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CONFERENCE GUIDE

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CONTENTS

Welcome to ITSM26!	04
Main Sponsors	06
Keynote Speakers	07
Conference Floor Plan	09
Conference Agenda	10
PSMA Awards	12
Session Summaries	14

WELCOME TO ITSM26

Welcome to ITSM26, our 35th Conference and Awards!

This Guide contains details of all the presentations and activities occurring throughout the event as well as a map to get you to the right room at the right time.

Please use the information in this Guide, our online Schedule Builder, and our Betty Bee AI Knowledge Assistant to plan your personal agenda, and feel free to hop between the four tracks of content as you wish. All the sessions will be recorded and we'll send you the link after the event. So if you do miss a presentation that you wanted to see, you can catch up later.

All four Conference breakout rooms, the networking area where the sponsors are situated, and lunch and refreshments can be found in close proximity on the first floor.

If you are attending the PSMA26 awards dinner on Monday evening, this will take place in the Ballroom, with pre-dinner drinks starting at 19.00. Again, further details can be found in this Guide.

GENERAL INFORMATION

Registration and badges

On arrival, make your way to the Conference registration desk to pick up your delegate badge and bag. Please wear your badge at all times – it's your entrance pass to the event.

Sponsors

We are very grateful to our sponsors – BigPanda, BMC Helix, Freshworks, ITIL, KTSL, ONEiO – and our exhibitors and partners Barclay Rae Associates, Diversified, Global Knowledge, Halo, NTT Data and HumanisingIT™ without whom this event would not have been possible. Please take the time during the event to visit them at their booths to learn about the latest industry developments.

This year we also have two vishing simulators for you to try in the Networking Area, courtesy of Cyber Escape Room. Pick up the phone to experience social engineering in real time, thanks to "Sarah", an AI powered training coach who walks you through how real scammers operate, shows the psychological tricks behind the calls, and gives safe repeatable examples to help spot social engineering in real life.

Data privacy

We greatly value your privacy and will do everything we can to protect your personal data from misuse. Our sponsors receive contact details for ITSM26 delegates so that they can follow up after the event. Please let us know if you do not wish to be contacted and we will remove your name from the list.

There will also be a photographer at the event, taking photos for our records and for future publicity. If you do not wish to appear in any published photos, please inform a member of the itSMF UK team.

Social media

Please feel free to share your Conference experiences online. The hashtag #ITSM26 will bring you together with like-minded delegates – please remember it when you're posting about the sessions that you attend.

Feedback

Do let us have your feedback on ITSM26. It is very important and will help us with our plans for future events. You will find a QR code on the screen at the end of each breakout session and on the wall by the exit – please use this to let us know your thoughts. There are also QR links to the general feedback and session feedback forms on the front of your Conference Guide.

Car parking

Parking is free to ITSM26 attendees at the venue. Please make sure you park in zones W1 or W2 (immediately in front of the venue) or S1. Then add your car registration details at one of the screens when you register for the event. If you are staying at the on-site DoubleTree Hotel on the Sunday evening, look out for car registration instructions when you arrive.

Disabled access

The venue is fully wheelchair accessible. If you need any assistance on the day, please notify the Events Team via 07977575414 or conference@itsmf.co.uk. Accessible parking spaces can be found in car parks W1, S1, E1, E2, N2, and N3, which are available on a first-come, first-served basis. A valid Blue Badge must be displayed. Please use W1 or S1 if possible.

Dress code

Conference: smart casual. Awards dinner: black tie and poshfrocks (or smart).

Questions?

Inevitably there will be things you need to know that are not covered by this Guide. If you have any questions during your time at ITSM26, please ask at the registration desk or speak to one of the Conference team.

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Under 1 month

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Agent Outcomes helps service leaders understand the return on their AI agents.

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Scan to explore how BMC Helix Agents can transform your ITSM operations.

Join us at our **"Applied AI Engineering at BMC Helix"** session at 13:00 on Monday 9th November in the Ballroom North.

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KEYNOTE SPEAKERS



FELICITY ASHLEY (OPENING KEYNOTE)

Felicity Ashley isn't just an inspiring speaker – she's a business-critical voice for today's corporate leaders. What makes her truly unique is not only the fact that she rowed 3,000 miles across the Atlantic while unknowingly battling cancer, but also her rare combination of real-world leadership experience and personal resilience.

With over 20 years of leading marketing for major global brands, Felicity brings first-hand insights on high-performance leadership, managing change, and navigating uncertainty. She has worked with top-tier clients such as Barclays, Salesforce, Aston Martin, Centrica, National Grid, Santander and Publicis, helping leaders transform their teams and thrive in times of change.

In May 2025, she marked three years since her cancer diagnosis by completing the world's highest marathon at Everest Base Camp, and in June 2026, she rowed 2,800 miles across the mid-Pacific, becoming one of fewer than 10 women to have rowed two oceans.

LAURA ELLIS (DAY 2 KEYNOTE)

Laura Ellis is a technologist, journalist and keynote speaker on AI, with a focus on emerging technology, machine learning, disinformation, and data.

Laura has worked on news teams in radio, TV, and online and led two regional news and current affairs teams through significant technology change, establishing the BBC's first end-to-end digital newsroom.

In her current role she focuses on ensuring the BBC is best placed to take advantage of emerging technology and takes a particular interest in ethics, personalised and automated journalism, machine learning, generative AI and media provenance.

Laura is a popular speaker on how to onboard AI as a society and in industry and on managing technological change and leadership.





MAISIE ADAM (AWARDS DINNER SPECIAL GUEST)

Maisie Adam is a comedian, writer and broadcaster from Yorkshire, widely regarded as one of the brightest rising stars in British comedy. With her sharp observational style, quick wit and warm, self-effacing delivery, she has built a reputation as a standout performer both on stage and on screen, as a solo performer and as a regular on panel shows and podcasts.

An award-winner early in her standup career, Maisie has become a familiar presence on television. She has appeared on shows including Live at the Apollo, A League of Their Own, Mock the Week, and Have I Got News for You, and she was the champion of series 20 of Taskmaster.

Maisie also co-hosts the award-winning podcast Big Kick Energy with friend and fellow comedian Suzi Ruffell. Celebrating women's football through humour and accessible analysis, the show was named Sports Podcast of the Year at the Sports Broadcast Awards just five months after launching.

