



ITSM24

MADEJSKI STADIUM • READING • 11-12th NOV

ITSM24 CONFERENCE **PREVIEW GUIDE**



itSMF UK



ITSM24

MADEJSKI STADIUM • READING • 11-12th NOV

ITSM24: THE VERY BEST IN SERVICE MANAGEMENT

With more than 50 presentations from across the industry, ITSM24 on 11th-12th November offers a plethora of great content, discussions and networking opportunities. This Preview Guide takes a deep dive into the agenda – our best to date – bringing you the very best in service management.

What makes our Conference unique is the insight and guidance provided by our member organisations in the public and private sectors. This year we have speakers from:

- Allianz
- Aviva
- Barclays Bank
- BT
- Department for Work & Pensions
- Direct Line Group
- DLA Piper
- Equiti Capital
- Home Office
- Intellectual Property Office
- Irwin Mitchell
- ITV
- MoD
- MS Amlin
- NHS England
- Open University
- Pearson
- Prolific
- Square Enix
- Vodafone
- University of Birmingham
- ... and many more.

Not surprisingly the big topics of 2024 – such as AI-Ops, cyber, customer experience and sustainability – are well represented on the programme, but there's also plenty of content on service integration, transformation, agile and DevOps, communities of practice, change and problem management, and humanising ITSM. Whatever you're currently focusing on, you will find hints, tips and practical support from like-minded professionals on the agenda. Check out the details in the following pages.

Check out the pricing and special offers on page 15 and book your place at itsmf.co.uk/itsm24



This year we are back at the popular Madejski Stadium in Reading (close to M4 junction 11 and a mainline railway hub) and the event will be all about networking and interaction, from the welcome reception in Club 106 on Sunday evening to the many breakout options and discussions, and of course our Professional Service Management Awards dinner on Monday.

If you have any questions about the agenda, please contact us at conference@itsmf.co.uk. We look forward to hearing from you.

Join us for:

- Four tracks of first-class content from subject matter experts and practitioners in service management
- Flexible agenda format: jump between tracks as you wish
- Recordings of the sessions you miss
- Sunday networking reception
- Face-to-face networking and interaction
- PSMA24 awards gala dinner.

In the pages that follow you will find further information about each of the presentations. Simply find the session number on the agenda and look up the corresponding synopsis. Note that the agenda is subject to change without notice.

SUNDAY EVENING RECEPTION

Food, drink, and very good company will be available from 19.00 at Club 106 (right next door to the venue entrance) courtesy of our sponsors PeopleCert. Please do join us there if you arrive on Sunday – we'd love to meet you before the busy conference agenda commences and it's a great opportunity to network with industry colleagues.

SPONSORED BY:



OPENING KEYNOTE

Our keynote speaker this year is **Scotty Mills**, the highest-ranking black officer in the history of the Royal Marines who led Britain's Commandos around the world.

He shares his lessons of leadership and resilience working as a performance coach in the world of elite sport and business. As an advisor to the FA, he worked closely with Gareth Southgate, Harry Kane, and the England Football Team to help them reach the World Cup semi-final.

His book 'Never Give In' draws on his experiences in the Marines and shares how the 'commando' way of thinking provides elite performance and helps anyone reach targets and transform their way of thinking.



PSMA24

Nominations are now open for this year's ITSM Team of the Year, Service Innovation, Young ITSM Professional, and Ashley Hanna Contributor of the Year awards - [see the website](#) for more information. The winner in each category will be announced at our gala awards dinner on the Monday evening of ITSM24, an outstanding evening of celebration and entertainment.

This year's award dinner special guest is **Ellie Taylor**, a comedian, actress, model, and presenter. A regular on panel and stand-up shows such as 8 Out Of 10 Cats, Live at the Apollo, and Mock the Week, she hosted series five of The Great British Pottery Throwdown, and was a contestant in the twentieth series of Strictly Come Dancing. She is part of the core cast of satirical shows The Mash Report and Late Night Mash and can also be seen on the multi award winning Ted Lasso.



