

ITSM26 - CONFERENCE AGENDA

MONDAY 9 TH NOVEMBER 2026				
08:30 – 08:50	Registration and refreshments			
08:50 – 09:00	Take your seats for the opening keynote			
09:00 – 09:15	Conference opening – Claire Drake, itSMF UK Chair			
09:15 – 09:25	itSMF UK operations update – Graham McDonald and Mark Lillycrop, itSMF UK			
09:25 – 09:55	Keynote – Felicity Ashley, Guest Speaker			
09:55 – 10:15	Refreshments and networking			
	Track 1 – Ballroom Central	Track 2 – Ballroom South	Track 3 – Ballroom North	Track 4 - Legends
10:15 – 11:00	1 Fail to Prepare, Prepare to Fail... Duncan Stirling, BT Business	2 Lifting the Covers on Change - ITIL Practitioner Study Marida Lotz-Henning, Computacenter	3 How to Fix the CMDB: Building a Digital Twin of your IT Rob Akershoek, The Open Group/DXC	4 Running Without a Map: The High Cost of Messy AI to your Business and People Suzanne Galletly, EXIN & Chevonne Hobbs, CGI
11:10 – 11:55	5 Procured, Planned and now the Hard Part: DHCW's ITSM Implementation Journey Keith Reeves, Digital Health & Care Wales	6 Service Design can enable true Value in Product Management - yes it's True Karen Brusch, Mastercard	7 Take me to the Edge! Aaron Perrott, KTSL	8 Circular Tech, Social Impact: Our IT Recycling Journey Amanda Doyle & Fiona Benoist, Irwin Mitchell
12:00 – 13:00	Lunch and networking			
13:00 – 13:45	9 Working Alongside AI - Designing a Service Desk Colleague Dan Newton & Gillian Hitchenes, Norman/ Northumbria University	10 Co-Creating Value using Scaled Agile Ed Fletcher, AtkinsRéalis	11 SPONSOR BMC Helix	12 Don't Drop the Baton: The SIAM Handover Playbook Claire Agutter, Scopism
13:50 – 14:35	13 Creating Frictionless Change, Zero Touch DevOps Integration David Heaps & Danielle Dilley, Vodafone VOIS	14 Experience in ITSM: Perfect Match or Mismatch? Katrina Macdermid, HIT Global	15 AI Meets the new ITIL: Evidence, Insights and Real-World Impact Markus Bause, PeopleCert	16 Expertise is not Enough: Why Perception Drives Influence in ITSM Paul Brandvold, Cegal
14:35 – 14:55	Refreshments and networking			
14:55 – 15:40	17 Balancing the books: Uncovering Debt Data to support better Decisions Faith Thomas, University of Birmingham	18 Zero Ticket: Minority Report Pre-Crime Unit in Action Jaro Tomik, Buvalo Ltd	19 Automating CI/CD on Modern ITSM SaaS— Without Breaking Adoption Chris Pope, AutomatePro	20 Sassy CRIMES: The Layer You've Been Trained Not to See Simone Moore, SJM & Vawns Murphy, Logiq Consulting
15:45 – 16:30	21 World Cup 2026: 'No Second Chances When Millions Depend on Your Service' Munir Patel, ITV	22 From Compliance to Confidence: The Mindset Shift to Conscious Reliability Darron Prince, Capital One	23 How a UK Retail Giant Solved SIAM Integration Challenges in a Multi-Vendor Environment Juha Berghäll,ONEiO & Petra Heine-Brach, PETE Technologies	24 ESM in Action: a Structured Model for Transformation Juan Manuel Espinoza, Axians
16:35 – 17:20	25 The Art of Service Catalogues: Simplify, Empower, Deliver Sophie Hussey, Lapis Consulting Services	26 Strengthening Service Management Across Defence — Introducing the itSMF UK Defence Community of Practice Simon Powell, Defence CoP & Caroline Harding, UK Civil Service	27 From Firefighting to Forecasting: Using GenAI and Observability for Proactive ITSM Anushka Odedra & Lavender Bansal, Barclays	28 Co-Creating Value Beyond Organisations David Barrow, Sol Seven Studio
17:20 – 18:00	Delegate drinks and networking			
18:00	Conference close			
19:00 – 19:30	PSMA26 Pre-dinner drinks			
19:30 – 00:00	PSMA26 Awards Dinner with Special Guest Maisie Adam			

TUESDAY 10 TH NOVEMBER 2026				
08:30 – 09:00	Registration and refreshments			
09:00 – 09:40	Track 1 - Keynote – Laura Ellis, Guest Speaker			
09:40 – 09:55	Refreshments and networking			
	Track 1	Track 2	Track 3	Track 4
09.55 – 10.40	29 From Manual Chaos to Automated Service Onboarding Enrique Prieto Labrador & Jogi Sharma, IAG Transform	30 Transforming During Transformation: Bupa's Frictionless Delivery Journey Mickey Kavanagh & Pete Gronow, Bupa	31 SPONSOR Freshworks	32 Are you Ready for that Promotion? Akshay Anand, Director, Process Excellence
10.40 – 10.55	Refreshments and networking			
11:00 – 11:45	33 From Chaos to Clarity: Simplifying a Grown-Up Service Catalog Sarah Foley, Aegon	34 The ESM Paradox: Leading Beyond Your Authority Alex Cosma, Square Enix	35 The Ticket is Too Late Chris Loveridge & Dan Bartram, BigPanda	36 From Orders to Ownership: Building Teams That Actually Want to Change Cristan Massey, Pearson Education
11:50 – 12:35	37 Effective Collaboration between ITIL Practices in Operational Environments Gary Mulqueen & Neil Burrell, MOD	38 From Cyber Crisis to Resilient Leadership: Lessons from the 2021 Incident Kuheli Roy Sarkar & Neil Edmonds, The Salvation Army	39 Product x Service Management: Bridging the Divide Alice Doyne & Izzy Stokes, Deloitte	40 Articulating Value: how do you stack up? Jason McClay, SXP
12:35 – 13:35	Lunch and networking			
13.35 – 14.20	41 Leading Iterative Transformation Without Breaking the Service Karl Lucas, Dept for Transport	42 Service Excellence from a King's perspective, utilising the HERM, ESM, and BTS Sam Heasman, Kings College London	43 SPONSOR TBC	44 From Metrics to Value: Reframing ITSM Reporting in Banking and Aviation Sanjay Nair, KNET
14.25 – 15.10	45 Digital Technology Operations: A Transformation Journey Uniting Service Delivery, SRE, and Service Design Philip Johnson, Legal & General	46 Cultural Performance Indicators (CPIs): the Final Frontier of Measures Nigel Murphy, Fujitsu	47 SPONSOR TBC	48 Human Risk Is Not a People Problem Amy Stokes-Water, The Cyber Escape Room Co.
15.15 – 16.00	49 We Will Review You: Elevating Service Management Reviews to Rock Star Status Geoff Soper, IPO	50 Beyond the Service Value System: Continual Improvement Requires Letting Go of ITIL v3 Thinking Ian MacDonald, Edenfield IT Consulting	51 "It's Not You, It's Me": Why Changing Your ITSM Tool Might Not Fix Your ITSM Issues Stephen Mann, ITSM Tools	
16:00	Conference Ends			



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