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*Sessions recorded LIVE at The Rosen Shingle Creek • March 16-19, 2010 • Orlando, Florida USA*

**GENERAL SESSIONS**

- Keynote 1: If You Can't Stand Up, Stand Out | *Mike Schlappi*
- Keynote 2: Tough Times, Tougher Teams: Leave the Excuses to the Other Guys | *Stan Slap*
- Keynote 3: Creating a Culture of Courage™: The New Leadership Challenge | *Cindy Solomon*
- Keynote 5: Laugh at Fear: Overcoming the Fears that Block Success | *Frank Miles*
- Keynote 6: Get Switched On! | *Chip Eichelberger*

**CONCURRENT SESSIONS**

- Session 101 Building an Effective Customer Service Strategy | *Charles McCann*
- Session 102 Five Hallmarks of Help Desk Excellence | *Anna Frazzetto*
- Session 103 Service Desk + Continuous Improvement = Energized Results | *Daniel C. Lafever*
- Session 104 Building Bridges. The Art of Successful Negotiations | *Guy Cabana*
- Session 106 How the Help Desk Saved My Marriage | *Jeff Brooks*
- Session 107 A Recipe for Success: Defining the Elements of a Winning Service Management Program | *Shane Carlson*
- Session 108 If You Work on the Phones, You Must... | *Deborah Monroe*
- Session 109 The Human Side of ITSM | *Katherine Lord*
- Session 110 Practical Service Asset and Configuration Management | *Bill Irvine*
  
- Session 201 How to Define and Value Services: The Cornerstone of ITSM | *Hank Marquis*
- Session 202 Metrics 101: What to DO with the Measurements You SHOULD be Collecting | *John Custy*
- Session 203 Don't DO That: 50 Things That a Service Desk Should Never Do! | *Malcolm Fry*
- Session 204 Call Effectiveness Monitoring... Scoring for Success | *Eddie Vidal*
- Session 205 The Lost Symbol: Breaking the Code for Effective Leadership Communication | *Kirk Weisler*
- Session 206 13 to 1: The Story of a Successful Support Center Consolidation at the EPA | *Heather Donnelly*
- Session 207 Implementing ITIL: Welcome to the Real World | *Jason Carlton*
- Session 208 Connect To Your Customer... Bridging the Gap to Great Customer Service in an Economically Challenged Environment | *Mark Orlando, Linda Vega*
- Session 209 Making Sense of Service and Operating Level Agreements | *Rae Ann Bruno*
- Session 210 Implementing Service Desk Software | *Chris Farver*
  
- Session 301 Creating a Successful Sourcing Strategy | *Anna Frazzetto*
- Session 302 Keep Training Alive Without a Budget | *Deborah Monroe*
- Session 303 How to Create an Actionable Service Catalog | *Andrew Kramer*
- Session 304 High Performance Leadership | *Julie Mohr*
- Session 305 Martians & Venusians: Managing Diversity in the Workplace | *Bren Boddy-Thomas, Jeff Brooks*
- Session 306 SupportU 24x7: Implementing and Maintaining a Co-Managed Help Desk | *Samual Penn, Ryan Rose*
- Session 307 Implementing Knowledge-Centered Support: The Air Products Journey | *Robert Paradise, Asgar Bhallo*
- Session 308 How to Apply Social Media to Improve Customer Service | *Chris Dancy*
- Session 309 Customer Service Magic: 5 Steps to Move Service from Woe to WOW! (Case Study) | *Woodie Perkins*
- Session 310 All Aboard! Automated On-boarding and Off-boarding for Today's Uncertain Economy | *Nelson Cicchitto*
  
- Session 401 What the CIO Wants You to Know | *Ken Verner*
- Session 402 Performance Management: Rewards, Rework, and Replace | *Mary Cruse*
- Session 403 Bridging the Gap between Incident and Problem Management | *Tony Krasinski*
- Session 404 Cataloging our Services: A School District's Adventure in ITIL | *Rae Ann Bruno, Dana Smith*
- Session 405 Talking Without Words | *Guy Cabana*
- Session 407 How to Determine (and Use!) Key Performance Indicators | *Hank Marquis*
- Session 408 Effective Customer Communications | *Chuck Tomasi*
- Session 409 Where Does the Service Desk Fit into ITIL v3? | *Malcolm Fry*
- Session 410 Finding a Remote Support Solution that Really Works | *Mitch Bryant, Joel Bomgar*
  