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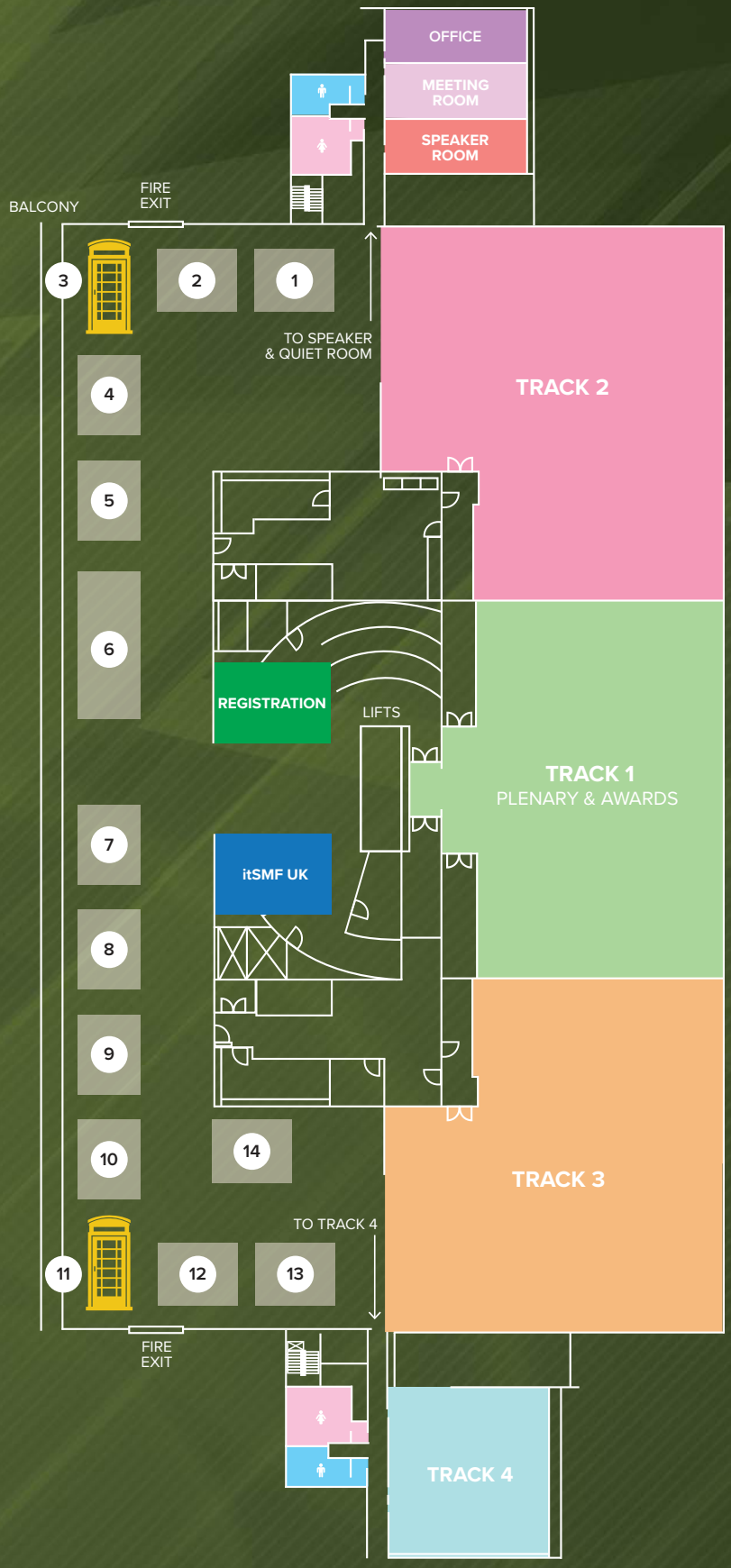
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ITSM26 - CONFERENCE AGENDA

MONDAY 9TH NOVEMBER 2026

	Track 1 – Ballroom Central	Track 2 – Ballroom South	Track 3 – Ballroom North	Track 4 - Legends
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**			
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

	Track 1 – Ballroom Central	Track 2 – Ballroom South	Track 3 – Ballroom North	Track 4 - Legends
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**			
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**			

35 YEARS OF ITSM LEADERSHIP
Since 1991
ITSM26
09-10 NOV
STADIUM MK, MILTON KEYNES

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JOIN US FOR AN EVENING OF CELEBRATION AND NETWORKING

PSMA26 offers a great opportunity to highlight the achievements of IT service management individuals and teams, whose skills, commitment and imagination have marked them out for special recognition.

PROFESSIONAL SERVICE MANAGEMENT **AWARDS**

9TH NOVEMBER 2026
STADIUM MK



The winner in each category will be revealed at our gala awards dinner. Please join us to celebrate with this year's finalists! Note that you can find out more about the Team, Service Innovation, Customer Experience, ITIL Project and Young Professional of the Year finalists by viewing their videos at www.itsmf.co.uk/psma26.

Dress code: Black tie or smart
With special guest: Maisie Adam

powered by ITIL®

CONTENT OF THE YEAR

Decided through a member vote, the winner is chosen from all the eligible content published on the itSMF UK website during 2026. All members are encouraged to submit articles, blogs or vlogs for publication (please send an outline or the completed article to publications@itsmf.co.uk); it's one of the most effective ways of sharing service management views and experiences – and who knows, you could win this award!

Finalists...

- **Pallab Dasgupta and Jonathan West, CGI:** Service Configuration and IT Asset Management
- **DWP Service Transition Team:** Shining a light on Service Transition: from prep to applause
- **Marida Lotz-Henning, Computacenter:** Change Enablement – a decade of progress and opportunities

YOUNG ITSM PROFESSIONAL OF THE YEAR

Awarded to an individual under the age of 30 who has demonstrated an outstanding level of achievement, ability and team support in the early years of their ITSM career, and who also promises great potential for future success.

Finalists...

- **Toby Copeland, Apache iX**
- **Oliver Harding, Schroders**
- **Conor Heffernan, Foster & Partners**
- **James McIntyre, DWP**
- **Anushka Odedra, Barclays**
- **Keerthana Krishna Rao, AtkinsRéalis**

CUSTOMER EXPERIENCE AWARD

Awarded to an organisation or service management team who have provided the highest level of service to a customer, either internal or external, going above and beyond expectations to provide a truly exceptional customer experience. This might have been achieved through a new project, service improvement plan, organisational design change or new technology, or a combination of these.

Finalists...

- **Bupa**
- **HPE Education**
- **Laconicize**

SERVICE MANAGEMENT TEAM OF THE YEAR

Awarded to the members of a team that have supported their customers in providing inspirational service delivery and significant business benefit. They will have successfully built trusted relationships with the business to co-create value or adapted their ways of working to support business innovation while simultaneously improving the maturity of service management within their organisation.

Finalists...

- **Aviva / Direct Line**
- **Boldyn Networks**
- **Coventry Building Society Group**
- **FWF by Arobs**
- **MS Amlin**
- **Schroders**
- **VOIS SAMaaS**
- **WMCA**

SERVICE INNOVATION OF THE YEAR

Awarded to an organisation that has completed a service transformation project or implemented a solution to a significant service-related issue in the last year, either alone or in partnership with one or more service providers. The successful organisation or partnership will have demonstrated ingenuity in their approach, highly effective management skills, excellent communications and stakeholder engagement, and efficient use of available resources. In addition, the organisation may have adapted new or agile ways of working in order to innovate at velocity.

Finalists...
- **Aviva**
- **Coventry Building Society Group**
- **Master Electronics**

ITIL PROJECT OF THE YEAR

Awarded to an organisation that has completed a significant service management project that exemplifies ITIL-based good practice and follows the guiding principles at every stage. The successful enterprise will be ITIL champions in the true sense of the word, using the Value System to create value, navigate complexity, and deliver sustainable customer benefit.

Finalists...
- **ATOS**
- **Better**
- **DXC**
- **IBM/Apollo Tyres**
- **Pink Elephant/Osborne Clarke**
- **Vesatec**

ASHLEY HANNA CONTRIBUTOR OF THE YEAR

Awarded to an individual who has made a very significant contribution to the service management profession, either as an itSMF UK volunteer, as a highly dedicated team member within their own ITSM organisation, or in some other way within the community. The individual may be well known for their commitment and achievements, but equally we'd like to hear about any 'unsung heroes' who consistently go the extra mile. This award is named in memory of a truly dedicated ITSM professional and itSMF UK volunteer – Ashley Hanna.