CONFERENCE AGENDA

MONDAY 11TH NOVEMBER 2024

08:30 – 08:50	Registration and refreshments			
08:50 – 09:00	Take your seats for the opening keynote			
09:00 – 09:20	Conference opening – Claire Drake, itSMF UK Chair			
09:20 – 09:30	itSMF UK operations update – Graham McDonald and Mark Lillycrop, itSMF UK			
09:30 – 10:00	Keynote – Scotty Mills, Guest Speaker			
10:00 – 10:15	Refreshments and networking			
	Track 1 – Princess Suite	Track 2 – Royal Suite	Track 3 – Premier Suite	Track 4 – Midea Suite
10:15 – 11:00 2 minute silence	1 Automating IT operations in defence Lucy Murray Brown, Defence Digital & Nigel Gill, AtkinsRéalis	8 Don't just stop at Ops: using AI-Ops from event to end user Aaron Perrott, KTSL	15 From chaos to collaboration: DevOps and service delivery Hannah Hammonds & Andy Norton, Prolific	22 Incident management to problem management – IM2PM Jonny Wilson & Emma Loughlin, Barclays
11:10 – 11:55	2 Adopting agile for continual service improvement Bhuvana Sriharimohan & Munir Patel, ITV	9 Shaping the future of ITIL: innovations, insights, and community engagement Markus Bause, PeopleCert	16 Selling service integration Claire Agutter & Stephanie Ward, Scopism	23 GenAI: what potential does it have to transform service management? James Warriner & Mark Herring, Precision Bridge
12:00 – 13:00	Lunch and networking			
13:00 – 13:45	3 Unleashing the collective genius: the power of the NHS service desk community Sally Bogg, NHS England	10 Navigating the unseen - unveiling the magic of 'measuring service management' Michelle Major-Goldsmith & Simon Dorst, Kinetic IT	17 The \$10.5 trillion cyber threat: incident strategies for survival Clive King & Conor Horgan, Kepner-Tregoe	24 Humanising IT: the missing experience ingredient in ITSM Katrina Macdermid, HIT Global
13:50 – 14:35	4 Fix – improve – transform. Service management transformation at MS Amlin Mark Twomey, Xcession & Gary Overbury, MS Amlin	11 Five ITAM strategies to supercharge your IT service operations William J Lynch and Dennis Wahome, Freshworks	18 Five top tips for unlocking effective IT communication Emma Irwin, BT	25 Implementing XLAs in real life Neil Keating, Experience Collab
14:35 – 14:55	Refreshments and networking			
14:55 – 15:40	5 Service innovation of the year award 2023: service compliance at Vodafone Jason Hamer, Vodafone	12 Increasing customer satisfaction – a fresh approach Georgina Walton, Irwin Mitchell	19 The (ITSM) world is not enough! Alex Cosma, Square-Enix	26 Improving the passenger experience at our airports with IT support services Andy Jenner, ESP Global Services
15:45 – 16:30	6 Humanising ITSM and changing behaviours at DLA Piper Venessa Moores & Craig Richardson, DLA Piper	13 HaloITSM Sponsor session	20 Transforming to a zero touch service desk Neville Hughes, Brillio	27 How to speak with confidence when you feel like an imposter Akshay Anand, Atlassian UK
16:35 – 17:20	7 Paradigm shift: from oversight to empowering IT changes Roger Fischlin, Materna Group	14 Military values in IT service management Cristan Massey, Pearson	21 What's the story, monitoring glory Robert Gething & Geoff Soper, IPO	28 IT service management: on the road to net zero carbon Tuuli Bell, The ESG Institute
17:20 – 18:00	Delegate drinks and networking			
18:00	Conference close			
19:00 – 19:30	PSMA24 Pre-dinner drinks			
19:30 – 00:00	PSMA24 Awards Dinner with special guest, Ellie Taylor			

