

PRESS RELEASE

itSMF UK

Draft: 13th November 2009



The itSMF UK Conference, better than ever...even in the current climate

"Despite a global recession, it was immensely pleasing to see healthy numbers of sponsors, exhibitors and delegates engaging and sharing experience and information. It is a huge encouragement to me that in these days of social media and a 'twitter' society, our members still value the opportunity we give them to experience a physical world class service management event over virtual alternatives" said Barry Corless, itSMF UK Chairman.

The Conference this year sponsored by BCS and IBM hosted; a large exhibition, over 50 seminar sessions, experiential learning sessions from HP and G2G3 and the IT Service Management Industry Awards, it attracted more than 1100 delegates across the two day event, which took place on the 9-10th November 2009. Delegate Barry Smith, Head of IT at Foster and Partners said "It's a chance to come together to share ideas and experiences. It gives me the opportunity to spend some time away from the office, to reflect, refocus and re-prioritise workloads".

The itSMF UK Team received many comments from delegates expressing the improvement in standard and overall quality of the Conference this year, with the sessions and exhibition receiving a 95% 'very good' ranking from delegates and the Awards dinner, which this year had been given a well deserved re-vamp, received a 91% 'excellent' ranking.

Keith Aldis, itSMF UK CEO said; "It was, no doubt the best ever conference with lots of innovative thinking going on at all the sessions, we had Ian Pearson telling us about the future of IT and the inevitable feminisation of the IT Industry as well as a fantastic talk from Sir Clive Woodward. The Awards dinner was fantastic, hosted by TV commentator John Inverdale who added to an already charged atmosphere. As a first, people will be able to access the opening and closing videos from the Conference, enabling you to not only have a glimpse into this year's story but to also see how the itSMF UK Conference is evolving. Here's to next years!"

To view the Conference opening and closing video's please visit:

[http://itsmf.co.uk/web/FILES/Conference2009/itSMF2009_\(Opening_VT\).mov](http://itsmf.co.uk/web/FILES/Conference2009/itSMF2009_(Opening_VT).mov)

[http://itsmf.co.uk/web/FILES/Conference2009/itSMF_2009_\(EVENT_REPRISE\).mov](http://itsmf.co.uk/web/FILES/Conference2009/itSMF_2009_(EVENT_REPRISE).mov)

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Notes:

Available upon request: pictures, quotes and case studies.

itSMF UK Profile

The IT Service Management Forum (itSMF) is the independent and internationally recognised forum for IT Service Management professionals. Globally, the itSMF now boasts over 6000 member companies, blue chip and public sector alike, covering in excess of 70,000 individuals. The itSMF UK are the founding Chapter of an increasingly important global business currently comprising of 53 Chapters worldwide. itSMF UK is a not-for-profit organisation, ran by it's members. The membership provides a forum to exchange views, share experiences and participate in continuous development and promotion of best practice and standards. itSMF UK aspire to remain 'the premier community for leadership in IT Service Management'.