

# SUPPORT RT<sup>®</sup> WORLD LIVE

April 21-24, 2020  
MGM Grand • Las Vegas

## *Speaker Toolkit*



# Have a story to share?

**Submit a proposal for SupportWorld Live 2020 today!**

**Accepting submissions through Friday, July 26, 2019**

SupportWorld Live brings together a diverse group of experts, practitioners, thought leaders, and solution providers, all united around a singular focus: to energize and empower service and support pros to make a real difference in their careers and organizations. More than 2,400 leaders will gather next April at the MGM Grand in Las Vegas for a week of insightful presentations, informative case studies, and strategic guidance. To appeal to this specialized audience, the conference program covers a range of critical topics, grouped into the following broad categories:

**Employee Engagement | Customer Experience | Service Operations | Service Management | Technology**

Submissions should offer practical guidance and specific takeaways/lessons learned that will enable attendees to implement immediate improvements in their own organizations. On the following pages, you'll find descriptions of each topic area, along with sample topics and ideas for sessions in each area.

## **RULES OF ENGAGEMENT**

- No more than two proposals per speaker
- Interactivity is encouraged — proposals that emphasize attendee engagement will be given priority
- Case studies will receive priority consideration
- Veteran speakers are welcome, but new material will be prioritized over past material
- Solution providers are encouraged to submit proposals, but a customer must be featured as a copresenter
- Commercial/promotional content will not be considered

## Employee Engagement

Sessions in this topic area will focus on the key strategies related to team and people management in the service and support organization, covering best practices, strategies, philosophies, methodologies, and approaches that will help teams outperform and transform into high-functioning, successful teams. For example:

- Building skills for a chat-ready team
- Identifying and combating burnout
- Career-pathing for women in IT leadership
- Managing struggling employees
- Dealing with difficult users/customers
- Best practices for training new employees
- Succession planning
- Dealing with difficult colleagues (including management)
- Career-pathing for aspiring leaders
- Supporting remote workers and flexible schedules
- News and social media in the workplace
- Morale and happiness in the workplace
- Leveraging a part-time workforce

## Customer Experience

Customer experience is more than just providing customer service; it's about delivering service across all channels of service and support in a significant, meaningful, and intentional way. The sessions in this focus area will cover topics like:

- Identifying customer needs
- Designing and implementing innovative approaches to the customer experience
- Quantifying and improving the customer journey
- Using data and analytics to tell a compelling story that engages customers, executives, and stakeholders
- Engaging customers
- Identifying and leveraging key stakeholders



## Service Operations

This sessions in this focus area will address the concepts and best practices that promote process improvement and operational efficiency and effectiveness, all of which are critical to service and support optimization. For example:

- Defining and implementing new services
- Gaining efficiencies
- Implementing and succeeding with walk-up support
- Documenting processes
- Providing support at a start-up or small business
- Consolidating support teams/departments
- Developing a roadmap for a modern service desk
- Quality assurance for non-phone interactions
- Supporting stakeholders in the sciences (laboratories, pharmaceuticals, engineering, etc.)
- Implementing self-service
- Managing major incidents/crises
- Practical shift-left
- Supporting VIP users/customers
- Developing cyber-security programs and finding training partners
- Managing and measuring desktop support
- Communicating the value of service and support

## Service Management

Sessions in this focus area will cover all things service management, the fundamentals and the future: advanced service management processes, novel framework/methodology combinations, the implications of new technologies (AI, machine learning, automation, etc.), and more. For example:

- Combining frameworks and methodologies
- Implementing a CMDB
- Providing support in a DevOps world
- Agile change management
- Making the transition to ITIL4
- Best practices for maintaining knowledge



- Design thinking
- Best and good survey practices
- The impact of AI, machine learning, and automation on service management
- The pros/cons of Agile for desktop support and the service desk
- Knowledge management without an ITSM tool
- Advanced problem management
- Transitioning from an IT mentality to a business mentality
- Taking service management out to the enterprise
- Governance frameworks for the enterprise

## Technology

With so many tools and technologies entering the market every year (every month!), it's hard to know where to begin. Start here! The sessions in this focus area will explore the current technology landscape, introduce new and emerging technologies, and dive deep into the best practices for optimizing technology to enable employee success, customer satisfaction, and ongoing improvement. For example:

- Chatbots in action
- Best practices for managing vendor and partner relationships
- Supporting healthcare technology (paging, telemedicine, etc.)
- Deploying O365 and training staff
- Ensuring support stays relevant as AI evolves and expands
- Deploying, tracking, and managing mobile devices
- Implementing collaboration tools (i.e., Slack, Skype, Microsoft Teams)
- Implementing a Tech Bar
- Winning over reluctant users/customers
- Supporting A/V technology and services
- Engaging with AI and machine learning
- Supporting virtual devices/desktops
- Making the most of an aging toolset
- Upskilling staff to use and support new technology suites



## SUBMITTING YOUR PROPOSAL: AN INTRODUCTION TO SUBS

As you enter your proposal in SUBS, there are a few required and optional fields to note:

- **Required:**
  - » **Track:** Select a primary topic area from the drop down.
  - » **Primary Discipline:** From the dropdown, select the state that best describes the maturity of the organizations that are the ideal audience for your session.
  - » **Format:** Select the option that best describes your session's ideal/intended format from the dropdown.
  - » **Headshot:** At a minimum, your headshot should be 200x200px (square, .jpg).
- **Optional:**
  - » **Secondary:** If your proposal overlaps with a second topic area, select the area from the dropdown.
  - » **Secondary Discipline:** If your session's ideal audience applies across two levels of maturity, select a second level from the dropdown.
  - » **Uploading Files/Documents/Videos:** You can upload supplemental files/documents, but you must complete the abstract, takeaways, and interactivity fields. You can also upload a supplemental video (maximum 64MB); if your file size is too large, please include a link to the hosted video in the session description field (as a YouTube link, as a Box/Dropbox link, etc.).

You can edit your proposal once you've submitted it, until the submission period ends, provided you've saved the unique link provided at the beginning of the proposal.

Good luck!