TUESDAY 12TH NOVEMBER 2024

08:30 – 09:00	Registration and refreshments			
	Track 1 – Princess Suite	Track 2 – Royal Suite	Track 3 – Premier Suite	Track 4 – Midea Suite
09:05 – 09:50	29 Introducing a world-class service at DWP Darren Smith & Michelle Williams, DWP	35 The Future of Service Management Jamie Swales, BMC Software & James Dicker, Johnson Matthey	41 Synergizing DevOps: Unleashing service readiness for business excellence Jess Cocke, Vodafone	47 Simulating success: a journey through experiential learning in higher education Sandra Whittleston & David Bowers, The Open University
09:55 – 10:40	30 Enterprise service ownership at Direct Line Group Mark Curry, Direct Line Group	36 Service management beyond the office: lessons from life's disruptions Andy Ferguson, University of Birmingham	42 Sassy chaos Simone Jo Moore, Humanising IT and Vawns Murphy, i3Works	48 ITSM & AI: six letters that totally make sense together James Finister, Independent & Roman Zhuravlev, PeopleCert
10:40 – 11:00	Refreshments and networking			
11:00 – 11:45	31 Our customers (not stats) are driving service improvement Paula Thomsen & Heather Gubb, Aviva	37 Plus ça change, plus c'est la même chose - reimagining service management Effie Bagourdi, Adaptavist and Akshay Anand, Atlassian	43 Is agile good for us? Maria Sansom, BT	49 Service design & transition: from a 'tax' on projects to a service that all want to use Chris Good & Stef Smith, Mason Advisory
11:50 – 12:35	32 Embracing autonomy: transitioning to federated IT change enablement Michelle Fiedler & Helen Thatcher, NHS England	38 Fintech ITSM transformation Adam Munajjed, Equiti Capital	44 How DevOps and ITSM combine to create value David Tomlinson, QA	50 Service management in a product world: navigating change and agility Darren Rose & Amanda Kirby, FSP Consulting
12:35 – 13:30	Lunch and networking			
13:30 – 14:15	33 ITSM In-house consulting as a service Jutta Roepper, Allianz Technology	39 Reinforcing ITSM frameworks with security principles from the Cyber Essentials Kumaravel Ramakrishnan, ManageEngine	45 Why are organisations not using machine learning to significantly reduce their MTTR yet? Jaro Tomik, CDW	51 The five 'why bothers' of problem management Ian MacDonald, Edenfield IT Consulting
14:20 – 15:05	34 Core to value for service management success Barclay Rae, Barclay Rae Consulting	40 Embedding transformative ITSM for an international speciality insurance firm Callum Carlile, Automation Consultants & Andrea Moscatelli, Convex Insurance	46 Service Management with our mind as the Service! Róisín Weaver, CGI	52 A reliable, repeatable and adaptable service design model Chevonne Hobbs, Illuminet Solutions
15:10	Conference Ends			

SPONSORED BY:



Version 23 (16/10/2024)

MONDAY - OPENING SESSIONS

➤ Conference opening

09:00 - 09:20

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

➤ Operations update

9:20 – 9:30

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

➤ Opening keynote

9:30 – 10:00

Scotty Mills is the highest-ranking black officer in the history of the Royal Marines and led Britain's Commandos around the world. In this keynote he shares his lessons of leadership and resilience working as a performance coach in the world of elite sport and business.

MONDAY - TRACK 1 (PRINCESS SUITE)

1. Automating IT operations in defence

Lucy Murray Brown, Defence Digital & Nigel Gill, AtkinsRéalis
16:35 - 17:20

Building on our successful presentation last year, this joint session will outline the challenges faced by the Ministry of Defence in automating IT Ops and making the transition from ITIL v3 to ITIL 4. The presentation will explain the rationale for making the changes, the context, and the approach taken to develop and implement revised policy. The scale and complexity of the Ministry of Defence brings its own challenges but delivering change on such a scale, concurrent with supporting military operations in Ukraine and the Middle East, adds another dimension. The speakers will explain how they overcame those challenges and outline the lessons other organisations can draw for their experience at the Ministry of Defence.

2. Adopting agile for continual service improvement

Bhuvana Sriharimohan & Munir Patel, ITV
11:10 - 11:55

This session is about adopting Continual Service Improvement (CSI) in an agile manner through a flexible but structured approach. At ITV we strive to embed a culture of CSI across all our service management and operational capabilities to achieve a consistent way of improving services. We start small and simple and gradually extend this approach to all our capabilities and pillars, so it is a journey with abundant learning opportunities along the way - and we enjoy learning!

3. Unleashing the collective genius: the power of the NHS service desk community

Sally Bogg, NHS England
13:00 - 13:45

In today's ever evolving IT landscape service desks face increasing pressure to deliver exceptional customer experience whilst maintaining efficiency and driving down costs. What if there was a hidden treasure trove of knowledge and good practice just waiting to be found? Well guess what ... there is! The NHS Service Desk Centre of Expertise is a community that is helping people to understand and address some of the challenges faced by modern service desks. Our ambition is to provide support and guidance to enable teams to build and enhance the service desk capabilities within their own organisation. The Centre is supported by practical guidance that is collated and developed from across the NHS service desk community. With over 80 members already the NHS Service Desk Centre of Expertise is a lively community where members are actively sharing experiences and knowledge to solve real world problems. Join us for a session packed with practical examples of the benefit of co-creation and learn how you too can harness the collective power of communities.

4. Fix - Improve - Transform. Service management transformation at MS Amlin

Mark Twomey, Xcession & Gary Overbury, MS-Amlin
13:50 - 14:35

MS Amlin's initial implementation of ServiceNow was in 2020, and it was quickly recognised that this installation was prohibiting, rather than enabling, Amlin Business Services (ABS) IT from delivering a 'client-centric' service to our legal entities. It was actually contributing to inefficiencies across ABS IT. In response to this challenge a Fix-Improve-Transform (FIT) programme was introduced, supported by Xcession. The changes made have provided a scalable solution that supported ABS' strategy to transform from an internal back-office function to a high-quality service company servicing the needs of all legal entities. This is a classic, but successful, journey across two years, taking ABS from an immature service provider to a mature organisation. The FIT programme has laid the foundation for the next layer of transformation - a full TCO programme allowing each layer of service within ABS to be appropriately costed and optimised.