- Session 501 Creating a Virtual Support Strategy | *Tim Dewey*
- Session 502 Service Level Management: A Journey of Baby Steps with Big Results | *Chris Kientzle*
- Session 503 Eliminate the Big Impacts: Leverage Problem Management | *Andrew Abramczyk*
- Session 504 Playing the Leadership Game: How Trivial Pursuit Can Teach You to be a Better Leader | *Sophie Klassner, Kirk Weisler*
- Session 505 Renegade Retention: Strategies for a Top-Performance Service Desk | *Dave Willmer*
- Session 507 The End of the Rainbow: Achieving Integrated Change/Release/Configuration Management | *Glenn LeClair, CMC*
- Session 508 How to Measure the Quality of Customer Service E-mail | *Leslie O'Flahavan*
- Session 509 Arise Ye Service Leaders, The Time is Now! | *Pete McGarahan*
- Session 510 Bridging the Gap between Process and Tools | *Vernon Palango*

*Listing continued on page two...*

- Session 601 Organization Readiness and Cultural Change | *Pete McGarahan*
- Session 602 Project Leadership for Support Center Professionals | *Mary Cruse*
- Session 604 Engaging PM Communications Techniques for Bulletproof Support Relationships | *Julia Forbes*
- Session 605 Recession Proof Your Career | *Phil Gerbyshak*
- Session 606 Super Delicious Services: A Roadmap to Service Delivery Excellence | *Bill Payne*
- Session 607 Service Quality Metrics: Understanding How to Measure Services | *John Custy*
- Session 608 From Disdain to Delight: 12 Steps to Creating a Customer Service Culture | *Ralph Loura*
- Session 609 Developing an Effective Service Delivery Model | *Rick Jaslin*
- Session 610 More Than A Help Desk: Alcoa's RIM Service Boosts Service Levels | *Allison Koch, Michael Morabito*
  
- Session 701 Service Management TOP GUN: Learn What the Best of the Best Do | *Randal Locke*
- Session 702 Making the LEAP from Helpless to Helpful | *Tom Lewis*
- Session 703 Process Design Simplified | *David Mainville*
- Session 704 Lighten UP: What Bright Leaders Do | *Kirk Weisler*
- Session 705 Get What You Want in 30 Seconds or Less! | *Dana Olson*
- Session 706 Reduce Support Costs with a "Tribal" Help Desk! | *Debra Collins*
- Session 707 ITIL: The State of the Nation | *Patrick Bolger*
- Session 708 Pushing the Envelope: Driving Satisfaction Improvements Using CSI Data | *Bill Odman*
- Session 709 Challenges and Best Practices for Managing a Virtual Team | *Pierra Marc Jasmin*
- Session 710 Hardware Independent Imaging for PCs | *Andrew Fournier*
  
- Session 801 Build your Technology Roadmap to Success | *Lori Bocklund*
- Session 802 The Mechanics of Empowerment and Delegation | *Bill Payne*
- Session 803 The Warning Signs of Failure: ARE YOU WATCHING? | *Robert Last*
- Session 804 Healing What Ails You: How Internal Process Improvement Gains You IT Credibility | *Tony Jones*
- Session 805 Building the Service Desk Training Plan | *Rae Ann Bruno*
- Session 806 Titanic Lessons for IT Projects | *Glenn LeClair, CMC*
- Session 807 Leverage COBIT to Better Integrate the Service Desk with the Business | *Julie Mohr*
- Session 808 Culture Shift: Moving People Forward | *Bob Furniss*
- Session 809 A Proven Recipe for Success: Service Management, ITIL, and Lean Six Sigma | *Malcolm Fisher*
- Session 810 Methods to Build Confidence and Self-Esteem for Support Center Excellence | *Michael Wilson*

*The following sessions are scheduled to be recorded; however, some changes may occur due to circumstances beyond our control.*



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