Description:
The sessions in this track provide practical solutions and innovative methods for managing increased demands on Desktop Support teams and for navigating the changing landscape of technologies and business needs. Learn about emerging trends, process improvement, performance measurements, key metrics, managing expectations, and becoming more proactive.

Vision:
The Vision for the Evolving Desktop Support track is that it will include practical advice and innovative ideas for taking desktop support to the next level. Desktop support teams have been trying to overcome the same challenges for years. The speakers in this track will address these challenges and answer some age-old questions, such as:

- How to control unplanned demands, like last-minute office moves, “surprise” project tasks, or shoulder-taps, to become more proactive?
- How to successfully forecast staffing needs and assess the quality of our work and team members?
- How to work efficiently and effectively and positively impact the customer experience?
- How to prepare for the changing technology landscape (e.g., virtualization, cloud services, etc.)? How will these changes impact and redefine desktop support responsibilities?

Regardless of the current maturity of your organization, this track will provide guidance and solutions to help improve your desktop support operation. The speakers will share proven methods for handling requests and workloads, improving processes and quality, and preparing for and making the most of emerging trends.

Play the video below to meet Rae Ann and learn more about this track! https://youtu.be/Lowp7nL4iUo
THE EXECUTIVE STAKEHOLDER PERSPECTIVE – Pete McGarahan

Description:
The sessions in this track deliver strategic guidance for managing sourcing strategies and service providers, building peer and business relationships, improving demand management and service level adherence, benchmarking, empowering and engaging your staff, managing change, measuring the metrics that matter, marketing your support organization, and communicating effectively. Learn how to maximize your organization’s investment in process, people, and technology.

Vision:
As an executive stakeholder, you never settle for mediocrity! You’re always searching for new ideas, creative approaches, holistic perspectives, and fresh insights. The sessions in the Executive Stakeholders Perspectives track will deliver strategic guidance for managing sourcing strategies and service providers, building peer and business relationships, improving demand management and service level adherence, benchmarking, empowering and engaging your staff, managing change, measuring the metrics that matter, marketing your support organization, and communicating effectively. Our speakers— all experienced, passionate, and creative executives themselves—will share their successes, lessons learned, and strategic perspectives on the topics that matter most to executive stakeholders. They will provide a memorable learning experience and actionable takeaways that will make a difference in your life and career.

Play the video below to meet Pete and learn more about this track!
https://youtu.be/-wdlFZ75GBs
PUTTING METRICS TO WORK – Aran McFarland

Description:
Performance measurement is a critical activity for any effective technical support organization. The sessions in this track delve into which metrics and KPIs your organization should be measuring, how to effectively report the most meaningful metrics through executive dashboards, KPI reports, and balanced scorecards, as well as how to put metrics to work to drive better business outcomes. Learn how to make the right decisions, take the appropriate actions for continuous improvement, and, above all, make the metrics your organization uses matter.

Vision:
We’ve all heard the saying “You can’t manage what you don’t measure.” For technical service and support organizations in today’s ever-changing world, this couldn’t be truer—but there’s a catch. Too often we measure the wrong metrics, and we fail to provide enough valuable data to drive improvement or to enable the leadership team to make meaningful decisions. The sessions in the Putting Metrics to Work track will provide strategies for better understanding the importance of aligning organizational goals and desired outcomes to develop metrics and KPIs. Through interactive sessions based on case studies and real-world examples, all attendees, at all levels, will learn how to link service desk metrics to business intelligence data and how to leverage metrics to drive service, performance, and quality improvements.

Play the video below to meet Aran and learn more about this track!
https://youtu.be/_PabNdkXRSs
REINVENTING THE CUSTOMER EXPERIENCE - Julie Mohr

Description:
It’s time to rethink the customer experience. Customer experience management (CEM) is more than just providing customer service; it’s about delivering service across all channels of support in a significant, meaningful, and intentional way. The sessions in this track will focus on clearly identifying the customer needs, designing and implementing new and innovative approaches to providing support, and using the results to tell a compelling story that engages customers, executives, and stakeholders.

Vision:
We’ve all had great customer experiences, but what does it take to consistently delight customers? It isn’t as easy as it sounds—organizations have to focus on distinguishing themselves from the competition and on providing distinctive services that customers value. Customer experience management (CEM) is all about designing intentional customer interactions that consistently delight our customers and set our organizations apart. The sessions in the Reinventing the Customer Experience track are proven best practices that have yielded demonstrated tangible results. When we look at best practices, there isn’t always a clear-cut path from best practice to actual practice, and we don’t always have unlimited funds, resources, or the support of senior management. But armed with a greater understanding of CEM best practices and some creativity, we can revolutionize the customer experience.