5. Service innovation of the year 2023: service compliance at Vodafone

Jason Hamer, Vodafone
14:55 - 15:40

This session offers an overview of the Vodafone service compliance journey from inception to value realisation, the challenges, successes and lessons learned along the way. This is the story that won us the PSMA service innovation of the year award 2023.

6. Humanising ITSM and changing behaviours at DLA Piper

Venessa Moores & Craig Richardson, DLA Piper
15:45 - 16:30

Embarking on a transformative journey, our encounter with a third party directing our processes in ServiceNow spurred the creation of the ITSM Office, reshaping our organisation's relationship with ITSM. Our story revolves around humanising processes and revolutionising perceptions of ITSM. Previously seen as a bureaucratic entity, ITSM was laden with admin tasks and viewed as a hindrance to progress. Enter the ITSM Office: we standardised and automated operations, challenged expectations, and championed an Enterprise Service Management (ESM) environment. We empowered stakeholders, turning processes upside down to prioritise information usability and usefulness. Unconventional decisions led to the removal of redundant meetings, reports, and admin tasks. Today, ITSM is a catalyst for empowerment, enabling teams to autonomously manage workloads, make decisions impacting technology and resources, and foster progress. We don't merely adhere to processes; we live them, providing governance, ensuring quality, and offering unified perspectives through dynamic dashboards. This is our story.

7. Paradigm shift: from oversight to empowering IT changes

Roger Fischlin, Materna Group
10:15 – 11:00

In ITIL 4 there's a shifting focus from controlling to fostering changes, with change management becoming change enablement. Change Advisory Boards (CABs) are omitted from the ITIL Foundation textbook, with Practice Guides cautioning: "[CABs] often become bottlenecks for the organisation's value streams. They introduce delays and limit the throughput of the change enablement practice." Unfortunately, AXELOS does not address why this former best practice is now scorned as a bureaucratic monster, and why CAB meetings might be dispensable. Neither do they provide a detailed recommendation for change approvals as in ITIL 2011. DevOps thought leaders Forsgreen, Humble and Kim recommend peer reviews as lightweight change approvals in "Accelerate", empirically concluding that "approval by an external body (such as a manager or CAB) simply doesn't work to increase the stability of production systems". However, they only indirectly mention reasons. In this presentation, we look at and compare both approaches – change management as a means of control and as a promoter of a DevOps culture with rapid changes. We illustrate how these approaches differently handle risks from changes, laying the groundwork for lightweight change approvals. We identify conditions supporting peer reviews as an approval method to achieve the goal of modern change management, facilitating changes without jeopardising stability.

MONDAY - TRACK 2 (ROYAL SUITE)

8. Don't just stop at Ops. Using AI-Ops from event to end users

Aaron Perrott, KTSI
10:15 - 11:00

In this session we look at what AI Ops is all about and the typical problems it is trying to solve. Focusing on mean time to know and resolve, we will look at the AI Ops integrated architecture and its underlying principles. We will also consider why ALL data is so crucial to AI Ops, from user to event, and where to start!

9. Shaping the future of ITIL: innovations, insights, and community engagement

Markus Bause, PeopleCert
11:10 - 11:55

Join us for an exclusive opportunity to delve into the latest developments and strategic advancements in the ITIL framework with Markus Bause, VP Product at PeopleCert. With a pivotal role in shaping the future of ITIL, Markus will provide a comprehensive overview of the past 15 months, highlighting significant updates and innovative changes. Discover the key enhancements that have been made, including the revision of the Practice Guides and the introduction of new, practice-based qualifications designed to elevate ITIL proficiency. Another major milestone has been the launch of the Accreditation Programme for ITSM Tool Vendors (ATV), ensuring top-notch quality and compatibility in ITSM solutions. But this session isn't just about information. Markus is eager to engage with the community, listen to your insights, and gather valuable input. This is a unique chance to influence the direction of ITIL and contribute to its future.

