



4me<sup>®</sup>

# Connect 23

GLOBAL CONFERENCE

## CONFERENCE GUIDE

May 24 & 25 - Rotterdam, Netherlands



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# Introduction & Important Information

Following last year's sell-out conference, we are delighted to announce that this year's Connect Conference will return to the beautiful city of Rotterdam. The 4me team looks forward to welcoming 4me customers, partners, and anyone interested in Enterprise Service Management, onto the iconic floating venue SS Rotterdam. 4me Connect 23 offers excellent content, discussions, and networking opportunities. We recommend a two-day pass for a full Connect 23 experience, but if time and budget are limited, feel free to join us for just one day.

This guide contains helpful information, details of all the presentations and activities throughout the event, as well as a map of the boat. For convenience, a map of the boat will also be in your bag, and following feedback from Connect 22, there will be more signs and helpers to guide you.



## Refreshments

The networking and refreshments area will be in the Grand Ballroom and Smoking Room on the Upper Promenade Deck, and this is where you will also find sponsors' stands. Please visit our sponsors to learn more about what they do. Also, if you have told us about a food allergy when booking your ticket, please make yourself known to one of the catering staff, who will provide you with your lunch.



## Registration

On arrival, please make your way to the Library Room on the Upper Promenade Deck to pick up your badge and bag. Please always wear your badge during the conference – it is your entrance pass to the event and will be scanned each time you enter a training session or workshop. Like last year, all badges will be color coded to help you identify the 4me team and Partners. So, if you have questions during the conference, please speak to any 4me team member wearing a dark blue badge.



## What you'll need

You will need your ticket, either in paper form or on your phone, which will detail your training sessions and workshops. Depending on whether you are attending the training day or conference, you may be asked to access the 4me platform, or you may want to take notes. Therefore, we recommend that you bring your device with you.



## Data Privacy

We greatly value your privacy and will do everything we can to protect your personal data. Our sponsors will receive contact details for 4me Connect 23 delegates so they can follow up after the event. Please let us know if you wish to opt-out from being contacted, and we will remove your name from the list. In addition, a dedicated photographer will take photos at the conference and training sessions for live and future publicity. If you do not wish to appear in published photographs, please inform a member of the 4me team.



## Social media

We encourage you to share your conference experiences and photos on social media using the hashtag **#4meconnect23**.



## Feedback

We will send out feedback forms after the event. Please let us have your feedback on 4me Connect 23, as it will help us to plan future events.

# Introduction & Important Information



## By car

It is easy to get to ss Rotterdam by car, as it is only 10 minutes from the A16 motorway. [View directions](#)



## Parking

There are plenty of parking spaces on the quay, directly in front of the venue. Parking costs €3 per hour or €15 per day. With a day ticket, you can enter and exit as often as you like. The car park also has charging points for electric vehicles. It is not possible to reserve a parking space.



## With public transport

Bus 77 drives from Zuidplein shopping center via metro station Rijnhaven to the ss Rotterdam and vice versa. From Central Station Rotterdam, take the metro D or E to Slinge or De Akkers and exit at the metro station Rijnhaven.



## With the Water Taxi

The Water Taxi will take you to the center of Rotterdam and it is fast and cheap. Adults pay €4.50 for a single journey. The water taxi departs from the pontoon on the B-Deck. Reservations at the hotel reception on the Main Deck are recommended, or call the Water Taxi on +31 (0)10 403 03 03.



## With the shuttle service

Missed city bus 77 at Rijnhaven metro station? Then get on the free ss Rotterdam shuttle bus at the weekend. It commutes at fixed times between the Rijnhaven metro station and the ship. Is the shuttle bus not at the taxi rank at the Rijnhaven metro station? Then call the driver on +31 (0)10 297 30 96. Saturday and Sunday: 08:00 – 19:00



## Dress code

Smart casual.



