | | | | | | | |
| How do I keep it there? (or do I?) | Sustainability & Continuous Improvement | | | | | | | | | | | |
| Session J 1:30 | Problem Solving Workshop , by Carol Parker, President, HDI Trillium Chapter | <p>Practice the skill of problem solving by asking the right questions and you will better be able to meet the expectations of your customers and end users.</p> <p>This workshop will introduce a number of concepts to improve efficiency in problem solving. The workshop will include discussions around different types of thinking, asking the right questions, methods for resolving end user issues and problems. This is a fun and interactive session with exercises to reinforce the skills learned. Learning outcomes include problem solving skills, asking the right types of questions and troubleshooting methods.</p> <p>All participants; managers and support professionals can use the outcomes from this session to improve first call resolution rate, become proactive and prevent problems from occurring. This workshop will have a positive impact to your organization which includes the customers and end users by learning new skills to restore service quickly or acting proactively to prevent interruptions to service.</p> | | | | | | | | | | |
| Session K 2:30 | What Gets Rewarded Gets Repeated | This is a repeat of session B. | | | | | | | | | | |
| Session L 2:30 | A Step-by-Step Guide to Building a CMDB | This is a repeat of session E. | | | | | | | | | | |

To register, go to:

<http://www.hditrillium.com/Events.php>

itSMF members get the HDI member discount rate!

Calling all vendors: We have a few spaces remaining for sponsorship. Please contact vendors@hditrillium.com for further details.