FOR IMMEDIATE RELEASE

Unprecedented HDI Western Region Road Tour to Present Hot IT Service and Support Topics

HDI, the world's largest IT service and technical support membership association and the industry's premier certification and training body, is holding an unprecedented Western Region Road Tour. The event will run September 8-17 in major locations across the western United States and will feature IT veteran and social media pioneer Christopher Dancy of ServiceSphere™ speaking on a variety of exciting topics.

DENVER, Colo. (PRWeb) Sept. 3, 2010 – HDI, the largest association for IT service and support professionals, is staging an unprecedented educational event throughout the western United States September 8 to September 17.

The HDI Western Road Tour will feature a single speaker—Christopher Dancy, a renowned visionary and pioneer in the use of social media for IT service management. Dancy will present an assortment of intriguing topics, ranging from "Selecting an ITSM vendor and not Getting Burned" to "Enabling Support via Social and New Media."

According to Dancy, the tour promises to be an exciting and enlightening event that will appeal to a broad IT audience. "We encourage all IT professionals to attend, even if they're not a member of HDI," he said.

Dancy is the founder of ServiceSphere™, which is recognized as the most influential ITIL and ITSM Twitter organization globally. ServiceSphere is the first ITSM organization to market with offerings combining social media and ITSM. Dancy, who is known as @servicesphere on Twitter, has more than 20 years of IT experience that includes serving as a service desk manager, presales engineer, best practices consultant, and a sales and marketing executive. Through ServiceSphere, he has committed himself to helping IT organizations successfully adopt ITSM tools and ITMM practices.

The HDI Western Region Road Tour is being sponsored by two of the social support space's most ground-breaking vendors: HootSuite and Zendesk. HootSuite is an innovative company that enables organizations to use social Web tools to schedule and publish messages to multiple social networks, as well as monitor results and efficiently participate in conversations. Its major users include the White House, Martha Stewart Living Ominmedia, SXSW and Zappos. Since 2008, the company has earned impressive awards from Open Web, CNMA, and Shortys.

Zendesk has established itself as a leading provider of web-based customer support software that is redefining how companies engage with their customers. Built upon the concept that help desk software doesn't have to be costly and complicated and should be focused on the customer experience, Zendesk helps companies offer high-quality, cost-effective support for internal and external customers. The company serves more than 5,000 businesses large and small, including Twitter, MSNBC, Lonely Planet and SAP.

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The HDI Western Road Tour will make the following stops this month:
- **Phoenix Area:** September 8 at 11:00 a.m. at Apollo Group at 3138 E Elwood St. in Phoenix, AZ
- **Los Angeles Area:** September 9 at 11:30 a.m. at BT at 2160 Grand Ave. in El Segundo, Calif.
- **Orange County Area:** September 9 at 6:30 p.m. at OC Sanitation District at 10844 Ellis Ave. in Fountain Valley, Calif.
- **San Diego Area:** September 10 at 11:30 a.m. at Gen-Probe Incorporated at 6333 Sequence Dr./Building 2 in San Diego, Calif.
- **San Francisco/Silicon Valley Area:** September 16 at 11:00 a.m. at White & Lee, LLP in Redwood City at 541 Jefferson Ave., Suite 202 in Redwood City, Calif.
- **Central Valley Area:** September 16 at 5:30 p.m. at 1010 Building/10th Street Building in Modesto, Calif.
- **Sacramento Area:** September 17 at 7:30 a.m. at Robert Hall Technology, 2180 Harvard St., Suite 500 in Sacramento, Calif.

The event will also encompass the HDI Executive Forum, which will be held September 13-15 in Dallas, Texas at the Hotel Adolphus. For more information about the tour, please contact Lourdes Hanson at 888-428-3306.

About HDI
HDI, which was previously known as the Help Desk Institute, is the world's largest IT service and technical support membership association and the industry's premier certification and training body. As the leading resource for help desk/support center emerging trends and best practices, HDI supplies its members with an array of resources, networking opportunities and industry events. Headquartered in Colorado Springs, Colo., HDI offers training in multiple languages and countries.

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