

SERVICE DESK & IT SUPPORT SHOW

24-25 APRIL 2012

EARLS COURT, LONDON

Service Desk & IT Support Show announces 2012 seminar programme line-up

Service management expert Jennifer Macniven and Noel Bruton – one of the world’s most respected voices in IT user support – head up the impressive list of Keynote and seminar speakers confirmed to appear at this year’s Service Desk & IT Support Show, the UK’s leading IT Service Management and IT support event, taking place this 24-25 April, at London’s Earls Court.

Now in its 18th year, the Service Desk & IT Support Show has established a huge following for being the go-to show for ITSM professionals wishing to utilise the latest tools, technology, and ideas they need to meet the unique challenges of their rapidly evolving industry. Having attracted 4,120 unique visitors to its 2011 event, one of the show’s key draws is its comprehensive free education programme that combines eight Keynotes, 40 seminars, in-depth roundtable discussions, and essential breakfast briefings to provide a broad spectrum of perspectives across a host of hot topics.

Conference highlights include the unveiling of an exclusive, new industry white paper – ‘Empowering people on the move: how embracing mobile can help transform the delivery of business services’ – at the first of the show’s two early morning executive ‘Breakfast Briefings’ (sponsored by The Service Desk Institute and Cherwell Software), in the Keynote Theatre at 8.30am on Tuesday, 24 April. Faced with the increasing trend of individuals using their own mobile devices in the workplace, the session will offer practical advice on implementing support and protecting corporate applications and data, and explore how mobile can drive business forward. Alternatively, early risers attending day two of the show will find Wednesday’s Breakfast Briefing (sponsored by FrontRange Solutions) shifts the spotlight to optimising the end-to-end service delivery process in ‘Stop thinking like an IT Department: Start delivering services like a business’ (starting at 8.30am).

The importance of maintaining and improving good customer service practices has always been a hotly discussed topic at the show. This year is no different, with Nick Woodruff, problem manager from AVIVA IT Operations, Howard Kendall, founding director and chairman of The Service Desk Institute (SDI), and IT service management best practices specialist Jo Johns, each bringing their own perspective to the fore in three unmissable sessions – ‘Using problem management to improve IT services’ (11.40am, 24 April), The SDI fitness workout – will your IT service be fit for 2015’ (11.10am, 25 April), and ‘Who’s going to keep you employed?’ (10.30am, 25 April) respectively.

Other topics on this year’s seminar agenda, hosted across three dedicated, increased-capacity Theatres (sponsored by Serena Software), include Service Catalogue, Lean IT, ITIL 2011, Metrics, SaaS, the impact of emerging technologies, shared services, managing and motivating staff, plus many more. Whilst the show’s Keynote Theatre (in association with Ovum) offers a strategic outlook on current developments from key industry players, including sessions by Richard Edwards and Roy Illsley – both principal analysts at Ovum, Jennifer Macniven, and Noel Bruton, plus two engaging panel discussions – ‘The great SaaS debate – SaaS, On-Premise or Hybrid: What’s right for your service desk?’ (1.30pm, 24 April) and ‘ITIL 2011: How to really make it work for your organisation’ (1.30pm, 25 April).

Returning show features include the Hot Topic Roundtable Discussions (sponsored by TechExcel), and the *itSMF* UK Bookshop. Plus The SDI Knowledge Centre, featuring long-time supporters of the show The Service Desk Institute, offering visitors advice on everything they need to know about becoming a 5* service desk in 2012.

“The Service Desk & IT Support Show is one of the essential events of the year for service desk professionals who are looking to see what is new, implement new technology, network with their industry peers and see what personal development options and support there is out there. It’s a fantastic two days with a great variety of exhibitors,” says The Service Desk Institute’s Sarah Connor.

Standing alongside the comprehensive conference programme is the show's central exhibition, which features over 80 of the leading suppliers demonstrating 250+ products and services. Visitors wishing to organise their schedules well in advance to take full advantage of any advance discounts and savings on their travel and accommodation arrangements, can now register for free show entry at www.servicedeskshow.com/register (quoting priority code SD1033). Service Desk & IT Support Show attendees will also benefit from free access to Infosecurity Europe 2012, Europe's No.1 information security event, co-located at Earls Court.

"The key to the Service Desk & IT Support Show's continuing success is its focus on promoting new ideas and innovations, by working with and listening to the needs of the industry," says event manager Laura Venables. "It's the largest UK event that focusses on providing real solutions for ITSM professionals looking to improve the way they work and do business."

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Notes:

Diversified Business Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton. In addition to the Service Desk & IT Support Show, Diversified UK's portfolio includes Natural & Organic Products Europe, Natural Products Scandinavia, lunch!, camexpo, office, office INTERIORS, Natural Products magazine and the Natural Beauty Yearbook.*

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