ITSM26 - CONFERENCE AGENDA

MONDAY 9TH 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 Applied AI Engineering at BMC Helix and how it enables innovation** Desmond Sanders, 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, 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 50 Years of Business Continuity** Daniel Breston	**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 De-mystifying DEX and the Zero Ticket Mantra** Barclay Rae and Ian Aitchison, BRC Associates
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 Harnessing GenAI and Observability for Proactive Incident Management** Anushka Odedra & Lavender Bansal, Barclays	
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 10TH 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 – Ballroom Central	Track 2 – Ballroom South	Track 3 – Ballroom North	Track 4 - Legends
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 Less process, better service: ITSM transformation lessons from Travis Perkins** Nick Miley, Travis Perkins, Tom Rodgers, Freshworks, & Selva Vignesh, 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 Best practice at the time of disruption: How ITIL and PRINCE2 help to navigate the VUCA ocean** Roman Zhuravlev, PeopleCert	
14.25 – 15.10	**44 From Metrics to Value: Reframing ITSM Reporting in Banking and Aviation** Sanjay Nair, KNET	**46 Cultural Performance Indicators (CPIs): the Final Frontier of Measures** Nigel Murphy, Fujitsu	**47 Human Risk Is Not a People Problem** Amy Stokes-Water, The Cyber Escape Room Co.	
15.15 – 16.00	**48 We Will Review You: Elevating Service Management Reviews to Rock Star Status** Geoff Soper, IPO	**49 Beyond the Service Value System: Continual Improvement Requires Letting Go of ITIL v3 Thinking** Ian MacDonald, Edenfield IT Consulting	**50 "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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