



“DIGITAL GOVERNANCE“ 22 May 2019 Prague

International conference for modern CIO

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Conference preparation details for speakers and VIPs

IT Strategy & Digital Transformation International Conference 2019 – itSDFI 2019
Czech republic, Prague, 22-23 May 2019

Day 1: 22 May conference “Digital Governance” - IT governance for digital transformation

Day 2: 23 May morning workshop with Jonathan Boyd “CIO of the Digital era”

Hashtag: #itSDFI2019 @itsdfi

Further information about the conference:

The itSDFI conference is a project started in 2012, supported by itSMF CZE, itSMF SVK, CACIO 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 March 2019

Presentations: deadline for sending presentations is 8 May 2019, [mailto: zdenek.jelinek@q4it.eu](mailto:zdenek.jelinek@q4it.eu)

- 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 150€ 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

Welcome drink 21.5. 19:00-21:30 – unformal dinner, no official start

NOLA Restaurant & Café

<http://www.nola.cz/>

Na Strži 1683/40

140 00 Praha, Krč

Conference organization details 22.5. 9-17 dress code formal

- Conference room available since 8:15
- Hands free or microphone will be used
- No simultaneous translation
- Dress code - formal
- Expected end 17:00

Speaker & VIP - after conference program 22.5. 19:30 – 22:00

- Walk through Prague historical center – we meet in hotel lobby and then we will walk through famous parts of Prague

23.5. 9-12 Workshop with Jonathan Boyd

- “CIO of the Digital era”
- New skills required in the digital era when IT is part of everything what organization does.

23.5. 12-13:30 lunch and goodbye

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
Partners: Jonathan Boyd, jonathan.boyd@q4it.eu