Play the video below to meet Julie and learn more about this track!
https://youtu.be/gS-BoH7dFq8
**SERVICE DESK FOUNDATIONS -- Eddie Vidal**

**Description:**
This track focuses on Analysts and new supervisors and managers who need to learn the fundamentals, frameworks, methodologies and best practices to create value and who really want to make a difference in their organizations. If you’re just starting out and are passionate, hungry, and engaged, attend the sessions in this track to learn how you can gain valuable knowledge and set a strong foundation for your career.

**Vision:**
The vision of the Service Desk Foundations track is to provide new or less-experienced Analysts, team leads, supervisors, and managers with a thorough, foundational knowledge of the service desk. Experienced support professionals will share their real-life success stories and lessons learned, providing perspective for those who are new to their ITSM roles and positioning them to have greater career success. The sessions in this track will provide guidance on developing organizational roadmaps, building service desk teams from the ground up, using metrics and dashboards to measure performance, building culture, engaging employees, and encouraging teamwork. Kick-start your career and take it to the next level!

Play the video below to meet Eddie and learn more about this track!
SERVICE DESK MASTERS – Lisa Hodges

Description:
This track is for support leaders who seek to mature their organizations and demonstrate the strategic value of a professional Service Desk. If your tactical operations are running smoothly, now it’s time to elevate the status of your Service Desk and improve alignment with the business. But your plans and vision must first win approval from senior leadership, giving you the extra push you need to take your team to the top. The sessions in this track will take a deep dive into the elements of a strategic roadmap, including best practices, metrics, and dashboards for measuring performance, building culture, and engaging employees. Take your Service Desk to the next level!

Vision:
The vision for Service Desk Masters track is to appeal to managers, supervisors, and team leads who’ve achieved much, but who understand that past success does not guarantee future results. In a technological environment where the pace of change is growing ever faster, cycle times are getting ever shorter, and customer expectations are climbing ever higher, service and support leaders must continually look ahead to what’s next. This track is intended for practitioners who’ve mastered the fundamentals, wrestled with advanced techniques, and applied them to their own unique environments.

Play the video below to meet Lisa and learn more about this track!
https://youtu.be/Ncf3Gk3jMT8
SUPPORT CENTER OPTIMIZATION – Carrie Armstrong

Description:
This track dives into the concepts and best practices that promote process improvement and operational efficiency and effectiveness, all of which are critical to support center optimization. Learn from others' experiences with implementing new services, facilitating process adoption, and keeping pace with emerging trends. Gain insights from industry experts on how to optimize day-to-day operations and implement new strategies, while keeping a focus on quality assurance and continuous service improvement.

Vision:
Your support center is functioning well: you’re meeting your goals, and your customers are happy. How can you take your support center to the next level? The Support Center Optimization track is geared towards those in support centers that are already operating efficiently, but want to know how to up their game to streamline their processes, implement new services, and optimize their overall support center operations. The speakers in this track will cover process implementation and adoption, best practices and strategies for implementing new services, adapting to changing technology, and keeping up with emerging trends (e.g., KCS, automation, self-service).

Play the video below to meet Carrie and learn more about this track!
https://youtu.be/QpokcvdKQXA
TEAM PERFORMANCE AND TRANSFORMATION – Krista Ciccozzi

Description:
This track focuses on key strategies related to team and people management in the support organization, covering best practices, strategies, philosophies, methodologies, and approaches that will help teams perform and transform into high functioning, successful teams. The sessions will cover a range of topics: performance management, employee engagement, retention, and motivation, organizational change, rewards and recognition, mentoring and coaching, negotiation and conflict management, staffing and workforce management, and much more.

Vision:
The vision for Team Performance and Transformation track will be to provide guidance on the most innovative and successful best practices, strategies, philosophies, methodologies, and approaches related to people management. In lively and engaging workshop-style sessions, attendees will collaborate in pairs or teams to explore the following topics:

P: Performance Management
E: Employee Engagement
R: Retention and Motivation
F: Foster Culture and Climate
O: Organizational Development and Change
R: Recognition Programs
M: Mentor and Coach

T: Training and Professional development
R: Rewards Programs
A: Attract and Recruit Talent
N: Negotiation and Conflict Management
S: Staffing and Workforce Management
F: Forming and Building Successful Teams
O: Objectives and Goal Setting
R: Resource Planning and Maximization
M: Mission and Vision Planning

Speakers will provide tools and templates that attendees can work on in the session and then take back to their support center to implement. In addition to tools and templates, speakers will use case studies, panel discussions, and innovative polling to engage the audience.

Play the video below to meet Krista and learn more about this track!
https://www.youtube.com/watch?v=4YL9mc-