



Welcome to our 29th Annual
Conference and Exhibition

TEN REASONS TO ATTEND ITSM2020

***ITSM2020: the Digital Conference* offers a unique opportunity to share service management experience, network with colleagues, learn from industry leaders, and discuss the latest tools and techniques that support the ITSM industry – all under one virtual roof. Here are ten reasons why you should join us.**

1. Keep calm and register!

Few would disagree that 2020 has been a challenging year for service management across the board. That's why it's so critical to stay in touch with other ITSM professionals, in a year when so many industry events have sadly been cancelled. At ITSM2020 you can discover how other companies are using best practices to tackle unprecedented issues, finding innovative ways to maintain business-critical services despite COVID-related restrictions.

2. Maximum choice, minimum fuss

We've looked long and hard to bring you the best intuitive conference platform that we can, and we're very excited about the chosen technology. The agenda has been specially designed to give you as much choice and flexibility as possible. And as you won't (we hope!) be battling with the traffic or fighting your way onto the Tube, we're extending the day a little to offer extra value to attendees.

3. Best practice guidance and content

Over the course of two days, the Conference provides over [40 educational presentations](#), delivered by experienced users, consultants and subject specialists in all areas of service management. Sessions this year focus on, among other things, digital transformation; agile and DevOps; applying ITIL 4 practices; customer and employee experience; mental health in the workplace; service integration; and problem, change, and major incident management.

4. Learning from industry leaders

ITSM2020 offers the opportunity to learn from the thought leaders in service management best practice, whose enlightened approach to service delivery sets them apart from their peers. This year's programme includes practical experience-based presentations from LV=, Danske Bank, Co-Op Digital, OpenReach, Fujitsu, European Central Bank, Skanska, Mastercard Vocalink, the Home Office, University of Glasgow, Refinitiv, BAe Systems and many more.

5. Click and meet

At ITSM2020 you can compare notes with other service management professionals, share your knowledge and experience, and meet 1-to-1 with our presenters. There are ample opportunities for Q&A, online chatroom discussions, and interactive activities to bring our virtual audience together.

6. It couldn't be easier

You don't need any special software to register for ITSM2020, and we'll have technical support available throughout the event in case you run into any issues. As long as you have an up-to-date browser, you can join in the fun. Our FAQ page will be regularly updated with anything you need to know about getting the best out of the event.

7. Virtual exhibition area

Our celebrated ITSM exhibition, showcasing the latest products and services, offers an unparalleled opportunity to network with the Conference sponsors and exhibitors and find out what's new in the industry. It couldn't be simpler to visit the stands, watch the exhibitors' online videos, chat with the stand staff, and download their product information to your virtual bag for later reading. And this year's agenda is specially designed to allow exhibition visits without missing out on the presentations.

8. PSMA: the show goes on

We may not be able to provide a gala dinner this year, but our Professional Service Management Awards will be as exciting as ever, highlighting the real achievements and innovations of our community. And this year, all our conference attendees can take part in the celebration. Have you made a nomination yet?

9. Being part of an international community

Our Conference is one of the biggest events in the international service management calendar, and the event regularly attracts delegates from over 20 countries. With no travel issues to contend with this year, we're expecting a big turn-out from the global community. You can network with colleagues from overseas, and find out how their approach to service management best practice can complement and enhance your own.

10. Don't leave home without it!

In today's economic climate, it's never easy to find the time and resources to attend events, but at ITSM2020 you can enjoy our very best service management networking, content, exhibition and awards all without leaving home. It is, you might say, *virtually perfect*.

Register today at www.itsmf.co.uk/itsm2020