

A note from Richard Seymour, Managing Director, ITSMA Europe



Dear ITSMA Europe Member,

I am writing to you to tell you about some changes that we are making to the arrangements for ITSMA membership in Europe. These changes recognise the different ways in which members derive value from the relationship with ITSMA and are designed to provide greater flexibility to accommodate differing member needs and interests.

The ITSMA Membership Support Programme means many things to different people. We are a networking and community organisation, a specialist research group, an online source of marketing intelligence and best-practice, a services marketing training organisation, a trusted advisor, or a team of specialists consultants delivering marketing and strategy guidance. We deliver competency assessments for members, we run Special Interest Groups on Account-Based Marketing, Solutions Strategy Development, and lots, lots more.

Our Membership includes a range of organisations from some of the largest global technology, telecom, or professional services organisations, to smaller emerging firms.

For this reason, ITSMA has decided to make Membership much more flexible, allowing Members to pick and choose from the wide variety of services we offer. The mechanism for achieving this is through ITSMA “credits”, provided as part of your annual membership renewal. These credits can then be used against whichever services you may choose from ITSMA.

For example, many of our members have requested more than one of our customised Insight Sessions, where ITSMA consultants work with your team to develop or help resolve a particular issue through a workshop or one-on-one consultation. With the new

arrangement, we are making these sessions available to you as often as you would like, within your ITSMA credit limit. Another common request is for members to send more than one person along to an ITSMA event. With the credit system it will be possible to offer places to several individuals from your organisation (subject to availability of places) where an event is of special interest to you.

In short, we are changing the way we deliver ITSMA value to you, to map to your own specific interests and needs, and the number of credits you have to spend.

I should stress that the foundation of online content provided by ITSMA via our website, email newsletter, online briefings, and “Ask ITSMA” service will continue to be provided without using up any credits.

In addition, we are introducing a new service into the portfolio; The ITSMA “Best Practice, Information, and Update” session. This is a presentational style update delivered in person or remotely by an ITSMA consultant to the Member team. It will provide up-to-date information on services marketing research, new techniques and methods, or ITSMA proprietary material on a particular approach. It will be approximately one or two hours in length. Members might use this session to brief their marketing teams or to brief senior management.

The new “credit” system will also allow us to transition our pricing model away from one based on company size towards a system based on value delivered. Initially, though, the number of credits provided as part of your membership will be based on Category (as with the current arrangement). For all organisations, you can now flex the membership according to your needs from an online information

service, to an events and Services Marketing community network, to a specialist training and services marketing consultancy.

It will, of course, also be possible to purchase additional credits, beyond the basic Membership Programme, to accommodate any broader requirement you might have for ITSMA services over the Programme year.

The new arrangement will come into play at the time of your annual membership renewal, at which time we will, of course, discuss the specific implications with you. I have attached the revised Membership Programme Agreement for your information, and if you do have any questions or comments ahead of renewal, please do feel free to contact me or one of the ITSMA team.

If you have already renewed your Programme with ITSMA and would like to transition now to this

new more flexible scheme, please contact an ITSMA Engagement Director who will be happy to discuss how to achieve this.

We look forward to discussing this new approach with you and to helping you maximize the value you receive from your Membership with ITSMA.

Yours sincerely,



Richard Seymour
Managing Director
ITSMA Europe

ABOUT ITSMA

As a membership organisation, we work with the world's leading technology, communications, and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation. Through research, consulting, training, and community we provide the insight companies need to improve marketing impact, sales performance, and business results.