



2024

EVENTS & TOOLS DAYS

Meet your prospects and show them why they can trust your team to deliver exactly what they are looking for.

ENGAGE. CONNECT. GROW.

SERVICEDESKINSTITUTE.COM
partnerships@sdi-e.com



VIRTUAL EXPERIENCE EVENTS

Elevate your brand as a frontrunner in the ITSM industry that is addressing the pressing challenges of the industry! Join SDI's dynamic global experience events, dedicated to exploring the cutting-edge themes currently dominating the ITSM landscape. Tailored for service desk and support leaders, our virtual one-day gatherings provide an exclusive platform to exchange insights, showcase best practices, and spotlight the latest industry trends. The first event of 2024 will take place in March in a US timezone with a US host. The other 2024 virtual events will take place in a GMT timezone.

Pre Event

Your speaker on event agenda, logo on web pages and social posts. Logo and URL on event promo emails.

During Event

A 15-minute thought leadership presentation, plus 5 minutes of live audience questions. The opportunity to include a pre-arranged question with the event host, broadcast a landing page link or brochure during event, a seat at the closing panel discussion.

Post Event

Delivering on average **117** GDPR compliant opt-in leads immediately after the event. Your presentation is post-edited and hosted on SDI's BrightTALK Channel to extend the value, increase views and provide more leads. Logo and URL on post event emails.



SDI's virtual events offer networking, engagement and speaking opportunities, attracting the most proactive service professionals in the industry, all looking to gain insight into how to improve, and stay up-to-date with the help of our industry's software suppliers.

VIRTUAL EXPERIENCE EVENTS

MAR

21

Experience Event

US Host and US-Friendly Timezone



AI Summit - Orchestration/
Automation/Generative AI/
Conversational AI

MAY

01

Experience Event

Experience Management/end user experience/digital workplace

Global
BST Timezone



SEP

12

Experience Event

Best Practice & Benchmarking For Service Desk Excellence

Global
BST Timezone



IN-PERSON EXPERIENCE EVENTS

Following on from the successful re-introduction of SDI's in person events in 2023 attracting 100 registering delegates, we're delighted to invite you take part in not one but two in person experience events in 2024!

This is your chance to meet the UK-based service desk community face-to-face, to engage and promote your product or service in an informal expo setting. Take one of 8 stands available in the expo hall. Or why not upgrade to speaker session (only 3 slots available) as per the package below so your leading experts can share their in-depth knowledge and build brand trust with the whole audience on the day?

Pre Event

Your speaker on event agenda, logo on web pages and social posts. Logo and URL on event emails.

Speak During Event

A 20-minute thought leadership presentation, plus 5 minutes of live audience questions. The opportunity to include a pre-arranged question with the event host.

Exhibit During Event

Meet the attendees, chat and gather GDPR compliant opt-in leads during the event for immediate follow up by your sales team. Bring a prize to add to the draw at the end of the day to maximise lead generation.



SDI's in-person events offer networking, engagement and speaking opportunities, attracting the most proactive service professionals in the industry, all looking to gain insight into how to improve, and stay up-to-date with the help of our industry's software suppliers.

IN-PERSON EXPERIENCE EVENTS

Reminder

8 expo stands per event

3 sponsored speaker slots per event

Approx. 100 delegates

JUL

10

In-Person Event
Future of Service Desk Leadership

In person
Birmingham



NOV

06

In-Person Event
Service Improvement Showcase & Expo

In person
London



ITSM TOOL DAYS

£4,150+VAT

These virtual events are designed for service and support teams, searching for new software solutions and the latest technologies, to experience a full day of vendor-led presentation and product demonstrations quickly, all in one place. They allow an opportunity for the audience to ask live questions and engage directly with software vendors.

Pre Event

Your logo on event agenda and social posts. Logo and URL on event email correspondence and also displayed within event portal.

During Event

A 25-minute live presentation or demo, plus live audience questions (via chat, managed by SDI) the opportunity to include a question pre-arranged with the event host, and to join the panel discussion led by event host.

Post Event

All recordings hosted on SDI's BrightTalk Channel, prolonging the value of the session and broadening the audience. Syndication to your own BrightTalk channel. Social posts promoting your video and speaker. Logo and URL on post-event email. List of GDPR compliant opt-in leads.

These well-attended events are a great way to meet decision making software buyers from a variety of organisations on their journey searching for a new service tool. Featuring up to 8 software suppliers presenting the benefits and USPs of their product or their thought leadership on the subject area.



"We love the tool days! It's great for us to get straight in front of buyers and show them the software. I also think that David [the host] does a great job in presenting and really keeps them flowing."



