

Welcome

Welcome to the first edition of the ISEB newsletter. Every month the newsletter will include features such as latest news, product information and planned marketing activities. Combine this with a staff spotlight section and a few games thrown in for good measure and you have the recipe for an action packed newsletter! Enjoy your read...

New accreditation scheme

As part of our continuous improvement plan ISEB have been working on the development of an improved accreditation scheme. This new accreditation scheme has currently been released for the ITIL® suite of qualifications and incorporates all of the necessary requirements for ISEB to be compliant with the ITIL® EI Assessment. It is hoped that we will then be able to adopt many of the principles across the complete portfolio of ISEB qualifications. There are many benefits to holding ISEB accreditation including international recognition of the ISEB and BCS Brand, a wide portfolio of qualifications, extensive subject knowledge within this portfolio, and access to our secure web area and discounts on additional accreditations as an example. We are continually looking at the additional benefits we can offer our ATO community and will keep you informed of any new offerings as they arise.

If you have any queries the ISEB Accreditation team will be more than happy to assist you. We will also continue to monitor the scheme and make improvements as necessary to ensure that we have a first class accreditation scheme that meets the required ISO standards.



New Qualification – Green IT

We have recently added the Foundation Certificate in Green IT to the ISEB portfolio. Green IT was launched on Friday May 8th with an inaugural event at the BCS London offices.

The qualification is currently in pilot stage which will last until the end of July. It is expected, from that point onwards Training Providers can apply to become accredited to offer the qualification. Courseware has been developed by QA and for the first 18 months Training Providers within the UK and Ireland can deliver the Green IT course by purchasing the Green IT Course Package. This includes courseware materials developed by QA and one ISEB exam registration. This is priced at £200 per candidate + VAT. For more information about the Green IT qualification please visit www.bcs.org/greenit.

Software Testing... An ISEB Intermediate Certificate

The Software Testing...An ISEB Intermediate Certificate book will be launched in August. Order before 1st September and receive it for £20, normally price £29.99. For more information visit www.bcs.org/books/intersoftwaretesting

Marketing

It has been noted that Marketing within ISEB has not been at the level it should have been over the last few years. This is about to change. This newsletter is the first step in improving communications between ISEB and our partners. A few activities we are looking to implement in the near future are:

- ▶ **Co-branded materials.** We have recently updated our ISEB brochure and are offering the chance for our Training and Examination providers to have their own logo and contact details on the brochure.
- ▶ **Monthly reporting.** We are looking into producing a monthly report on all marketing activities which we will make available to all our partners. This will include all campaigns and messages so you can see what we are promoting and what we are saying. This will keep consistency through both ISEB and our partner's messaging.
- ▶ **Consultant Visits.** This is a chance for our training and examination providers to have a face to face chat to us. If you would like to arrange a visit with our ISEB consultant to discuss all things ISEB then please contact tony.flower@hq.bcs.org.uk who will arrange a visit.

These are just a few activities we are looking to put in place, look out for more in the coming months. If you have any ideas of your own for ways of improving our communications and marketing then please contact Sean Hickey. His details are in the spotlight section of the newsletter.

If you would like to order some copies of the new ISEB brochure please e-mail qualsmarketing@hq.bcs.org.uk

Latest projects

WAM Results – Coming Soon

WAM results provide the ability for candidates to be notified by email when their results are ready. If candidates provide an email address on their registration form this will be used to send an email inviting candidates to log on via the BCS Secure Web Area to see their results. This reduces the time it takes for candidates to receive results. Formal results will still be posted as they are currently. The final testing for this project is nearly completed and will go into pilot soon. Initially it will only be available for multiple choice exams.

Multiple Currency

Multiple currency has recently gone into pilot, it will allow accredited providers a choice to be invoiced in either Great British Pound, US Dollars, Australian Dollars or Euros. Only one currency per account can be used and BCS will set the exchange rates.



ISEB stand from Service Desk and IT Support Show '09

Exhibitions

We are always looking at supporting our partners at exhibitions, these events are important to raise the profile of the ISEB Brand. We will be attending the following exhibitions:

itSMF Australia	18-20 August 09
Business Analysis Conference	28-30 Sep 09
QBIT Test Expo	September 09
itSMF UK	9-10 Nov 09
Eurostar, Stockholm	30 Nov-3 Dec 09
QBIT Test Expo	December 09
Service Desk and IT Support Show	April 2010
Learning Technologies	January 2010

If you would like anymore information on these exhibitions or have suggestions of other exhibitions in which you think we should exhibit at, then please e-mail sean.hickey@hq.bcs.org.uk



ISEB International Team

As ISEB is an International Examination Body then its only right that we have an International department. In recent months ISEB have put together a team to improve our profile overseas. The team is led by International director Michiel van der Voort, the team are:

Steve Coaker - International Account Manager (US): Responsible for managing the relationships with our US partners and supporting the implementation of new products and services in the US.

