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CDM Media Launches IT Service Optimization Summit Series

Call for Speakers Now Open for Series Locations Confirmed for New York, London, Frankfurt & San Francisco.

CHICAGO, February 3, 2015 – CDM Media, the leading B2B technology marketing and media firm, today announced a new exciting addition to its 2015 events plan: A summit series focused exclusively on IT Service Optimization, which will run in partnership with TeamQuest, a global leader in IT Service Optimization. The summit series is already confirmed for New York, London, Frankfurt and San Francisco, and is designed to create a uniquely intimate forum where attendees can collaborate on the essential processes within IT which can be forgotten about, while networking with peers and sharing their experiences and challenges.

Launching in New York on April 15, 2015, the summit will bring together 30 Senior Technology leaders from multiple industries. An intimate summit, the attendees can expect to take part in interactive discussions, panel sessions and also listen to case-studies from end-users who have revolutionized their IT service optimization. The summit comes at a crucial time when businesses need to ensure their IT spend and deployments are maximized, particularly as budgets and resources are continually stretched due to factors such as security threats and legacy systems impacting business processes. This event will provide mission-critical insights organizations need to compete in what is already proving to be a challenging year for enterprise technology.

"When we talk with our CIO community about the things that, to them, help drive both IT success and overall organizational success, it's amazing how often IT Service Optimization comes up as a critical success factor," **said James Quin, Senior Director for Content and C-Suite Communities with CDM Media.** "Being able to know, at a moment's notice exactly what is happening with the IT environment now, and what is projected to happen in the future, allows these organization's to run an efficient ship. That makes the job of IT so much easier and in turn allows the business as a whole to be so much more responsive." Quin also added, "There's so much focus from the vendor community right now on 'the next big thing' that it's really refreshing to see TeamQuest focus on the fundamentals and help IT departments, and the businesses they are a part of, lay that solid foundation for success."

CDM Media is currently accepting speaker applications from End-User Practitioners who have direct experience in IT Service Optimization and want to share their learnings with C-level peers from multiple industries. Applications are being accepted for New York and London, and can be submitted via the event websites below or by emailing Rachel Tait, Senior Director of Client Services and Event Management on rachel.tait@cdmmedia.com.

IT Service Optimization Summit, New York: <http://ny.itsosummits.com/callforspeakers/>

IT Service Optimisation Summit, UK: <http://uk.itsosummits.com/callforspeakers/>

About CDM Media

CDM Media is a leading B2B technology marketing and media firm, producing C-level executive events all over the world. CDM Media specializes in technology summits and custom events for C-level executives from Fortune 1000 companies, and major technology solution providers. These events are driven by industry, region or organizational role, and enable attending delegates to address current issues and trends, learn from one another, network and generate key takeaways. CDM Media is headquartered in Chicago, with offices in New York City and Cardiff, UK. To learn more, visit www.cdmmedia.com

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