ITSM TOOL DAYS USA TIMEZONE EDITION

£4,150+VAT

A virtual tools day is aimed at ITSM tool and service buyers looking to attend in a USA timezone. Featuring a US based host and speakers, sign up now for the next US-focused event taking place in November 2024.

Pre Event

Your logo & link on event agenda. Individual social posts promoting your session. Logo & link on event promo emails.

During Event

A 25-minute live presentation or product demo, plus live audience questions managed by the SDI host, the opportunity to include a question pre-arranged with the event host, and to join the panel discussion led by event host.

Post Event

All recordings hosted on SDI's BrightTalk Channel, prolonging the value of the session and broadening the audience. Syndication to your own BrightTalk channel. Social posts promoting your video and speaker. Logo and URL on post-event email. List of GDPR compliant opt-in leads.

SDI extended its global tools day to the US-based ITSM community on 2023. A great way to meet decision making software buyers from a variety of organisations on their journey searching for a new service tool, in a single, rather than global, market.



TOOL DEMO DAYS

FEB

15

ITSM Tools Day

Focus on Automation

Virtual

JUN

05

ITSM Tools Day

Focus on contactless/touchless service/self-sufficient end user

Virtual

AUG

01

ITSM Tools Day


Focus on Employee Experience

Virtual

NOV

14

ITSM Tools Day

US host and  speakers in a US-friendly time zone

Virtual

NEW!

BESPOKE IN-PERSON EVENTS

£4,000+VAT

Be the centre of attention and let us bring the SDI community to you with your very own small yet perfectly formed in-person activity based event!

You provide the venue, the date and location, and co-present with SDI. We do the rest. No competing with other brands for opt ins or focus, your event will be bespoke to you and your goals.

Suggest a topic that fits with the theme or product you're focusing on; base the event on a report, invite a customer to present a case study or allow SDI to take the lead if you prefer to provide a neutral speaker and theme. Make a morning or afternoon of it, we do all the marketing so it's a full service

Perfect for busy marketing managers looking to forge relations with small, focused groups of prospects, this activity certainly provides quality over quantity.



KEY INFO

RECOMMENDED DURATION:
4-5 HOURS

SERVICEDESKINSTITUTE.COM

partnerships@sdi-e.com



SAVE BUDGET & SPACE FOR SDI'S CONFERENCE & AWARDS 2025!

Hosted by SDI in the UK, and also in Mexico by SDI's LATAM partner, our conferences and industry awards programme are legendary and bring together leading players from the global service and support communities. The programmes include a varied mix of speakers on the most important subjects that matter to the community, plus panel discussions, workshops, inspirational keynotes and networking. These events provide access to a community of professionals keen to connect not only with other professionals like them, but also with suppliers to the industry, particularly those that are new and can really bring something fresh to their current ways of working.

RESERVE YOUR EXPO SPACE!

Reaching an in-person audience of approx 500 service support and IT managers across a wealth of industry sectors, the annual SDI conference & awards will be taking place in the UK in March 2025. Packages are available to book now! To express interest and receive full details as a priority, please drop us a line at partnerships@sdi-.e.com



PACKAGES FROM £5,000 +VAT

"Just wanted to say a big thank you ... the team had a great time, as well as getting some good leads, and couldn't wait to tell us all about it!"
Marketing Executive, ITSM Tool Vendor



JOB ROLES:

Director & C-suite: 10%
IT Managers, Service Desk Managers, Service Delivery Managers: 60%
Other managerial roles (HR, Facilities, Customer Experience, Digital Transformation, Knowledge): 20%
Team Leader roles: 10%



Spark  **SDI
AWARDS
2024~25**

Sponsorship 2024-25

27 & 28 March 2025
Hilton Metropole Birmingham

Prepared By : SDI Partnerships



SEE MEDIA PACK

SDI AWARDS 2024~25



SCAN ME

Recognising Excellence in the Service Desk Industry

Align your brand with excellence by becoming the prestigious Official Partner of the SDI Awards in 2025, showcasing your unwavering dedication to advancing the global IT Service Management industry.

MARCH
27th
2025

FROM
7 PM
UNTIL LATE

**HILTON
METROPOLE**
Birmingham
United Kingdom

Join us for a star-studded night honouring the superheroes of the service desk world at our glittering awards gala!

All content produced by our partners is subject to approval by SDI and is organised and produced at the cost of the partner.

If you would like to discuss our exclusively tailored, corporate partnership opportunities to ensure high brand exposure and multiple touchpoints with this active community at preferential rates, please contact the partnership team using the details at the bottom of this page.



SERVICEDESKINSTITUTE.COM

+447919 101 451

partnerships@sdi-e.com