



Justification to attend HORNBILL INSIGHTS23

I would like to seek your approval to attend INSIGHTS23, Hornbill's annual conference, which delivers industry talks, customer case studies, education and workshops providing practical advice and software specific content.

20 & 21 September

London Hilton
T4 Heathrow



At INSIGHTS23, 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 reduce 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 INSIGHTS23.

→ 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 INSIGHTS23

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|---|--|---|
| Single Day | Early Bird Both Days + Hotel | Both Days |
| £249 | £449 | £349 |
| <ul style="list-style-type: none">✓ Access to a single conference day✓ Parking✓ Dinner & Evening Entertainment (Day 1 only) | <ul style="list-style-type: none">✓ Access to both conference days✓ Hotel stay on site✓ Parking✓ Priority booking for Professional Services Workshop session✓ Dinner & Evening Entertainment | <ul style="list-style-type: none">✓ Access to both conference days✓ Parking✓ Professional Services Session✓ Dinner & Evening Entertainment |

Hornbill has provided an Early Bird discount. If I book my place before June 30th, I can secure a reduction of up to £100 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 INSIGHTS23, 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

September 20 **Hornbill Innovation & Enterprise Futures**

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| 8:15 | 9:00 | Coffee & Networking Register and start the day with a coffee and some light breakfast |
| 9:00 | 9:15 | Welcome Introduction from our Chief Evangelist Patrick Bolger |
| 9:15 | 10:00 | Hornbill Update Our founder and CEO Gerry Sweeney walks you through the latest from Team Hornbill |
| 10:00 | 11:15 | Customer Feedback Head of Client Services Paul Davis giving an overview of the latest customer feedback |
| 11:15 | 11:30 | Coffee Short refreshment break |
| 11:30 | 12:30 | Roadmap: Enterprise Gerry Sweeney is back on stage walking you through the product roadmap |
| 12:30 | 13:30 | Lunch The most important refreshment break |
| 13:30 | 14:30 | Meet the Developers So successful in 2019 we brought it back with even more developers, join our roundtable event hosted by the development team |
| 14:30 | 14:45 | Coffee Short refreshment break, in case you haven't had enough coffee yet |
| 14:45 | 15:30 | Expert Services Paul Davis is back on stage joined by Max Rowan running through the latest from our Expert Services teams |
| 15:30 | 16:30 | STARS Announcing the winners of this year's Hornbill STARS |
| 16:30 | 19:00 | Drinks Join us at the bar for refreshment and networking with your peers and the rest of Team Hornbill |
| 19:00 | Late | Dinner Evening meal & networking in Hilton Hotel |

September 21 **Service Showcase to Evolve Your Service Delivery**

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| 8:15 | 9:00 | Coffee & Networking Start the day with a coffee and some light breakfast, hope none of you have a hangover |
| 9:00 | 9:15 | Welcome Introduction from our Chief Evangelist Patrick Bolger |
| 9:15 | 10:00 | ESM Customer showcase session around Enterprise Service Management |
| 10:00 | 10:45 | Best Practice Enterprise Service Management Best Practice |
| 10:45 | 11:00 | Coffee Short refreshment break |
| 11:00 | 11:45 | Automation Customer showcase session around Automation |
| 11:45 | 12:30 | Best Practice Automation Best Practice |
| 12:30 | 13:30 | Lunch The most important refreshment break |
| 13:30 | 14:15 | ITSM Service Improvement Customer showcase session around ITSM Service Improvement |
| 14:15 | 15:00 | Best Practice Service Improvement Best Practice |
| 15:00 | 15:15 | Coffee Short refreshment break |
| 15:15 | 15:45 | Q&A Panel Chief |
| 15:45 | 16:00 | Close Final words from Gerry Sweeney |