Finalists...
- **Claire Burn, University of Newcastle**
- **Katie Edwards, DWP**
- **Marida Lotz-Henning, Computacenter**
- **Tony Monaghan, DWP**
- **Jaro Tomik, Buvalo**
- **Anne Wesson, MoJ**

DAVE JONES INSPIRATIONAL LEADERSHIP AWARD

Dave Jones was a popular member of itSMF UK and an influential service management professional for many years. This award, introduced in his memory, highlights the achievements of an individual who has demonstrated inspirational leadership within the ITSM world over a significant period.

PAUL RAPPAPORT LIFETIME ACHIEVEMENT AWARD

Presented annual to an individual who, in the judges' view, has made a sustained and outstanding contribution over a number of years to the field of IT service management and to itSMF UK. It is the organisation's ultimate recognition for IT service management professionals.

CHALLENGE CUP 2026

Each year teams of up to four itSMF UK members go head-to-head to compete for this prestigious award, based on a specially devised business simulation. Although the described scenario is fictitious it is based on real events, and the Challenge Cup offers a perfect opportunity for service management professionals to pit their wits against teams from other organisations. Alongside the learning experience and competition, a charity donation of £1,000 is made on behalf of the winning team.

This year's winner is AtkinsRéalis, whose chosen charity is British Wheelchair Basketball. Wheelchair basketball is the biggest paralympic team sport in the UK, and AtkinsRéalis have partnered them at a number of major sporting championships.

Itinerary

19.00	Pre-dinner drinks in networking area
19.30	Doors open
19.40	Welcome – Claire Drake, Chair, itSMF UK
21.00	Dinner
21.00	PSMA26 Awards Ceremony, Special guest Maisie Adam • Content of the Year • Young ITSM Professional of the Year • itSMF UK Challenge Cup • Customer Experience Award • Service Management Team of the Year • Service Innovation of the Year • Ashley Hanna Contributor of the Year • Dave Jones Inspirational Leadership Award • Paul Rappaport Lifetime Achievement Award
22.00	Entertainment and bar
00.00	Entertainment closes (bar until 1.00)

MONDAY 9TH NOVEMBER



OPENING SESSIONS

Conference opening

09.00 - 09.15

itSMF UK Chair Claire Drake welcomes attendees and discusses recent developments in service management.

Operations update

09.15 – 09.25

Graham McDonald and Mark Lillycrop provide an update on itSMF UK member services and preview the conference.

Opening keynote – Felicity Ashley

09.25 – 09.55

Felicity Ashley isn't just an inspiring speaker - she's a business-critical voice for today's corporate leaders. What makes her truly unique is not only the fact that she rowed 3,000 miles across the Atlantic while unknowingly battling cancer, but also her rare combination of real-world leadership experience and personal resilience.

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In May 2025, she marked three years since her cancer diagnosis by completing the world's highest marathon at Everest Base Camp, and in June 2026, she will row 2,800 miles across the mid-Pacific becoming one of fewer than 10 women to have rowed two oceans.

17.20 - 18.00 Delegate drinks and networking

MONDAY 9TH NOVEMBER - 10.15-11.00

01 • TRACK 1 Fail to Prepare, Prepare to Fail

Duncan Stirling, BT Business

Fail to prepare, prepare to fail... a phrase that is used across service management, but is most appropriate to the Service Continuity practice. This session shows that Service Continuity is critical across all existing areas, but also across the newer core markets such as cyber security and AI. It considers how we move from viewing the practice as an insurance policy (we all have them but object) to something that genuinely adds value to the business.

02 • TRACK 2 Lifting the covers on Change - ITIL Practitioner Study

Marida Lotz-Henning, Computacenter

During H1 2026 the itSMF UK Change Special Interest Group came together for a first time to review what Change Enablement looks like today, what our challenges are, and where we would like to be. Join us for an honest discussion as we evolve our practice.

03 • TRACK 3 How to Fix the CMDB: Building a Digital Twin of your IT

Rob Akershoek, The Open Group/ DXC

Let's face it—the CMDB has been a challenge for years. Fragmented data, limited visibility, and incomplete service models prevent organisations from truly understanding their IT landscape. As a result, managing value, risk, and cost—and answering basic questions—is difficult. What services do we have? Where are they running? What do they cost? Are we compliant? Meanwhile, IT environments are becoming more complex, with more services, integrations, and continuous change. A reliable data foundation is essential to deliver faster, operate safely, and control costs.

The CMDB of the future is AI enabled —sometimes called the Service Graph or Digital Twin—and must provide accurate, end-to-end visibility and integrate with the Enterprise Architecture repository, CI/CD pipelines (with the Software Bill of Materials / SBOM), SecOps for vulnerabilities, FinOps, etc. Join this presentation to learn how to build a modern CMDB that is integrated, reliable, and designed to support effective end-to-end management of your digital products and services.



04 • TRACK 4 Running without a Map: the High Cost of Messy AI to your Business and People

Suzanne Galletly, EXIN and Chevonne Hobbs, CGI

Let's be honest, we're all guilty of it: jumping on the AI bandwagon. Who can help it when the possibilities seem endless? But the reality is that AI initiatives often fail to deliver the promised value and ROI. So, what's going wrong? Why have we ended up with a messy landscape instead of the promised land? And how can we help professionals to turn AI investments into value whilst protecting them from the harmful effects of AI?

In the session you will learn:

• How to ensure a structured approach to AI as opposed to just jumping on the bandwagon • How to enable professionals to thrive and create value in a world of AI • How to prevent AI fatigue and protect mental fitness.

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Gartner Report, Magic Quadrant for IT Service Management Platforms, By Rich Doheny, Jen Lichucki, July 2026.

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MONDAY 9TH NOVEMBER - 11.10-11.55

05 • TRACK 1 Procured, planned and now the hard part: DHCW's ITSM Implementation Journey

Keith Reeves, Digital Health and Care Wales

DHCW's journey to procure a modern ITSM platform was only the beginning. With the contract signed and the excitement settling, the organisation now faces the real challenge: turning a carefully crafted specification into a working, scalable solution for NHS Wales.

In this follow up session to his presentation at ourour ITSM Tooling Case Study Day, Keith Reeves lifts the lid on the next chapter of DHCW's multi year transformation — the implementation of its newly procured ITSM platform. Building on the foundations laid during procurement, he'll explore how DHCW is moving from planning to delivery, including:

• establishing the governance, structures, and partnerships needed to support a national scale implementation • translating requirements and specifications into real world configuration and design decisions • engaging teams across the organisation to ensure adoption, alignment, and readiness • navigating the inevitable surprises, constraints, and "didn't see that coming" moments that arise once implementation begins.

You'll gain candid insights into what it takes to implement a modern ITSM solution in a complex health environment, the lessons learned so far, and how DHCW is ensuring the new platform becomes a catalyst for broader service management maturity across NHS Wales.



06 • TRACK 2 Service Design can enable true Value in Product Management - yes it's true!