Graham Morris - International Sales Manager (India): Responsible for managing the relationships with our Indian partners and supporting the implementation of new products and services in India and surrounding areas.

Luciana Abreu - International Business Development Manager: Responsible for identifying opportunities on new regions, or expanding BCS/ISEB presence on known markets.

With the International team and the UK team working together it is our aim to take ISEB to the next level improving products, relationships, services and communications with all our partners.

Product information – ITIL®

ITIL® Qualification Scheme survey out now

The survey created by OGC / itSMFI on the ITIL® Qualifications Scheme has now gone live on the following webpage:

<http://www.itsmfi.org/content/itil%C2%AE-qualifications-scheme-survey>. The link has also been posted to the ITIL® Official Website on the home page: <http://www.itil-officialsite.com/home/home.asp>. All stakeholders are able to complete the survey, which will be available until close of business 24 July (UK time) please promote this survey to as many of your staff, corporate customers and candidates as you can to ensure as full a response as possible as the results from this survey will form the basis of future discussions re. V2 withdrawal.

ICT Infrastructure Management Qualification awarded Complementary Status in the ITIL® V3 Qualification Scheme

The APM Group has announced that the Information Communications Technology Infrastructure Management (ICTIM) qualification has been granted 'Complementary Qualification' Status within the ITIL® V3 qualification scheme.

BCS-ISEB is delighted that this is the first qualification to be granted this status so that candidates who wish to take or who have already taken the ICTIM qualification will therefore gain 3.5 credits for this qualification within the V3 Scheme which can contribute towards their ITIL® V3 Expert certification.

New internal ISEB structure

The ISEB operational team has been restructured within the last month with a few changes being made. We now have 3 new team leaders, Kelly Hudson and Carrie McColl have both been promoted whilst Sue Cully has been recruited externally. Ally Lewington remains Head of Operations and Stef Venn continues as Head of Accreditation. Rachael Kavanagh has now become Head of Quality across the range of BCS qualifications.

With the new structure in place we hope to improve efficiency across the ISEB operational side whilst improving on our level of service to all our customers. A list of contact numbers for the whole ISEB team is available at www.iseb-exams.com/contactlist

Spotlight

Each month this section will put a member of the ISEB team in the spotlight. Who's brave enough to step up first...



Name: Sean Hickey

What is your official job title? Marketing Executive

And what exactly does that entail? *I work within the BCS qualifications department but concentrate on marketing the range of ISEB qualifications. I do this through organising exhibitions, advertising, e-mail campaigns and creating literature. Im now 9 months into the job and as well as improving ISEB business it is my aim to concentrate on improving the communication and marketing activities between ISEB and our partners.*

What is your favourite TV programme? *Family Guy*

Your Favourite Film? *Anchorman*

Any Hobbies other than ISEB?! *Football (Blackburn Rovers fan) and going to the pub!*

Without me the office would be ...? *A lot quieter!*

How can you be contacted?

E-mail me at sean.hickey@hq.bcs.org.uk or give me a call on 01793 417728

Games Corner

Just a bit a fun... How many times does the word ISEB appear in the following word search?

You can go vertical, horizontal and diagonal in either direction.

I	S	E	B	Q	T	Y	I	G	V
X	Z	A	I	P	L	X	S	B	S
E	I	A	I	S	E	B	E	E	I
I	S	E	T	Q	R	A	B	S	V
B	E	U	I	P	E	K	E	F	J
S	B	K	I	S	J	B	P	A	R
I	O	P	K	S	E	B	B	O	W
A	S	I	S	E	B	B	E	R	O
I	S	E	B	K	O	P	S	Q	U
F	M	T	B	L	S	K	I	W	C

Send your entries into qualsmarketing@hq.bcs.org.uk, one lucky winner will win a BCS/ISEB goody bag

If you have any comments on this newsletter, if you would like to be taken off the mailing list or if you know of anyone who would like to receive further editions then please e-mail sean.hickey@hq.bcs.org.uk

This newsletter can be ordered in large print, audio and Braille. For further details, please contact: qualsmarketing@hq.bcs.org.uk

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