

PRESENTATION POLICIES & GUIDELINES

INTRODUCTION

itSMFA Australia (itSMFA) has developed some policies for its authors and presenters. These are intended to improve the professionalism of itSMFA seminars and conferences and to avoid unwanted controversy. This document outlines these policies.

If you have further questions, contact your itSMFA Conference or National Committee Member.

WHAT IS A PRODUCT?

A product is defined as software, hardware, or services that are primarily intended for use to support IT service management activities.

Such products include service level reporting, performance, chargeback, asset management, change management, incident reporting etc. and some data collection tools. A data collection tool is defined as a product unless the tool is:

- An integral part of an operating system, transaction processing system or a database system; or
- Provided for use with an operating system, transaction processing system or a database system by the vendor who produces the measured system.

To illustrate this policy, it is useful to consider a few examples:

- Operating systems like IBM's OS/390 or UNIX are not defined as products since they are intended for a much broader usage than IT service management.
- Data collection tools like SMF and RMF are not defined as products since they are either integral parts of the operating system or are marketed by the vendor who produces the software system being monitored.
- BMC Remedy Service Management is considered to be a product since it has specific functionality that supports IT service management activities.

Authors with specific questions about the classification of a particular product are encouraged to contact the Conference or National Committee.

DISPARAGEMENT

itSMFA promotes advances among the users and vendors of IT service management related products and services. While itSMFA encourages scientific enquiry and experimentation that may result in comparisons of products and services among competing vendors, itSMFA is not intended to provide a forum for disparaging comments. Hence, itSMFA participants are expected to maintain a standard of professional conduct that avoids disparaging comments about any vendors' products or services.

Although participants may indicate the advantages and strengths of a product or service methodology, they should refrain from making derogatory or defamatory comments and should not seek to employ itSMFA as a forum to motivate a vendor's response to any perceived weakness or omissions in a product or service.

VENDOR PRESENTATIONS

From time to time, concerns are expressed by itSMFA members over the inappropriate use of conference sessions by vendor representatives for presentations that are primarily of a sales or marketing nature. Specific instances have ranged from perhaps inadvertent references to sales statements such as "Let me describe our product that solves ..." It is not the policy of itSMFA to exclude vendor presentations as they make a significant contribution to our events. Therefore, itSMFA's policy on presentations by vendor representatives is:

Presentations that describe or introduce products are unacceptable as part of the seminars or conference program. This policy is not intended to restrict vendors from presenting studies that include references to their products. For example, a presentation on the use of a reporting tool to manage service levels would be encouraged, so long as the presentation focused on characteristics

of the service level objectives, rather than the tool used. However, authors are encouraged to use generic rather than specific model names in their titles.

To summarise, we expect vendor representatives to be prudent in the selection of their subject material for presentation at itSMFA conferences and seminars.

If a vendor representative begins a flagrant marketing presentation during an itSMFA function, the session chairperson is instructed to halt the presentation.

Any author in doubt about the eligibility of their paper for presentation at an itSMFA function should contact the Conference or National Committee.

VENDOR MESSAGE

Papers presented in this message are subject to the same conditions as that of normal conference presentations except that the restriction of naming and describing products is relaxed. The presenter may name a product or products and discuss its features in relation to their subject; however the presentation should not be construed as an opportunity for hard-selling. If a vendor representative begins a flagrant sales pitch, the session chair person will be instructed to halt the presentation.

NON VENDOR PRESENTATIONS

Non-vendor authors are encouraged to avoid the use of specific product names in their titles. Generic terms should replace references to specific product names in the paper.

While the author's choice of specific products may be a valuable reference for the attendee, the attendee could assume that the lack of specific references to alternative products implies that acquiring a particular product is the only method of solving a given problem. Therefore, the author should refer at least briefly in their paper and presentation to any available alternative products. Any author in doubt about the eligibility of their paper for presentation at itSMFA function should contact the Conference or National Committee.

PLAGIARISM

Plagiarism is the use of another person's work without acknowledgment. In academic circles, this is considered a serious breach of professional conduct.

If you use another person's work, you must reference that work. Papers that report other people's work with some extensions and commentary are perfectly acceptable, as this is frequently a way of making information available to a wider audience. However, such a paper should clearly state that it is a summary of existing work, and not novel in its own right. To a great extent, itSMFA is dependent on the honesty of its authors in this area, as it is not possible for the organising committee to be familiar with every published paper. However, many attempts at plagiarism are discovered after publication, often by the plagiarised author. If plagiarism in a paper published by itSMFA is brought to our notice, we will publish an apology to the original author.

NON-SEXIST LANGUAGE

Authors should as far as possible write their papers so that the language is non-sexist. It is recognised that the use of language not only reflects existing attitudes towards men and women but also contributes to creating and continuing those attitudes. Efforts are continually being made to create a more equal society and one step towards this is to use non-sexist or gender inclusive language. When you are talking about all people, use words such as 'humankind', 'people', etc.