Karen Brusch, Mastercard

Is it possible for the worlds of Product and Service to meet? Learn how Service Design can make a real difference in bringing the two together. Discover how you can make Service Design agile@scale to support the Product world.

07 • TRACK 3 Take me to the Edge!

Aaron Perrott, KTSL

This session will cover the fundamentals of edge computing. An estimated 50% of data is processed at the 'edge' with over 200 billion spent on edge compute. This session looks at what it is, the importance of IOT, the growth in the sector and how - from a service management perspective - we can support, leverage and ensure we have control.

08 • TRACK 4 Circular Tech, Social Impact: our IT Recycling Journey

Amanda Doyle and Fiona Benoist, Irwin Mitchell

In 2023, Irwin Mitchell transformed a long standing challenge – poorly managed, space consuming retired IT assets – into a flagship circular economy success story. By partnering with specialist provider N2S, the firm introduced a secure, compliant, zero landfill process that prioritises reuse, material recovery and social value.

More than 11.6 tonnes of legacy equipment have now been processed, with 50% reused and the remainder recycled, avoiding 379 tonnes of CO_2 and generating over £75,000 for digital inclusion projects – doubled to £150,000 through IM Charities Foundation match funding. These funds are already enabling critical digital literacy programmes, cancer patient support platforms, and upgraded IT suites across IM's former charity partners (Maggie's, Teenage Cancer Trust and the National Literacy Trust).

This session shares the practical steps, governance, procurement approach and cultural shifts behind this award winning initiative – demonstrating how sustainable IT lifecycle management can simultaneously reduce environmental impact, release value, and deliver meaningful community outcomes

MONDAY 9TH NOVEMBER - 13.00-13.45

09 • TRACK 1 Working alongside AI - designing a Service Desk Colleague

Dan Newton and Gillian Hitchenes, Norman/ Northumbria University

Our session is grounded in our work at Norman, part of Northumbria University and the higher education sector's largest shared service, supporting over 40 universities.

We will take you behind the scenes of Ember, an AI colleague embedded within our service that holds natural conversations, understands context, and knows when to act and when to step aside. We will show how we moved away from technology-led requirements and instead designed Ember as a human colleague.

We will share how tone, behaviour, and judgement are shaped using frontier AI models and tested in our simulation environment before reaching real users. We'll also demo some internal R&D, including screen sharing with Ember and a Geordie speech model built for real-time natural conversations, showing how AI can be experience-led and genuinely useful.

The session offers a rare, inside view of AI designed to improve support, not just automate it.

10 • TRACK 2 Co-Creating Value using Scaled Agile

Ed Fletcher, AtkinsRéalis

Delivering user value and not just project milestones is key to any successful IT delivery. In this session, Ed Fletcher, an experienced Scaled Agile Practice Consultant with experience across telecommunications, publishing, construction and government, will explore how a product focus within a project will deliver a better customer outcome than a traditional project.

If you need to deliver a live service that will continue to exceed your customer's expectations, this presentation will provide you with some techniques and examples to help you succeed. Delegates will leave with an understanding of:

How agile delivery can be scaled and bring a product or user value focus to any IT delivery,

How a product mindset can be applied to both agile and waterfall delivery models,

The value of metrics and how you might measure value as opposed to work, and

Some common pitfalls and anti-patterns that can trip you up.

Examples will come from both commercial and government sectors and focus on getting a live product into the hands of the customer - including negotiating the sometimes-challenging transition from a development project to a live service.

11 • TRACK 3 Applied AI Engineering at BMC Helix and how it enables innovation

Desmond Sanders, BMC Helix

In this session, Desmond will explain how Applied AI Engineering works at BMC Helix and how it enables innovation for ITSM practitioners. He will look at projects such as:

Agent Outcomes, which gives service leaders a measure of agent ROI. It went from zero developers to general availability in under one month, against a planning guideline of six months.

Employee Navigator, an agent for third-party ITSM platforms.

Backlog Agent for BMC Helix ITSM, built with a customer in a matter of days to help service teams prioritise ticket backlogs.

12 • TRACK 4 Don't Drop the Baton: The SIAM Handover Playbook

Claire Agutter, Scopism

In a relay, you can put four of the best athletes in the world on the track and still lose the race. This session uses the "dropped baton" concept to explain why multi-supplier IT can fail end-to-end, even when each provider is hitting their own targets. Integration debt builds up when tickets bounce, incidents stall, changes collide, and everyone optimises their own leg of the race rather than focusing on the finish line.

This session will show how adopting SIAM principles helps teams identify where the handover zones really are, and how to pass the baton cleanly. Attendees will leave with a practical view of what good hand-offs look like in a SIAM model, and five interventions to try immediately without needing a big-bang change or transformation programme.



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MONDAY 9TH NOVEMBER - 13.50-14.35

13 • TRACK 1 Creating Frictionless Change, Zero Touch DEVOPS Integration

David Heaps and Danielle Dilley, VOIS

The initiative focused on digitising and automating change processes in collaboration with digital DEVOPS to reduce manual effort, increase accuracy, and facilitate increased digital releases... from 5 a day to 500 a month.



14 • TRACK 2 Experience in ITSM: Perfect Match or Mismatch?

Katrina Macdermid, HIT Global

IT service management was never originally designed around experience. It was designed around control, repeatability, efficiency, and risk reduction. And it has been highly successful in doing exactly that. So what happens when organisations try to make IT “more experience-driven” inside systems that reward speed, closure, and compliance?

This session explores the growing tension between operational excellence and lived experience. It challenges the idea that experience can simply be layered onto existing practice, and examines why many well-intended initiatives struggle to shift perception.

Rather than positioning experience and IT service management as opposites, this talk explores how to reconcile them — realistically, structurally, and sustainably.

15 • TRACK 3 AI Meets the new ITIL: Evidence, Insights and Real-World Impact

Markus Bause, PeopleCert

As the organisation responsible for ITIL, PeopleCert continuously analyses global service management trends through independent studies, surveys, the 2025 AI in ITSM Tools report, the ATV programme, and insights from thousands of practitioners worldwide. This session distils that evidence into a clear, practical view of how AI is reshaping service management.

We explore how automated triage, AI-generated knowledge, anomaly detection, virtual agents, intelligent workflows, and emerging agentic capabilities are already transforming ITIL practices. More importantly, we examine what differentiates successful adopters from those struggling to realise value.

This is not a product pitch, but a research-driven perspective on what is truly changing — and what is not. Attendees will gain actionable insights into how AI is influencing the evolution of ITIL guidance, how to avoid common adoption pitfalls, and how to position their organisations for sustainable, value-driven AI-enabled ITSM.

16 • TRACK 4 Expertise is not Enough: Why Perception Drives Influence in ITSM

Paul Brandvold, Cegal

In IT service management, we tend to believe that strong expertise should naturally lead to influence. If we understand the framework, design solid processes, and build mature governance, our ideas should carry weight. But many experienced ITSM professionals still find that their recommendations stall, their initiatives lose momentum, and their voice does not always reach the right rooms.

The gap is rarely technical. It is perceptual. Influence in ITSM is shaped not only by what we know, but by how that knowledge is understood, trusted, and experienced by others. Authority is often formed long before formal decisions are made.

