

## March 18, 2010: itSMF Annual Congress in Belgium

Remko van der Pols and Mark Smalley were invited to speak at itSMF's annual conference in Antwerp on March 18th.

Their topic was The Business IT Alignment Illusion, in which they made the point that IT people often have different ideas about IT than business people. The very animated presentation was well received – “remarkable, the audience loved it” and “hilarious”- they illustrated the irrational behavior the business people often show and how it confuses the rational IT'er.