



# Justification to attend INSIGHTS 19

I would like to seek your approval to attend INSIGHTS 19, Hornbill's annual conference, which delivers industry talks, customer case studies, education and workshops providing practical advice and software specific content.

The conference runs over two days in  
London on June 19th and 20th.

# At INSIGHTS 19, I will be able to:

## Attend keynote sessions from industry experts

Speakers will provide insightful views on emerging technologies and best-practice that will impact our industry. They will show how technology and innovation in the workplace can be used to embrace change and improve customer and employee service experiences.

## Hear case studies from innovative companies

I will learn how other customers are using Hornbill's solutions to embrace digital transformation and improve the service experience. Case studies will show how orchestration and automation reduces costs and enables business processes to run faster, with fewer errors and increased stability.

## Learn about Hornbill's roadmap and new features that will be available to us after INSIGHTS

Hornbill is announcing new apps and game-changing features. During day two, I will learn how to use these new capabilities and how I can introduce them on our own Hornbill software after INSIGHTS 19.

## Participate in workshops and product masterclass sessions

I will attend workshops and masterclass sessions on a host of useful topics, such as streamlining service provision, automating business processes, and integrating Hornbill's solutions with our other systems. I will also network with other customers, discuss hot topics, and learn how to tackle common challenges.

## Free sessions with Hornbill Product Specialists

I can book a free surgery session with a Hornbill Product Specialist to work through our specific needs.

## HERE'S A BREAKDOWN OF THE TOTAL COST OF ATTENDING HORNBILL INSIGHTS 19

<b>HILTON HOTEL</b> (1 NIGHT)  <b>£100</b>	<b>INSIGHTS CONFERENCE</b> (JUNE 19-20)  <b>£299</b>	<b>TOTAL</b> (STANDARD RATE) <b>£399</b>
<b>EARLY BIRD RATE + ACCOMODATION</b> <b>SAVE £200</b>		<del>£399</del> <b>£199</b>
<b>EARLY BIRD RATE</b> <b>SAVE £150</b>		<del>£299</del> <b>£149</b>

Hornbill has provided an Early Bird discount. If I book my place **before March 31st**, I can secure a reduction of up to £200 on the conference ticket and optional hotel accommodation. The Early Bird rate for this conference delivers incredible value, costing less than a typical one-day training course.

The total for me to attend this event will be £ \_\_\_\_\_

I believe that this can be attributed directly to our training/staff development budget.

On my return from INSIGHTS 19, I can compile a report, which will include a summary for leadership, lessons learned, key takeaways, and recommendations to maximize our investment in Hornbill.

Thanks,

# Agenda

## DAY 1 – JUNE 19

Start	Finish	Hornbill Track
08:30	09:15	Registration & Coffee
09:15	09:30	Welcome & Introduction
09:30	10:30	Business Lessons from the Digital Underworld
10:30	11:00	Hornbill Update
11:00	11:15	Coffee Break
11:15	12:15	Hornbill Product Showcase
12:15	12:45	Hornbill Sneak Peek & Game Changing Features
12:45	13:45	Lunch
13:45	14:30	Building the Council of the Future
14:30	15:15	Stop Fearing Automation, Start Driving It
15:15	15:30	Coffee Break
15:30	16:15	Q&A Panel
16:15	16:45	STARS Awards Presentations
16:45	19:30	Drinks & BBQ

## DAY 2 – JUNE 20

Start	Finish	Hornbill Track	Industry Track	Supportworks Track
09:00	09:15		Welcome & Introduction	
09:15	10:15	Service Catalog – A masterclass in designing services	VeriSM – Service Management for the digital age	Upgrading Supportworks v7.x to v8.x
10:15	11:15	Business Process Management – A Masterclass in designing and automating business processes	Project Management	Supportworks to Hornbill Service Manager
11:15	11:30		Coffee Break	
11:30	12:30	Hornbill Integration – Turbo charge your automation and integration capabilities	ITIL 4 Update	Supportworks 8 – Making self-service the preferred channel for customers
12:30	13:30		Lunch	
13:30	14:30	IT Orchestration	The Business of Customer Success	Supportworks 8 – Useful features and key metrics
14:30	15:30	Roundtable – Meet the developers	Roundtable – Top challenges	Roundtable – Top challenges
15:30	16:00		Close	

### Hornbill

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