This session explores why expertise alone does not guarantee influence, and what ITSM professionals can do to close that gap. Attendees will gain insight into:

• Why strong competence does not automatically create authority • How perception shapes credibility inside organisations • The role of visibility, clarity, and consistency in professional influence • Practical ways to strengthen your impact without relying on title or hierarchy • How both seasoned practitioners and emerging professionals can leverage their existing strengths as an unfair advantage.

This session is designed for practitioners, service managers, and ITSM leaders who want their expertise to translate into traction, adoption, and meaningful impact.

MONDAY 9TH NOVEMBER - 14.55-15.40

17 • TRACK 1 Balancing the Books: Uncovering Debt Data to support Better Decisions

Faith Thomas, University of Birmingham

At the University of Birmingham we discovered that much of the friction in our services came from debt that no one had formally named, recorded or owned. Teams were working around long standing constraints, while newer workarounds were quietly accumulating.

This session shares our journey in making that invisible load visible. We tell the story of how we defined two clear types of debt, technical and legacy, and how that simple distinction helped our people understand the real weight of what they were carrying. By turning debt into data rather than background noise, we created a shared language that supported better prioritisation, leading to improved governance and more confident decision making.

By the end of this session, attendees will be able to:

• Understand the difference between technical debt and legacy debt using a real world example • Apply simple methods to identify and record debt within their own organisation • Integrate repayment planning into design, release and change • Use debt data to support clearer conversations, stronger governance and better strategic choices.

18 • TRACK 2 Zero Ticket: Minority Report Pre-Crime Unit in Action

Jaro Tomik, Buvalo Ltd

Immerse yourself in the world of the Pre-Crime Unit in Minority Report that predicts and prevents crimes before they happen. Only this time, it's Zero Ticket that predicts and resolves IT issues before users even notice.

You may have come across Zero Ticket 10 years ago as a way to minimise the number of tickets at the service desk using a Shift Left approach, making the end users do the work. Phone lines and emails were switched off, forcing end-users to deal with confusing portals and frustrating chatbots. This added burden has led to technology teams being seen as cost centres rather than drivers of innovation.

In the age of AI-powered advanced monitoring, data analytics and correlation, self-healing, and human-centred design, Zero Ticket is undergoing a renaissance. IT is quickly running out of acceptable excuses. If your end-user has to raise a ticket, you have already failed them.

This presentation will enable technology leaders to understand the Zero Ticket vision, how it can be applied to their organisation, the steps needed to achieve it, and how to enable their teams to focus on what truly matters: delivering business value.

19 • TRACK 3 Automating CI/CD on Modern ITSM SaaS - Without Breaking Adoption

Chris Pope, AutomatePro

Modern ITSM SaaS platforms promise speed, scale, and continuous innovation, but DevOps and CI/CD only deliver value when they're built on strong platform fundamentals and paired with effective Organizational Change Management (OCM).

In this session, we'll explore how automation-first DevOps on a modern ITSM platform accelerates release velocity, improves quality, and reduces operational risk without overwhelming users or fragmenting ways of working. We'll unpack why getting the basics right (standard configuration, testing, governance, and release discipline) is critical before scaling CI/CD, and how OCM turns technical capability into real adoption.

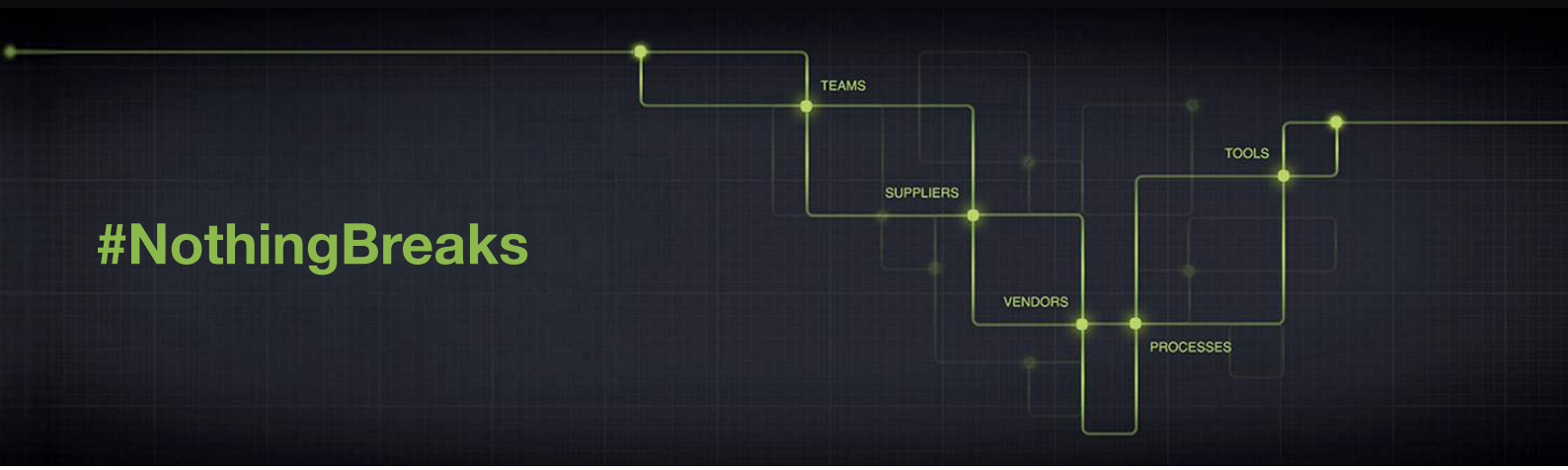
Attendees will leave with practical guidance on aligning platform engineering, automation, and change leadership to reduce time to value, drive user confidence, and ensure DevOps becomes a business accelerator not a source of complexity.

20 • TRACK 4 Sassy CRIMES: The Layer You've Been Trained Not to See

Simone Moore, SJM & Vawns Murphy, Logiq Consulting

The most important decisions in your organisation are rarely the visible ones. There's been an incident. Something felt off — a rushed decision, a workaround, a metric that quietly stopped meaning anything. No body. No blood. But something didn't survive the trade-off. Sassy CRIMES puts that invisible layer under investigation. The evidence is everywhere: misaligned incentives, cognitive overload, performative metrics, silent burnout, ethical blind spots in AI adoption, and governance theatre that looks impressive on paper but fails people in practice. AI didn't commit this crime — it reveals it. Using the CRIMES Lens, we dust for prints, follow the pattern, and move from ethical tension to conscious stewardship — turning exposure into insight, not to convict, but to change how we choose. Come find the murder weapon. Chances are, you're holding it.

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MONDAY 9TH NOVEMBER - 15.45-16.30

21 • TRACK 1 World Cup 2026: 'No Second Chances When Millions Depend on Your Service'

Munir Patel, ITV

When millions rely on your services in real time, there is no tolerance for disruption. This presentation will show how structured service management enables resilience, control, and performance during high-visibility, high-demand national and global events. It covers operational readiness, major incidents, disciplined change governance, and coordinated vendor management—all under intense scrutiny.

More than a tournament case study, this presentation will give a cross-industry blueprint for managing risk, maintaining stability, and ensuring service excellence when the stakes are at their highest.

22 • TRACK 2 From Compliance to Confidence: the Mindset Shift to Conscious Reliability

Darron Prince, Capital One

Stop relying on unplanned failures and large-scale disaster recovery activities to learn. This session will explore a fundamental organisational and mindset shift toward conscious reliability testing and always-on technical and organisational preparedness.