## Disabled Access

ss Rotterdam is wheelchair friendly. A large part of the ship is accessible for wheelchair users, including all public areas, such as the Lido Grill restaurant, the Ocean Wine Bar and the Captain's Lounge.



## Staying overnight

Are you joining us for multiple days? [Book your room on the ss Rotterdam at the special promo rate.](#) Rooms are limited, so book early to avoid disappointment. There are also plenty of hotels a short walk from the venue, including [Hotel New York](#), [Bruno](#), and [Nhow](#).



## Refund Policy

In the unlikely event that 4me must cancel Connect 23 due to new COVID-related restrictions, all purchased tickets will be fully refunded.



## Bag/Laptop Drop

If you need to checkout of your room early, you can leave your belongings in the secure store room near the Library. Please ask one of the 4me team to assist you.

# Event Sponsors

A big thank you to all our event sponsors:



# Keynote Speakers

Expert sessions delivered by 4me staff



## **Cor Winkler Prins — CEO and Co-Founder**

Cor started his career in the service management industry in 1996, helping to set up the global consulting organization for, what later became, HP OpenView Service Desk. As a consultant, Cor has assisted many large enterprises with their global ITSM deployments over the years. These include Procter & Gamble, Philip Morris, and Roche. Cor specializes in translating ITIL theory into practical process flows and supporting tool specifications. His work significantly impacted the ITSM industry in 1999, when he developed the first comprehensive set of integrated ITIL-based service management processes, called the Alignability Process Model. This set of process definitions and implementation practices was later acquired by BMC Software. Cor's main interest has always been to give managers the ability to track the financial aspects of their services. Cor is based in the United States.



## **David Griffiths — VP Sales & Marketing**

David is based in Switzerland and brings more than 20 years of industry experience. He started out in 1999 with Peregrine Systems, then moved to ServiceNow, and most recently has been with Nextthink.

David has a history of taking successful innovators to the next level. His reputation as an accomplished manager was well-known within the team before he joined 4me.



## **Wouter Wyns — Service Management Architect**

Wouter's primary responsibility is the support of 4me customers. He uses his more than 20 years of service management experience to guide 4me implementation partners and their customers through the more difficult steps of their service management projects. When 4me customers need an expert to help them improve the quality of their processes, Wouter is there to provide advice.

Wouter has worked in the service management industry for companies such as Siemens, Fujitsu, Atos, and InfraVision, where he assisted large enterprises with their implementations of HP Service Manager, ServiceNow, and 4me. Wouter is based in Belgium.



## **Martijn Adams — Chief Customer Officer**

Martijn is an experienced IT and Enterprise service management specialist with many implementations at large and complex global enterprises under his belt. Over the past 20-plus years, Martijn has helped organizations such as Deloitte, the European Union and Danone with their multinational ITSM initiatives. He was one of the first people to implement 4me around the globe.

Before joining 4me in 2015, Martijn held a senior management position at European ITSM consultancy firm InfraVision, where he successfully built its ESM, SIAM, and 4me practice.

At 4me, Martijn uses his experience to ensure that all 4me customers globally get the most out of 4me and are supported in the best possible way by our partners and 4me. Martijn is based in the Netherlands.



## **Klaas Vandeweerd — Integrations Architect**

Klaas has extensive expertise in process automation, with more than 20 years of industry experience. His primary focus and area of interest has always been optimizing and automating internal processes using technology, such as asset management and "hire to retire" processes.

Throughout his 22-year career at Deloitte Belgium, he has held different roles and responsibilities, but automation has remained a consistent theme in his work.

# Keynote Speakers

## Guest speaker



### René Boender

René Boender is a renowned and inspiring speaker. René began his career in marketing and advertising in his early twenties. The US agency McCann discovered his talent and immediately propelled him to the core of the international advertising market. He was responsible for their largest accounts, Black & Decker and Coca-Cola, CNN and L'Oréal, H&M, and Levi's. In the late 1980s, people called him the "Rainmaker on Madison Avenue," the best new business driver in advertising.

