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CHRISTOPHER DANCY OF SERVICESPHERE TO SPEAK & DELIVER TRAINING
itSMF USA FUSION 10

Denver, CO August 27, 2010) – ServiceSphere, the first ITSM organization to market with offerings combining Social Media and ITSM! ServiceSphere is recognized as the most influential ITIL and ITSM Twitter organization globally, today announced Christopher Dancy, Community Manager, has joined the speaker roster for itSMF USA Fusion 10, the premier Service Management convention hosted by the nation's leading Service Management association – itSMF USA.

The itSMF USA annual convention is the largest, most comprehensive gathering of Service Management professionals in the world. This year's event, to be held the week of September 19 in Louisville, KY at the Kentucky International Convention Center, will provide attendees with thought-provoking content on critical Service Management topics, including Session 220, Hot Off the Press.

Dancy will take the stage on September 21, 2010 at 10:00am to present on ITSM and Social Media. Session highlights:

Seems like just yesterday people doubted the role of Virtualization, SaaS, Green IT, and Bring your own Desktop for organization and IT Service Management. Today, as the world spins into the abyss of Facebook, Twitter and Mobile Devices, are there Service Desks or IT Departments using these tools? The answer is YES! In this session, see REAL TIME the world going on right inside your organization in the palms of each of your customers and IT Staff. This session is a primer for the post-conference workshop that will change the way you do business from the moment you leave.

September 23, 2010 at 9:00am will kick off the prISM CPD class "Social Media Essentials for ITSM" This class will bring hands-on training to participants who are attending Fusion and those who are just coming to the post-conference training. Class highlights:

Hands-on! 200 page manual! Five LIVE Labs! Social Media for IT Service Management, a itSMF prISM CPD course! Learn to use LinkedIn, Twitter, Facebook, YouTube, Vimeo and more in ways that directly impact culture in your organization. Does your business block these sites? If so, this is the class for you. Take back real life examples of companies using these technologies for service and support. Create your first social

media policy and meet your users, customers and coworkers in the places they are doing business. Social Media for ITSM, the only ITSM class that will leave you thinking, "Yea, we can do IT".

Chris Dancy is founder of ServiceSphere™, an organization dedicated to helping IT organizations successfully adopt ITSM tools and ITMM practices.   Chris has over 20 years of experience in IT.

With experiences ranging from Service Desk manager, Presales engineer, Best Practices consultant, as well as sales and marketing executive, Chris has a unique view of the IT space from his social media control center

Through their presentations, Dancy and nearly 100 other industry experts will educate the IT and business communities on standardized processes and best practices in the field of Service Management. A variety of presentation formats will target professionals from advanced program managers to beginning implementers in a number of industries. Complete details on the program and speakers, including Dancy, is available at http://www.itsmfusion.com.

"As always, this year's program and speaker selection was selected with the intention of motivating and uniting our diverse attendee base," said itSMF USA Event Chair, Veronique Lafontaine. "Speakers such as Dancy can offer our attendees a unique perspective, real-world advice, and invaluable advice on the most important issues facing Service Management today.

Registration and detailed convention information is available at http://www.itsmfusion.com.

About itSMF USA Fusion 10
The itSMF USA Fusion 10 convention is the "must attend" event for learning about or improving the practice of Service Management. Bringing together the best minds in the industry, the annual event attracts more than 2,000 attendees and hosts many more for pre- and post-conference training and workshops. itSMF USA Fusion 10 attendees are innovators in the field of Service Management and are constantly looking to increase the quality, efficiency, and effectiveness of their programs while simultaneously reducing costs and risks. More information is available at www.itsmfusion.com .

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About ServiceSphere

ServiceSphere **the first ITSM organization** to market with offerings **combining Social Media and ITSM**! ServiceSphere is recognized as **the most influential ITIL and ITSM Twitter organization globally**. **IT Marketing Management** the cornerstone to all of our social efforts is transforming organizations by **tossing out maturity models** and accepting what is really happening and training **your staff and your customers** on the value of the **customer experience journey**