



**29-30 APRIL 2014**  
EARLS COURT, LONDON

## **SITS - The Service Desk & IT Support Show announces new seminar additions**

SITS – The Service Desk & IT Support Show, which returns to London’s Earls Court next week on 29-30 April, has announced several new additions to its conference line-up for 2014.

With the final preparations now underway for its 20th anniversary edition, the two-day show is poised to connect over 4,500 ITSM and IT support professionals with 100 exhibitors; including some of the industry’s leading specialist vendors, integrators, consultancies and service providers.

A vital business forum for sharing ideas and innovations within the ITSM community, one of show’s key draws is its comprehensive free education programme. Combining six Keynotes, over 40 seminars (in three dedicated theatres), in-depth roundtable discussions, and essential breakfast briefings, the sessions provide valuable first-hand insights for attendees looking to improve the way in which they manage and orchestrate their IT resources.

Newly confirmed sessions for SITS14 include:

### **Service Desks – step up your game!**

Dave Jones and Michael Jenkins from Pink Elephant will be exploring how to meet customer expectations beyond SLAs and form genuine partnerships between service desk and businesses. They’ll also be sharing ways to innovate the use of ITSM tools to deliver greater value. Topics include enabling transformation; the numbers and behaviours of a mature service desk; and the effect of the wrong measures (Tuesday 29 April, Theatre 1, 10.50am).

### **How can BYOD deliver significant business value?**

IT Support Service Delivery Manager Marc Christophides will be demonstrating how STthree turned their BYOD challenges into key business advantages, which has delivered tangible ROI, with very little impact on the Service Desk. Through the implementation of specialist tools and planning, STthree now have a fleet of staff across 17 countries with full mobility and secure access to IT services via their own devices (Tuesday 29 April, Theatre 1, 2.50pm).

### **Increase knowledge – where it matters**

The more technicians know; the faster they can resolve problems, remove service interruptions and restore productivity to users and their work. However, in IT knowledge tends to be seen as an attribute of individuals rather than as a manageable commodity, meaning that knowledge is not always found where it’s needed most. Popular SITS speaker Noel Bruton will be sharing the principles and practicalities of dealing with knowledge in IT support, demonstrating the techniques that he uses to achieve outrageous first-encounter-fix rates (Wednesday 30 April, Keynote Theatre, 2pm).

*"Diversified UK's annual SITS – Service Desk & IT Support Show has forged a deserved place for itself at the heart of the UK's IT user support industry,"* comments Bruton. *"Its mix of vendor showcase and training opportunities, and its broad agenda from philosophies through strategies to pure technique, make it – in my view – an essential, must-attend event for IT support professionals and decision-makers."*

Other notable sessions (which are still available to pre-book in advance) include:

### **Why cost is IT’s new world order**

ITSM is no longer about maintaining technology, it must drive integration throughout the enterprise, meet the expectations of an increasingly tech-savvy community and drive business innovation. Eileen O’Mahony, technical consultant at WMPromus, will be linking these lofty aims with the ever thorny issue of cost to help create a financially quantifiable business service (Tuesday 29 April, Theatre 1, 3.40pm).

### **ITSM to feed the world**

As part of the United Nations, the World Food Programme (WFP) gives food assistance to 90 million people in 75 countries, operating in some of the earth’s most challenging environments. Alemba’s Tom Bailey and Marc Brown from the WFP will be discussing how a centralised approach to ITSM can improve the effectiveness of the service desk and field IT support, and

make efficient use of resources to deliver vital services (Wednesday 30 April, Theatre 1, 2.50pm).

### **INPS is transforming IT support for UK GPs**

Christian Nagele, CEO and co-founder of CentraStage, and Phil Stickland, head of service delivery at INPS, will be explaining how advanced monitoring and automated device management is helping INPS support 2,500 GP practices and 40,000 users in the UK health sector – creating a service that is highly effective, highly visible, highly proactive and highly regarded (Wednesday 30 April, Theatre 3, 1.10pm).

**To view the full education programme, please visit [www.servicedeskshow.com/education](http://www.servicedeskshow.com/education).**

Due to their expected popularity, event organiser Diversified Communications UK is urging prospective visitors wishing to attend any seminars this year to take advantage of the show's advance booking option when pre-registering for SITS14 at [www.eventdata.co.uk/Visitor/SITS.aspx?TrackingCode=PR14](http://www.eventdata.co.uk/Visitor/SITS.aspx?TrackingCode=PR14).

Please note, free tickets for all seminars will be available on the day on a first come, first served basis from the Seminar Registration Desk at the show (from 9.30am). All Keynotes and seminars are available to book in advance for £6 per session until 4.00pm on Monday 28 April.

SITS14 attendees also benefit from free access to Infosecurity Europe 2014, Europe's No.1 information security event, co-located at Earls Court.

**For further information, and to register free in advance, please visit [www.servicedeskshow.com](http://www.servicedeskshow.com) and quote priority code PR14 ([www.eventdata.co.uk/Visitor/SITS.aspx?TrackingCode=PR14](http://www.eventdata.co.uk/Visitor/SITS.aspx?TrackingCode=PR14)).**

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#### **Media enquiries & press pass requests to:**

Emma-Louise Jones, PR Manager

Editorial representatives of relevant trade and consumer media (including freelancers) are invited to apply for press passes to SITS14 via email to [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk) (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management's discretion).

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#### **Exhibitor enquiries to:**

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#### **Notes:**

*The 19th edition of SITS – The Service Desk & IT Support Show took place at London's Earls Court in April 2013, it attracted 4,362 visitors from 40 different countries. 91% of surveyed visitors rated their show experience as excellent/good.*

*SITS – The Service Desk & IT Support Show was shortlisted for Best UK Trade Show Exhibition (under 2,000m<sup>2</sup>) at the Association of Event Organisers (AEO) Excellence Awards in 2012.*

*Diversified Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton and Nailsworth (Glos). Diversified UK's portfolio includes SITS – The Service Desk & IT Support Show; office\*; Casual Dining (new for 2014); lunch! (winner of Best Marketing Campaign of the Year at the Association of Event Organisers Excellence Awards in 2012, and Best UK Trade Show Exhibition (under 2,000sqm) in 2010 & 2011); Natural & Organic Products Europe; Nordic Organic Food Fair & Natural Products Scandinavia in Malmö, Sweden; Geo Business (new for 2014); Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference; camexpo; Natural Products magazine; and the Natural Beauty Yearbook.*

*Diversified UK is part of Diversified Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.*