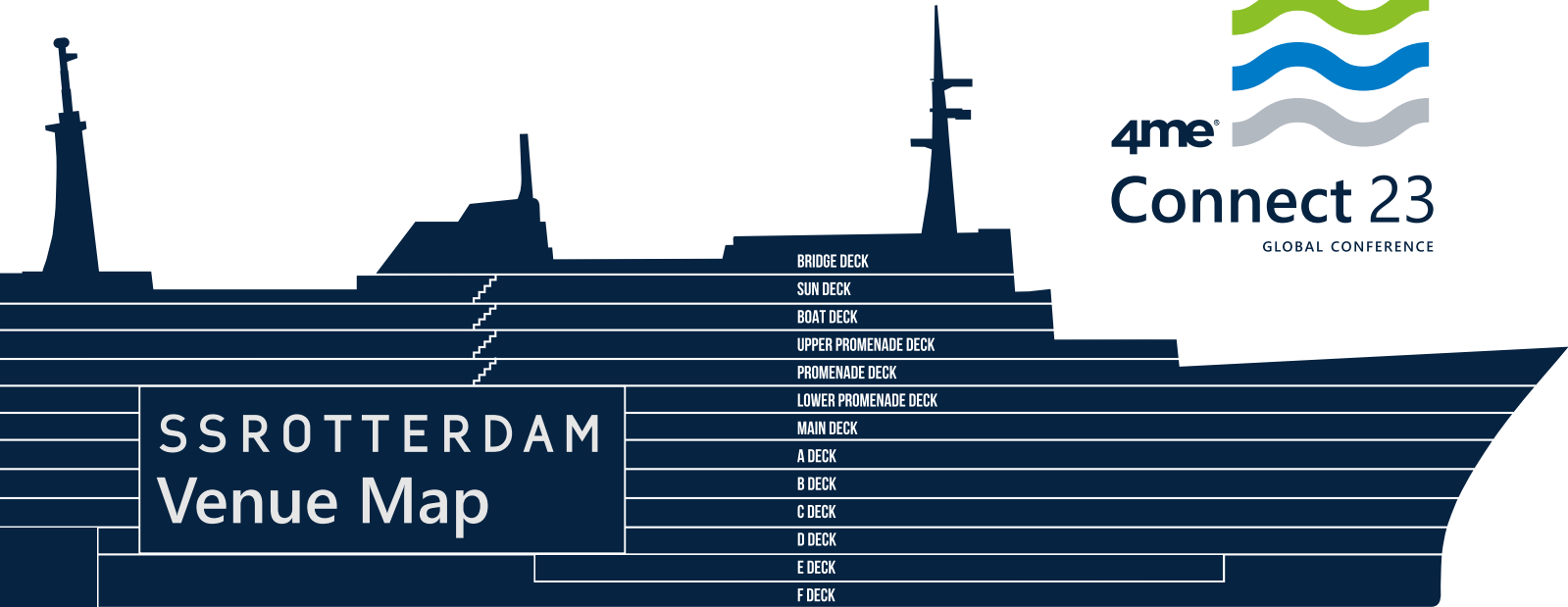
In 2012, and the two consecutive years, René was named the best foreign speaker in the United States with his keynote "The Chance to Change is Now." René is the bestselling author of "Great to Cool", and shares his knowledge, experience and vision. He focuses on increasing business happiness and believes that everything hinges on the power of communication. Furthermore, he is an expert on Generation Z and his book on this target group twice made it to number one in the top 100 management books. René's third book, Cool is Hot, also rose to the top position!



