

FORUM FOCUS

Newsletter brought to you by itSMF International

VOL. 1, ISSUE 1

SEPTEMBER 2017

Dear Colleagues,
Last Thursday night the 24th August 2017 the International Board met and the following updates are relevant:



Clive Keylard—
International Board
co-opted member



Chapter Update



Axelos Update



Chapter Formations
and New Chapter
Enquiries

Welcome Clive Keylard to the International Board as a co-opted member



Clive is the President of the New Zealand Chapter of ITSMF and has kindly agreed to step into one of 2 co-opted Director roles available under our Constitution and Bylaws. Clive will assist us in the work that is being conducted on your behalf. His term of co-option will expire at the conclusion of this Financial Year on the 31st March 2018 at which time the term may be extended by mutual agreement.

Board members are:

- Kathryn Heaton - Australia - Chair (kathryn.heaton@itsmfi.org)
- Michael Imhoff - Denmark - Deputy Chair & Social media (michael.imhoff@itsmfi.org)
- Barry Corless - UK - Treasurer (barry.corless@itsmfi.org)
- Vinay Jain - Singapore - Chapter Relations (vinay.jain@itsmfi.org)
- Ulf Myrberg - Sweden – External Relations (ulf.myrberg@itsmfi.org) and
- Clive Keylard - New Zealand – (clive.keylard@itsmfi.org) Co-opted member
- Company Secretary is Bruce Harvey - (bruce.harvey@itsmfi.org)

[More about the itSMF International Board](#)

Chapter Update



The number of active Chapters now stands at 30. There are 12 chapters which contribute 82% of our levy revenue. We have enquiries from 15 parties interested in forming chapters in their regions.

We are currently treating with the following regions where chapters were active and have now become inactive:

- India
- Netherlands
- Belgium
- France
- Brazil

As you will see from the proposal below under Licencing organisers for ITSMFI meetups, a conditional licence is proposed to be granted to these parties as organisers to run a small number of events/meetups in their regions. This will test the level of interest in the formation of a chapter and help to create a small working party to guide the formation of the chapter in the hopes that the Chapter when and if formed will be sustainable. On that basis operation, that region will remain as a licenced entity. Assistance will be sought form the Chapters to act as mentors to these start-ups over time as the proposal progresses.

We will also be asking Chapters to share their IP and knowledge in running their chapters, establishing the entity, electing a Board, allocation of Board portfolios, running events, and meetings, running a conference, attracting members and sponsors, running seminars to assist these new chapters and all and other chapters across the forum.

Code of Ethics for Members and Leaders



As a membership based and owned Profit for Purpose organisation, the way in which we act towards other members and our wider community sets the tone for our culture and standing in our communities.

An important part of how we achieve this is by agreeing when we take up membership to comply with the Constitution and Bylaws and our Chapter agreements, together with the adoption of a code of ethics for members and our Chapter leaders. For the information of members and Chapter Leaders, a link to a copy of our International Constitution, our Bylaws and our Chapter Agreement is given below along with link to our Code

of Ethics for members and leaders.

More information can be found on our International Website at www.itsmfi.org.

International Finance Update



ITSMF International is currently investigating a proposal to offer payment of International Chapter levies and International memberships by PayPal . We can also assist Chapters by offering Landing pages for the Chapters on the international Website and can offer services to manage and collect membership levies for chapters. For further details contact Bruce Harvey at bruce.harvey@itsmfi.org.

More information can be found on our International Website at www.itsmfi.org.

Axelos Update



ITSMFI has entered an agreement with Axelos to co-operate with them on supporting and promoting our Forum and the various frameworks that Axelos own including ITIL.

A copy of the agreement can be obtained by contacting Michael Imhoff at michael.imhoff@itsmfi.org

Chapters have the opportunity to opt-in to this agreement. Chapters are invited to consider the benefits of becoming a partner with ITSMFI in this opportunity. A copy of a synopsis of the agreement and the responsibilities entailed and benefits to be gained is given below.

The strength of our Forum is to be found in our collaboration and co-operation and chapters are therefore invited to consider the benefits of opting in to the AXELOS Agreement.

AXELOS also promotes a number of initiatives through its website and social media pages.

Go to [@AXELOS_GBP](#) for twitter, [@AXELOSGBP](#) on facebook and www.axelos.com on the Internet to stay abreast of the latest information on our vibrant community.

More information can be found on our International Website at www.itsmfi.org.

Chapter Formations and New Chapter Enquiries



We are receiving many enquiries from all regions of the world for the formation of new chapters. At this time due to limited resources, we are focusing on the re-creation of chapters in regions where chapters once existed and where we have trademarks available.

In other cases, we are providing International membership as a means by which these enquiries can be fulfilled until we are able to evidence sufficient support for a chapter to be formed in the near future and to have a reasonable chance of being sustainable.

Details of the International Membership are available on the International Website.

The Board at its meeting last week also began work on the development of a licence arrangement whereby International proposes to licence an organiser to conduct a number of events (typically informal meet ups) in their region to build momentum towards the establishment of a chapter in the medium term to generate support for the organiser from individuals and enterprises in our markets and community and to generally support the work of formation of a chapter.

We are interested in building a body of knowledge to share with our members and others to assist them work towards building a chapter in their region such as

- How to form a steering committee,
- How to generate membership,
- How to attract sponsors and enterprise members,
- How to organise a committee structure to support the formation of a Chapter ,
- How to run events/meetups/webinars/seminars/Sigs/LIGS etc,
- How to run a conference.

We are also in need of mentors to assist these organisers and steering committees in progressing towards the formation of a chapter.

If you are interested in contributing towards this body of knowledge or in assisting the formation of new chapters as a mentor, please contact Vinay Jain at vinay.jain@itsmfi.org

Chapter Conferences



The Danish conference is on October 25 to 26. Details - [Click here](#)

itSMF Ireland conference on September 14. Details - [Click here](#)

The itSMF Germany conference is December 5 to 6. Details - [Click here](#)

Calendar by Robert Falkowitz - [Click here](#)

itSMF International Events Calendar - [Click here](#)

International Memberships



International memberships are available in regions where there is currently no active chapter.
For details please refer to www.itsmfi.org under member information for details.

Levies due and payable



Chapter leaders are reminded that Chapter Levies are now due and payable. Please check with your Treasurers to see that the payment of 2016/17 levies is in hand to be made immediately.

Membership Loyalty report



For the interest of Chapters and their Boards, attached is a link to a new report on recent research into how to create loyal members and retain them.
[Click here for report](#)

2017 AGM Deferred until late October



Due to recent changes in the reporting requirements of Companies House in the UK, it has been found necessary to defer our 2017 AGM until late October. Notice of the AGM and the provision of copies of the Financial Statements will be sent out in early October with the 21 days' notice as required under our Bylaws.

Next meeting of the International Board will be in early October after which a further update will be issued.

Best Wishes

Kathryn Heaton for an on behalf of the Board of ITSMF International Limited.