The goal is to move beyond mere compliance and build a culture of "reliability assurance." ITSM professionals will gain practical insights for implementing this new mindset, helping their teams go beyond standard incident response and DR exercises that do not replicate real-world scenarios.



23 • TRACK 3 How a UK Retail Giant Solved SIAM Integration Challenges in a Multi-Vendor Environment

Juha Berghäll, ONEiO and Petra Heine-Brach, PETE Technologies

In a complex, multivendor environment, a leading UK retailer needed to automate integrations between its IT service management (ITSM) platform and multiple internal business functions while progressing toward a Service Integration and Management (SIAM) operating model. This customer story shows how integrations were delivered as a fully managed service, enabling end-to-end automation across a wide ecosystem of vendors, including platform providers, wide area network (WAN) providers, and global communication network (GCN) providers. You'll learn what changed operationally, how reliability and security were handled, and which choices improved resilience and scalability without increasing in-house integration workload.

24 • TRACK 4 ESM in Action: a Structured Model for Transformation

Juan Manuel Espinoza, Axians

Enterprise Service Management (ESM) is no longer a trend, it's a necessity for organisations seeking agility, efficiency, and cross-functional collaboration. This session introduces #TheESMGuide, the first structured model for implementing ESM beyond IT, aligning governance, culture, and technology under a unified approach.

Attendees will discover how to expand ITSM principles to HR, finance, and other business areas, using a methodology that is adaptive, robust, transversal, and expandable. Through real-world cases and practical steps, we will explore how ESM drives measurable business value, improves customer experience, and fosters organisational resilience.

Join us to learn how to transform service management into a strategic enabler for your entire enterprise!

MONDAY 9TH NOVEMBER - 16.35-17.20

25 • TRACK 1 The Art of Service Catalogues: Simplify, Empower, Deliver

Sophie Hussey, Lapis Consulting Services

Ever wonder why a service catalogue matters or how to make it more than just a list of services? This practical, engaging session will show you how to turn your catalogue into a powerful tool for clarity, efficiency, and customer experience. We'll break down what a service catalogue really is, why it's essential for modern service management, and how to apply it in ways that deliver real value.

Through real-world examples and actionable insights, you'll learn how to make your catalogue work for your organisation, not just sit on a shelf. Whether you're new to the concept or looking to refine your approach, this session will give you the confidence and know-how to make it matter.

26 • TRACK 2 Strengthening Service Management across Defence — Introducing the itSMF UK Defence Community of Practice

Simon Powell, Defence CoP and Caroline Harding, UK Civil Service

The itSMF UK Armed Forces Defence Community of Practice (CoP) has been relaunched as the Defence CoP, with a new wider mission: to bring together service management practitioners from across the Ministry of Defence, the armed services, defence industry partners, integrators, and suppliers to elevate capability, share hard won lessons, and advance best practice across the entire defence ecosystem.

In this session, Simon Powell, the Chair of the Defence CoP will introduce the community's refreshed purpose, strategic direction, and expanded scope, highlighting how the rebrand reflects the evolving needs of modern defence service management. Attendees will gain insight into the CoP's new collaboration approach, including cross-organisation working groups, knowledge sharing initiatives, and alignment with emerging frameworks, standards, and digital transformation priorities across defence.

Joining Simon on stage will be Caroline Harding, Digital Enterprise Operations Policy Lead for the MOD, offering a strategic MOD perspective on why a strong, unified service management community is essential to delivering operational effectiveness, accelerating digital programmes, and strengthening partnerships with industry. This joint viewpoint underscores the critical relationship between defence organisations and the supplier ecosystem, and the importance of shared language, shared practices, and shared outcomes.



27 • TRACK 3 Harnessing GenAI and Observability for Proactive Incident Management

Anushka Odedra & Lavender Bansal, Barclays

Discover how observability plus GenAI transforms incident and problem management, from faster triage to true prevention. We'll showcase data-backed techniques and tools like Now Assist and Observe that cut major incidents while proving value to stakeholders. If you're measured on uptime, recovery and incident recurrence, this session will give you proven ways to improve each.

28 • TRACK 4 Co-Creating Value Beyond Organisations

David Barrow, Sol Seven Studio

Service management has become increasingly confident in how we describe co-creating value within organisations, across teams, suppliers, partners, and technologies... And yet some of the most meaningful value in our profession is created beyond organisational boundaries. It's created through communities.

This session draws on lived experience from over three decades in IT service management, including past mistakes, moments of reflection, and the course corrections that followed. It explores how professional communities support learning, confidence, mental well-being, and inclusion in ways formal structures often cannot.

The session also confronts an uncomfortable reality: in the UK, around a quarter of households (26%) have difficulty affording communications services, yet as a profession, we continue to accelerate towards AI-driven services while the socio-economic divide widens. This raises important questions about access, exclusion, and responsibility.

By blending lived experience, reflection, and service management principles, the session challenges attendees to rethink value co-creation, human-centred service management, and the role communities play in building a more inclusive, resilient, and ethical profession

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TUESDAY 10TH NOVEMBER



OPENING SESSION

Opening keynote – Laura Ellis

09.00 – 09.30

Laura Ellis is a technologist, journalist and keynote speaker on AI, with a focus on emerging technology, machine learning, disinformation, and data.

Laura has worked on news teams in radio, TV, and online and led two regional news and current affairs teams through significant technology change, establishing the BBC's first end-to-end digital newsroom. In her current role she focuses on ensuring the BBC is best placed to take advantage of emerging technology and takes a particular interest in ethics, personalised and automated journalism, machine learning, generative AI and media provenance.

Laura is a popular speaker on how to onboard AI as a society and in industry and on managing technological change and leadership.

TUESDAY 10TH NOVEMBER - 09.55-10.40



29 • TRACK 1 From Manual Chaos to Automated Service Onboarding

Enrique Prieto Labrador and Jogi Sharma, IAG Transform

A practical blueprint for turning service onboarding into a scalable, automated, and governance-led capability.

• The challenge: fragmented onboarding, manual coordination, and unclear ownership • The transformation: a Single Front Door, automation, service readiness governance, and CMDB-driven onboarding • The outcome: faster onboarding, improved operational readiness, and stronger service accountability • Key lessons learned from scaling the model across a complex enterprise environment

30 • TRACK 2 Transforming During Transformation: Bupa's Frictionless Delivery Journey

Mickey Kavanagh and Pete Gronow, Bupa

Bupa's Frictionless Delivery Journey explores how Technology Operations has evolved to support transformation at pace—reducing friction, scaling delivery, and improving outcomes. We'll share what we've changed over the past year, how a platform-led approach is enabling teams, and the real impact this has had in practice.

The session will cover:

• What "frictionless delivery" means in practice — reducing complexity, manual effort, and delays so teams can deliver faster and more reliably • Why Technology Operations plays a central role — not just running services, but actively enabling change across the organisation • How we've shifted from traditional IT processes to a platform-led approach on ServiceNow — building reusable capabilities that support teams at scale • What we've actually changed over the past year — including how we work, how we deliver, and how we partner with other teams • The results we've seen so far — where things have improved, and where it's been harder than expected.