4me

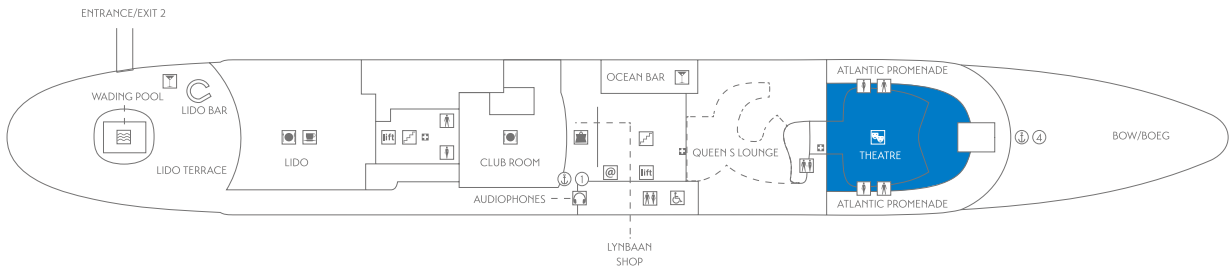
# Connect 23

GLOBAL CONFERENCE



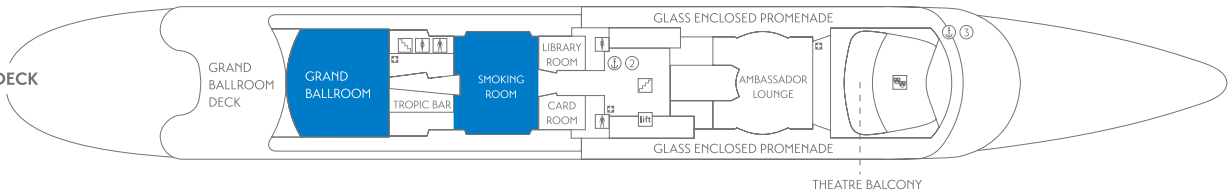
## SS ROTTERDAM Venue Map

3 PROMENADE DECK



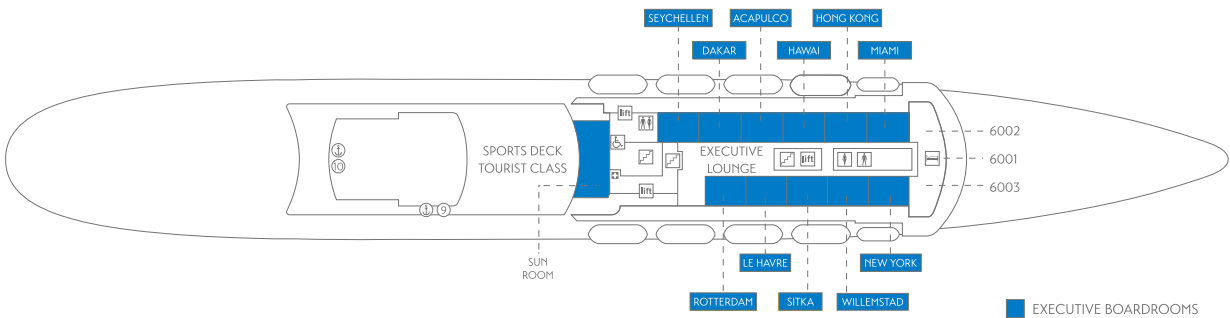
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4 UPPER PROMENADE DECK



