



KRAJSKÁ HOSPODÁŘSKÁ KOMORA
JIŽNÍ MORAVY

IT STRATEGY & DIGITAL

FORUM INTERNATIONAL

IT Governance & Complexity CZE/BRNO 16th May 2018

Roundtables 17th May

Cloud governance and EU regulations

Digital services in healthcare

Experience sharing
conference

Innovations
podium



Conference preparation details for speakers and VIPs

IT Strategy & Digital Forum International 2018 – itSDFI 2018

Czech rep., Brno, Holiday Inn, 16-17th May 2018

“IT GOVERNANCE & COMPLEXITY” May16th – how growing complexity of IT impacts IT governance

Day 2 – May 17th Conference round tables

“Digital service in healthcare”

“New EU regulation for cloud service”

“IT Quality Index overview”

Hashtag: #itSDFI

Further information about the conference:

The itSDFI conference is a project started in 2012, supported by itSMF CZE, itSMF SVK, CACIO, JIC, Brno University of Technology, focusing on the dissemination of the global best practices in the IT environment and exchange of practical experience with their application in the era of Digital transformation and new ways of managing IT. The main purpose of the conference is improvement of IT governance practices in ever growing complexity of IT and its criticality for every organization.

Conference concept is not around marketing or sales support or product placement in presentations. Key principle is experience sharing – practitioners speaking to practitioners.

Speaker - promotion material

- Photo of speaker
- Professional profile/background – 1-3 sentences
- Short presentation description – 1-3 sentence
- Reference links on LinkedIn and Twitter
- Please mail to info@itsdfi.com before – 30.3.2018

Presentations:

- Practical experience is welcome, theoretical background is good in reasonable extend
- Lessons learnt welcome, story telling

- Reference to conference topic is welcome – 1 slide
- Pictures, active involvement of audience is welcome

Speaker promotion:

- Conference organizers will be promoting speakers on social media – Twitter and LinkedIn
- Photos and short videos will be captured and published
- Presentations will **not be made public** by any means

Conference presentation principles:

- Topics for presentations should be focused on sharing practical experience with best practices adoption across different segment (international companies/SMB/public / universities)
- No services / product promotion in presentation - short reference to partner cooperating on project is ok
- Vendors can be approved for presentation if they share their adoption of best practices for managing their service, while no service can be directly promoted to audience
- Costs for travel and accommodation are not compensated – we can make reservation with discounted price in hotel, where conference is organized – costs around 80€ per night
- Invited speakers are not charged any fee, neither are paid for presentation or travel expenses

Speaker main stage - presentation preparation

- Expected audience – CIO, Service Delivery Manager, IT manager, CFO, CEO, about 100 participants where most of participants is from international companies
- 20-30 min presentation for each speaker – including Q&A - length is agreed when preparing detail conference agenda
- Presentation remains property of speaker, will not be published on web, no recording of presentation as conference is not sales support tool, speaker may present from his laptop / USB stick
- English is required on slides, presentation itself is recommended in English but it is not mandatory

Speaker main stage Innovation and startup podium - presentation preparation

- 5 minutes overview of innovative solution on the main stage
- English is required on slides, presentation itself is recommended in English but it is not mandatory
- Solution / product flyer possible to place in the conference hall and coffee brakes section

Welcome drink 15.5. Brno center, 19:00

Conference organization details 16.5. – dress code formal

- Conference room available since 8:15
- Free parking available in hotel or in parking house opposite of hotel
- Hands free or microphone will be used
- No simultaneous translation
- Dress code - formal
- Expected end 17:00

Speaker & VIP - after conference program 16.5. – dress code business casual

- Walk from hotel Holiday Inn to Brno centre (in good weather) 18:20 – 19:20
- Business dinner in stylish restaurant in Brno city centre

Speaker & VIP - itSDFI round table

17.5. 9-12

Focus groups: New EU Regulations for cloud

- Speakers and international VIPs are invited to join round table session second day of conference
- Networking and expert panel
- Learn new practices which are about to impact most of the IT department

Focus groups: Digital services in healthcare

- Speakers and international VIPs are invited to join round table session second day of conference
- Networking opportunity, meet with your professional colleagues
- Moderated panel discussions
- Dress code – business casual

Workshops: IT Quality Index overview, presented by Zdenek Jelinek

Travel: Ryanair direct flight London-Brno, Lufthansa from Munich
Travel from Vienna by car / bus / train : 200 km, 2-3 hours
Travel from Prague by bus / car / train : 200-250 Km, 3 hours

Contact persons:

Program director: Zdeněk Kvapil, +420 602 203 156, zdenek.kvapil@Q4IT.eu
Speaker support: Zdeněk Jelínek, +420 724 228 016, zdenek.jelinek@Q4IT.eu
Event manager: Petra Partyšová, +420 728 535 280, petra.partysova@Q4IT.eu