This is a practical, honest account of what happens when you fundamentally change your IT operations during an ambitious strategy.

31 • TRACK 3 Less process, better service: ITSM transformation lessons from Travis Perkins

Tom Rodgers, Selva Vignesh, Freshworks and Nick Miley, Travis Perkins

How do you modernise IT service delivery without carrying legacy complexity into a new platform? Join Tom Rodgers and Nick Miley, to explore how the business transformed service delivery with Freshservice reducing mandatory incident fields by 83% and streamlining its knowledge base by 40%.

Through practical lessons from the transformation, discover how to: • Challenge legacy processes: Simplify workflows rather than replicate outdated practices • Improve service visibility: Use accurate data to strengthen reporting, planning and decision-making • Drive adoption: Engage change champions to support implementation and new ways of working • Scale beyond IT: Enable HR to manage its own services on a shared platform. Take away practical ideas to reduce process friction, improve service performance and build a more scalable approach to service management.

32 • TRACK 4 Are you ready for that promotion?

Akshay Anand, Director, Process Excellence

Careers are often described as ladders, but in practice they can feel more like a series of cliff faces that need to be climbed - each one demanding new behaviours, new perspectives and, sometimes, the willingness to let go of what previously made us successful. Many capable professionals struggle not because they lack ability, but because they have not been prepared for the psychological and practical demands of these transitions.

The move from education into the workplace is many professionals' first encounter with this reality. New graduates must quickly learn the limits of acceptable failure, and learn to navigate complex workplace dynamics. Later, the transition from individual contributor roles into management introduces an entirely different challenge: success is no longer measured solely by personal output, but by the performance, wellbeing, and development of others. The shift from manager to director presents an even more profound recalibration, letting go of operational involvement and coming to terms with ambiguity, influence without direct control, and long-term strategic thinking.

Drawing on real-world experience and relatable scenarios, this session examines the common mindset traps, capability gaps, and identity shifts that accompany career progression. We explore the hidden transitions that shape professional growth, from early career entry through to senior leadership. Rather than asking whether promotion is deserved, this session asks a more important question: are you truly ready for what comes next?

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TUESDAY 10TH NOVEMBER - 11.00-11.45

33 • TRACK 1 From Chaos to Clarity: Simplifying a Grown-Up Service Catalog

Sarah Foley, Aegon

After four years operating an enterprise-scale service catalog, one lesson stands out: early decisions have long-term consequences. This session offers a hindsight-driven look at what we would do differently if we were building our service catalog today. It goes beyond theory to share real lessons from governance mistakes, architectural shortcuts, and well intended choices that didn't age well.

By sharing the cost of our hindsight, we aim to help others avoid learning the hard way. Attendees will gain a realistic view of long-term catalog maturity, a practical checklist of design and governance pitfalls to avoid, a clearer approach to balancing flexibility with control, and greater confidence to make smarter, more sustainable decisions in year one.

34 • TRACK 2 The ESM Paradox: Leading Beyond Your Authority

Alex Cosma, Square Enix

As Enterprise Service Management matures, the role of the service leader has reached a breaking point. We are held accountable for the total experience, yet we possess zero formal authority over the cross-functional teams delivering it.

Drawing on 20 years of global leadership and conflict resolution, Alex looks at moving beyond the technical "how-to" of ESM and dives into the political "how-to" of influence without authority. We will examine how to move beyond the traditional service manager role, utilising the conflict inherent in cross-departmental silos as a catalyst for innovation rather than a roadblock.



35 • TRACK 3 The Ticket is Too Late

Chris Loveridge and Dan Bartram, BigPanda

By the time a ticket hits the queue, the clock has already been running against you. The incident has been live for minutes, maybe longer, before anyone types a word into the ticketing system. A chaotic change review and a service desk juggling five tools to piece together what happened, and the SLA clock is in the red before triage even starts.

A third of incidents come in through end users and the service desk, not from monitoring tools. Those tickets didn't have to be a surprise. The warning signs were already sitting somewhere else: a change that went out, an owner who could've been looped in, a fix from last time that nobody wrote down.

Dan Bartram and Chris Loveridge from BigPanda explore what it takes to get ahead of the ticket, not just resolve it faster: catching risky changes before they cause incidents, and arming teams with full context the moment a ticket lands instead of losing the first twenty minutes to searching. A candid conversation, not a product pitch, for anyone whose backlog, MTTR, or repeat incidents keep the service desk under pressure.

36 • TRACK 4 From Orders to Ownership: Building Teams That Actually Want to Change

Cristan Massey, Pearson Education

Teams thrive when people feel safe to speak, to experiment, to take ownership. This session dives into the human side of service management, showing how trust and psychological safety shape performance.

Drawing on experiences from both corporate and military environments, it explores practical ways to build adaptable, motivated teams. Attendees will leave with concrete ideas for creating a culture where people embrace change, collaborate effectively, and take pride in delivering outcomes.

TUESDAY 10TH NOVEMBER - 11.50-12.35

37 • TRACK 1 Effective Collaboration between ITIL Practices in Operational Environments

Gary MulQueen and Neil Burrell, MoD

The ITIL guiding principles provide a practical, adaptable foundation for effective service management across diverse organisational contexts. Rather than prescribing rigid processes, these principles encourage common-sense decision making aligned with business value, customer needs, and continuous improvement.

However, many functional areas mature independently and are not best placed to interact effectively with associated areas which often leads to functional inefficiency. This can (in worst cases) lead to service degradation and is often not identified or addressed by continual service improvement.

This presentation will provide real-world examples to illustrate how to avoid a 'glue and string' approach to service management, practical scenarios demonstrating how the ITIL guiding principles can be effectively translated into actionable and collaborative practices that will eventually enhance service performance, align IT with business strategy, and support continuous improvement in dynamic, operational environments.

38 • TRACK 2 From Cyber Crisis to Resilient Leadership: Lessons from the 2021 Incident

Neil Edmonds and Kuheli Roy Sarkar, The Salvation Army

In late May 2021, The Salvation Army faced a cybersecurity breach due to a ransomware attack. In response, they quickly launched independent assessments, applied technical solutions, provided staff training, and strengthened governance practices. These actions have significantly enhanced their ability to defend against cyber threats, safeguarding both their mission and the people they serve.

This presentation will summarise the incident and detail the response strategies that enabled The Salvation Army to recover and emerge stronger. It will also demonstrate how implementing strong security measures, encouraging collaboration across departments, and fostering continuous improvement have better prepared the organisation to tackle future challenges and maintain resilience.



39 • TRACK 3 Product x Service Management: Bridging the Divide

Alice Doyne and Izzy Stokes, Deloitte

In today's fast-evolving digital landscape, organisations are increasingly adopting product-centric operating models to drive innovation and deliver value. However, the critical role of ITSM in ensuring reliable, resilient, and user-centric product delivery is often overlooked or poorly integrated.

This session will provide practical, actionable insights into how product and ITSM practices can be effectively combined within a modern product operating model. Drawing on real-world examples and established frameworks, we will explore how product teams can embed ITSM principles – from incident and request management to continuity, capacity, and assurance – directly into their development and operational lifecycles.

Join us to uncover how a synergistic approach to Product and Service Management can unlock significant operational efficiencies, improve service quality, and ultimately deliver greater business value.