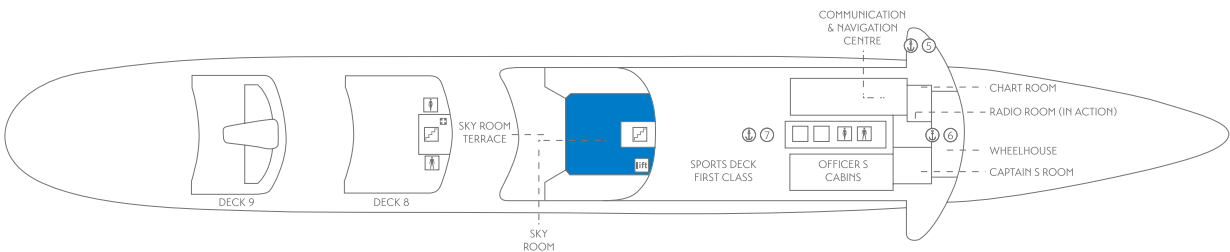
UP

6 SUN DECK



SU

7 BRIDGE DECK



BR



# Agenda


TRAINING DAY - May 24, 2023

Format for the day

TIME	SESSION TITLE/DESCRIPTION	LOCATION
08:00	Registration	Smoking Room
08:30	Sessions Start	See Session Details
09:30 - 11:00	Coffee Break (Dependent on session)	Grand Ballroom
12:30	Lunch	Grand Ballroom
13:30	Sessions Continue	See Session Details
17:30	End (Drinks & Snacks)	Grand Ballroom

# Training

## Available Courses

-  New User
-  Business User
-  Advanced User

### **Playing SCRUM in 4me**

During this hands-on workshop, you will learn how to use 4me SCRUM workspaces, Product Backlogs and Agile Boards and you will actively participate in SCRUM events. It is ideal for those who want to learn more about this agile framework and how the 4me platform supports it.

### **4me Admin** (Basic)

The 4me Admin Training session will introduce 4me's key differentiators and how its unique architecture fits today's service management needs more than any other tool available. It will discuss the core concepts of 4me and the key building blocks for configuring it to meet customer requirements.

### **Compliance with 4me - best practice**

In this session, you will receive valuable input on how 4me can help you to achieve your compliance requirements. Together, we will go over some examples that will help you to oversee compliance-related efforts with regards to audits, policies and employee (permission) workflows.

### **4me Advanced Concepts**

This training course will explore some of the more advanced concepts in 4me and what is going on behind the scenes. We will look at how 4me works across accounts, whether these are support domains within one organization, or the accounts of external organizations that may represent the customers or service providers. We will also consider some of the common scenarios in this type of landscape.

Example concepts covered: Working across Support Domain Accounts; Roles Across Accounts; First Line Support Agreements Across Accounts; Advanced SLA Fields; Account of Request; Request Accounts; Internal Notes Across Accounts; Understanding Affected SLAs; Understanding SLA Accountability; Customer of Team (return request to customer account); Account Structure Design; Target-Affecting Statuses; Advanced UI Extensions; Stop the Clock Scenarios.

### **Service Catalog training**

The service catalog is the gateway to your services for your end users. This session will give you the knowledge needed to create, manage and continually improve on your service catalog.

### **Automation Rules** (Basic)

This session will equip you with the basic components of creating and testing automation rules and help you create standard/common automation rules that can make your processes more efficient. This will help you build up to more complex examples in the advanced training. It is ideal for those who are new to automation rules or who need a refresher.

### **Automation Rules** (Advanced)

Learn more about complex automation rules and techniques that can help you further automate manual processes. This session is aimed at those who already have experience in working with automation rules. The Basic Automation Rule training is a prerequisite for this advanced training.

### **UI Extensions** (Advanced)

Join us for an in-depth workshop on advanced UI Extension concepts in 4me. Learn about the latest features and gain insights into best practices and common pitfalls. This workshop is designed for experienced users who, through hands-on exercises and interactive discussions, can deepen their understanding and optimize their use of UI Extensions.

### **Ask the Experts**

Talk to, learn from and build with our top developers! Listen to their tips, and discuss how to get additional value from 4me or get their help.

### **4me Workflow Automation** (Workato)

Discover the benefits of the 4me Workflow Automator, followed by hands-on training to master its powerful automation capabilities.

### **Tips and Tricks**

Curious about what hidden functions exist in 4me? This session will take you through useful tricks that will make your 4me experience even better.

### **USM (Unified Service Management) training**

An introduction to the Unified Service Management (USM) model. Engage in practical, hands-on exercises in the 8 service management workflows.

