



**The 14th itSMF Portugal Annual Conference will be held on October 17, in Lisbon.**

**The subject, this year, is "Service Management Trends in a Context of Innovation" and we are searching for contributions to our Conference that enrich the sharing of experiences.**

**It is globally accepted that innovation is key for organization competitiveness**, either in an economic perspective, either on the relationship with customers and partners. This recognition is a result of assuming that through innovation can be developed new products and services, or be redefined development and delivery process related with those products and services, supporting the increasing market pressure and/or customer and organizations expectations. As such, innovation is a common approach either on the private or on the public sector.

The Service Management best practices try to ensure predictability on service delivery, as a way to induce quality. This could lead to a higher risk of limiting innovation, which requires, by definition, an open and agile context. But on the other side, Service Management best practices could be the right environment to ensure operational stability, giving space to experimentation. And **innovation itself can, and should, be applied to Service Management.**

**This year's conference will promote a reflection and experience sharing that combine Innovation and Service Management**, trying to bring to the table new trends and finding ways of getting the best value from both. **The final goal is the same: to develop organizations and improve their products and services.**

**Although we give preference to themes that fit in the subject of the Conference, we are open to contributions on other topics:**

- Methodologies for governance and integrated management of IT services (ITIL, Agile, DevOps, Lean, 6-Sigma, Kanban, Prince2, SlaM, COBIT, TOGAF, Enterprise Architecture, BPM, CMMI and others);
- The management of services in the new technological trends (Cloud, Big Data, Internet Of Things and others);
- Design of technology-based business services;
- The human factor in the context of service management. Knowledge management and new skills;
- Information Security Management;
- Risk Management and Business Continuity;
- Successful implementation of standards and good practices in Service Management (ITIL, ISO 20000, ISO 27001, ISO 38500, COBIT, CMMI and others);
- The value contributed by the adoption of good Service Management practices;
- The importance of the Service Management support tools for the successful implementation of processes (return on investment).

**Send us your proposal by the 30th June to [secretariado@itsmf.pt](mailto:secretariado@itsmf.pt) with the following information:**

- Title of presentation;
- Abstract (between 50 and 100 words);
- Summarized curriculum.

The communication on the decision to include the presentation will be made by July 15.

itSMF Portugal can cover accommodation and transfer costs from airport for foreign speakers.