40 • TRACK 4 Articulating Value: How Do You Stack Up?

Jason McClay, SXP

The ability to articulate value up and down the organisational pyramid is a key component of transformational change. Increasingly, technology vendors are reporting value, especially in relation to potential efficiency savings from AI, in lower and lower levels of granularity.

With 20+ years of experience working with both technology vendors and transformation directors, Jason will share his latest experiences with respect to the vendor perspective across a range of support and delivery metrics. Live audience surveys will provide an additional 'peer perspective' to give the audience a balanced view of value metrics.



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TUESDAY 10TH NOVEMBER - 13.35-14.20

41 • TRACK 1 Leading Iterative Transformation Without Breaking the Service

Karl Lucas, Department for Transport

This session offers techniques and guidance on how to transform whilst at the same time supporting the needs of the organisation, making it easier to tackle change.

42 • TRACK 2 Service Excellence from a King's Perspective, utilising HERM, ESM and BTS

Sam Heasman, King's College London

Discover how the Higher Education Reference Model (HERM) suite, including the newly alpha-released Service Reference Model, Enterprise Service Management (ESM), and Business Technology Standard (BTS) create a powerful foundation for service excellence. This presentation will explore the synergy between these frameworks, demonstrating how their combined strengths streamline operations, drive innovation, and enhance customer experiences, culminating in the delivery of excellent services.

43 • TRACK 3 Best practice at the time of disruption: How ITIL and PRINCE2 help to navigate the VUCA ocean

Roman Zhuravlev, PeopleCert

Volatility, uncertainty, complexity, and ambiguity of the business and technology environment have been growing, and there is no indication that this will stop.

Adoption of AI is accelerating the VUCA effects. Can management frameworks be helpful when the situation is unpredictable and ever-changing?

Is a 'best practice' possible at all? How should management frameworks evolve to stay relevant, and how are ITIL and PRINCE2 evolving?

Join Roman, ITIL Senior architect, for answers to these and other important questions of today's management.



TUESDAY 10TH NOVEMBER - 14.25-15.10

45 • TRACK 1 From Metrics to Value: Reframing ITSM Reporting in Banking and Aviation

Sanjay Nair, KNET

As digital expectations accelerate across the GCC region, ITSM reporting has shifted from operational governance to a strategic driver of value.

This session explores how ITSM reporting and metrics are designed, applied and evolved within the banking and aviation sectors in Kuwait, where customer expectations, regulatory obligations and real-time service availability intersect.

Drawing on real-world examples, the presentation examines traditional operational KPIs — availability, MTTR, change success, demand trends — and highlights the growing role of experience management (XM) in understanding the human impact of technology.

Delegates will see how leading organisations are blending IT, business and experience data to reveal service friction, correlate customer sentiment with incidents, and prioritise improvements that matter.

We will contrast approaches, share pros and challenges in both sectors, and offer practical steps for maturing reporting practices — including continuous listening, data storytelling, and linking IT outcomes directly to business value. Attendees will leave with actionable insights to transform reporting from dashboards and SLAs into decision systems that improve employee experience, customer trust and real business performance.

46 • TRACK 2 Cultural Performance Indicators (CPIs): the Final Frontier of Measures

Nigel Murphy, Fujitsu

This session will examine definitions of culture, the importance of mapping it within organisations and creating performance indicators that support wider strategic objectives.

Lessons are shared from high performing organisations that work at velocity, considering how such metrics can be applied. In conclusion, we will speculate whether other measures such as KPIs, SLAs, XLAs are dependent on the underlying culture within an organisation.



47 • TRACK 4 Human Risk Is Not a People Problem

Amy Stokes-Waters, Cyber Escape Room

Most organisations believe they have a cybersecurity awareness problem. They don't. They have a behaviour problem. And the way they're trying to solve it (i.e. annual compliance modules, completion dashboards, green ticks) is almost entirely useless. Drawing on research from Washington University, Harvard, Carnegie Mellon, and the largest phishing study ever conducted, this talk builds the case from the evidence up: more information does not produce better behaviour. The reason isn't complicated. It's biological.

The second half offers a framework to replace what isn't working. Engagement, culture, and instinct (in that order) are the conditions that produce the outcome every programme is chasing but almost none are designed to create. Amy Stokes-Waters shows what it looks like to design training for the brain people actually have, rather than the rational, obedient, consistently attentive brain the compliance industry wishes they had.

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TUESDAY 10TH NOVEMBER - 15.15-16.00

48 • TRACK 1 We Will Review You: Elevating Service Management Reviews to Rock Star Status

Geoff Soper, IPO

I am excited to present a topic that is crucial for our organisation's success and continuous improvement: service management reviews. In an ever-evolving business landscape, maintaining high service standards is not just a goal but a necessity. Service management reviews are the key to unlocking this potential. They provide a structured approach to evaluating our service performance, ensuring we meet and exceed customer expectations. They help us identify strengths, uncover areas for improvement, and align our services with industry standards and best practices.

In this presentation, we will explore the fundamentals of service management reviews, including their objectives, benefits, and key components. We will delve into the process of conducting these reviews, from preparation and data collection to analysis and reporting.

By the end of this session, you will have a clear understanding of how service management reviews can drive service excellence, enhance customer satisfaction, and contribute to your organisation's growth. You will also gain practical insights and strategies to implement effective reviews within your teams.

49 • TRACK 2 Beyond the Service Value System: Continual Improvement Requires Letting Go of v3 Thinking

Ian MacDonald, Edenfield IT Consulting

ITIL version 5 (and 4) places Continual Improvement at the heart of value creation. So why do so many organisations still struggle to make it work? One uncomfortable truth is this: ITIL v3 taught us bad habits.

By isolating CSI as a separate lifecycle stage with central teams and processes, v3 unintentionally signalled that improvement was "someone else's job." Over time, CSI came to be seen as optional, handled by a central team while others focused on "real work." As a result, improvement was rarely owned by the people doing the work. Moving forward requires more than new ITIL practices. We must unlearn these habits and embed a culture of continual improvement owned by everyone.

This session explores how leaders can make improvement part of everyday work directly linked to organisational purpose. Attendees will gain practical approaches for motivating teams, reinforcing positive behaviours, and creating a continual improvement approach that sticks.

50 • TRACK 3 "It's Not You, It's Me": Why Changing Your ITSM Tool Might Not Fix Your ITSM Issues

Stephen Mann, ITSM Tools

Organisations are often quick to change their ITSM tool to improve their service management capabilities, according to industry data. However, they might still find that many of the same issues occur with the new ITSM tools. They might then change their ITSM tools again. But what if you could determine whether the issue is your current ITSM tool or something else?

Instead of "blindly" spending money on yet another ITSM tool, the initial focus should be on better understanding the root cause(s) of current tool ineffectiveness and dissatisfaction. It's about improving IT service delivery and support (and wider enterprise service management) capabilities by building a stronger service management foundation rather than simply replacing the incumbent ITSM tool.

This presentation looks at the current state of ITSM maturity and tool churn, and offers practical guidance on the activities needed before ITSM tool replacement is used as a probably ineffective ITSM "silver bullet". A new ITSM tool might be the answer, but it's likely only part of the answer.



The Ticket is Too Late

Tuesday, 10 November | 11am on Track 3





Chris Loveridge

Vice President EMEA Sales
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