# Training schedule

Session	08:00	08:30	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	Room	
Playing SCRUM in 4me	Registration	Training									Lunch	Free							Smoking & Library	
Compliance with 4me - best practice		Training					Free					Training			Free				New York	
Service Catalog		Free						Training				Free				Training			Hawaii	
4me Admin (Basic)		Training							Free			Training			Free				Acapulco	
4me Advanced Concepts		Free		Training						Free		Training			Free				Sun	
Automation Rules (Basic)		Training							Free			Free							Miami	
Automation Rules (Advanced)		Free										Training			Free				Miami	
UI Extensions (Advanced)		Free		Training						Free		Training			Free				Willemstad	
Ask the Experts		Walk-in/out										Walk-in/out							Rotterdam, Hong Kong	
4me Workflow Automation (Workato)		Training					Free					Training			Free				Sky	
Tips and Tricks		Walk-in/out										Walk-in/out							Sitka	
USM (Unified Service Management) training		Free										Free		Training						Smoking

# Agenda

CONFERENCE DAY - May 25, 2023

## Morning Sessions

TIME	SESSION TITLE/DESCRIPTION	LOCATION	SPEAKER
08:00	Registration	Smoking Room	-
09:00	<b>Coming Together</b> More and more organizations are moving to 4me. David will tell you more about the continuous growth of the 4me community over the past year.	Theatre	David Griffiths 4me VP Sales
-	<b>Creating Value Together</b> The true value of 4me is a co-creation by all customers, partners, and 4me. Martijn will highlight the many ways 4me shapes co-creation and how you can increase the impact of 4me for every organization.	-	Martijn Adams 4me CCO
-	<b>Safe &amp; Secure Together</b> Security is more critical than ever. Unfortunately, threats and bad actors are out there everywhere. Learn more about what 4me does to keep your 4me environment and data safe.	-	Thomas Fruhstuck 4me CISO
-	<b>Automation in a Shrinking World</b> Automation keeps the world turning. What does that mean for Service Management?	-	Cor Winkler Prins 4me CEO
10:10	Coffee Break	Grand Ballroom	-
10:40	<b>Break Out Sessions</b> Select from the many interesting break-out sessions available. Check the agenda for sessions and rooms.	Break Out Rooms	-
11:20	Break Out Sessions	-	-
12:00	Break Out Sessions	-	-
12:30	Lunch	Grand Ballroom	-

# Agenda

CONFERENCE DAY - May 25, 2023

## Afternoon Sessions

TIME	SESSION TITLE/DESCRIPTION	LOCATION	SPEAKER
13:40	<b>4me Automation &amp; Integration</b> 4me integrations and automations took a huge step forward this year! Learn more about the new capabilities and the vast number of standard connectors!	Theatre	Klaas Vandeweerd 4me Integration Architect
14:15	<b>Break Out Sessions</b> Select from the many interesting break-out sessions available. Check the agenda for sessions and rooms.	Break Out Rooms	-
15:00	<b>Break Out Sessions</b>	-	-
15:30	<b>Coffee Break</b>	Grand Ballroom	-
16:00	<b>4me Awards</b> Who has contributed the most to the continuous improvement of 4me? Who delivered outstanding translations? Who was the most helpful Community member last year..? Join us for this year's awards!	Theatre	-
16:30	<b>Show(case) Your Service &amp; Smile!</b> <b>The new Gen Z ROI... Return on Involvement</b> Jeff Bezos: Success is almost always about the basics. You stay in the game by playing by the right rules. Manners, Smarts, Open eyes. Counter-intuitive thinking and a lot of knowledge about what you do and can expect. René is the source to open your eyes and stay ahead!	Theatre	René Boender
17:20	<b>Closing Words</b> What lies ahead of us, a brief look into the future of 4me and service management	Theatre	Cor Winkler Prins 4me CEO
17:30	<b>Drinks &amp; Nibbles</b>	Grand Ballroom	-



# Making Memories at 4me Connect