10. Navigating the unseen - unveiling the magic of 'measuring service management'

Michelle Major-Goldsmith & Simon Dorst, Kinetic IT
13:00 - 13:45

Much like wizards orchestrating spells without ever revealing their secrets, service management (including service integration or SIAM) practitioners perform their magic behind the scenes, ensuring that the elements of service seamlessly align, all while eschewing the spotlight. Process owners, service integrators, and their mystical ilk may not wield tangible tools or cast technical spells, yet their influence echoes through the very fabric of successful business outcomes. How does one measure the effectiveness of these modern-day sorcerers who navigate these unseen realms of service integration and management? This is the question at the heart of our presentation. Join us on this quest as we unveil the magic of service management measuring, offering insights that go beyond the theoretical, revealing practical, real-world examples and recommendations that conjure a deeper understanding of this mystical art.

11. Increasing customer satisfaction – a fresh approach

William J Lynch and Dennis Wahome, Freshworks
13:50 - 14:35

In today's fast-paced digital landscape, IT service operations must be agile, efficient, and resilient to meet growing business demands. To stay ahead, IT teams need an advanced IT Asset Management (ITAM) strategy that integrates seamlessly with service operations, providing end-to-end visibility and control over the entire IT environment. Join Freshworks as we explore five key ITAM strategies that will help you supercharge your IT service operations in 2025. Learn how these best practices can enhance asset visibility, boost productivity, reduce operational risks, and streamline incident response. Key takeaways include: centralising asset data with an automated CMDB; maximising asset visibility across your entire infrastructure; implementing automated asset lifecycle management; proactively managing assets and dependencies; and standardising asset requests with an AI-powered self-service experience.

12. Increasing customer satisfaction – a fresh approach

Georgina Walton, Irwin Mitchell
14:55 - 15:40

Gathering quality customer feedback in order to make tangible differences that you can measure is always a challenge. We tackled this in Irwin Mitchell by piloting an initiative with our Client Insights team who manage the external client feedback we receive via Trust Pilot and NPS (Net Promoter Score). They rolled out internal iNPS across the business and asked one single question – would you recommend our IT services? This session will talk about our rollercoaster journey over the last 2 years, from the devastation of our initial score and negative feedback, through how we analysed the data, and the step changes and initiatives we have implemented to steadily improve both the customer experience and the business perception of our IT services. Through resilience and determination, we have successfully increased our scores by over 40% and moved from an IT department that our colleagues felt they only used because it was mandatory, to one that they would happily endorse to others.

13. Halo sponsor session

15:45 - 16:30

14. Military values in IT service managements

Cristan Massey, Pearson
16:35 - 17:20

itSMF UK's Armed Forces Community of Practice (CoP) is delving into the intersection of military values and ITSM and embarking on its first white paper. The objective is to offer a comprehensive exploration of how the discipline and principles traditionally associated with the military can be strategically adapted for efficacy in the dynamic realm of IT service management. The initiative aims not only to present a nuanced perspective but also to debunk myths, providing invaluable insights for attendees. As the Armed Forces

COP takes centre stage, anticipate a thought-provoking discussion that not only sheds light on the relevance of military values but also sparks creativity for attendees to carry away.

MONDAY - TRACK 3 (PREMIER SUITE)

15. From chaos to collaboration: the DevOps and service delivery revolution

Hannah Hammonds & Andy Norton, Prolific
10:15 - 11:00

How often have you seen service delivery really work within a DevOps environment? How many times have you read the phrase 'DevOps' but really wondered what it means? Ever heard that blending DevOps and service delivery practices "sounds great but it won't work here"? The call for change is loud, clear, and unavoidable. Through our combined experience working at a Y-Combinator backed start-up, as well as a unicorn scale-up, we want to share an exciting journey where the world of DevOps meets the pursuit of service delivery excellence. We want to offer valuable insights, best practices, and practical strategies that enable organisations to break down silos, take the best of both worlds and truly start a revolution. We will explore the core principles of DevOps and explain how empowered teams drive product development. This talk is not just a retelling of our transition; it's a blueprint for revolutionising your approach to software delivery and operational excellence. Whether you're just embarking on your DevOps journey or seeking to enhance your service delivery offering, this talk will equip you with the insights and inspiration to raise the bar for what your business can achieve. Join the service delivery revolution!

16. Selling service integration

Claire Agutter & Stephanie Ward, Scopism
11:10 - 11:55

Many organisations experience the challenges of a multi-supplier environment but often hesitate to adopt a more integrated approach due to concerns about cost and effort. Fresh from the giant brains of the Scopism SIAM community, in this session Claire and Steph will address these concerns by discussing how to sell SIAM to the board and build a sound business case for transformation. The SIAM pitch, developed by community members, helps tackle the board by highlighting industry challenges and external drivers to not only address operating model barriers but also identify how to obtain that competitive edge. The session addresses the risks associated with maintaining the status quo versus implementing a full SIAM transformation, and looks at how SIAM complements and extends traditional ITSM frameworks whilst considering the mindset shifts required. Attendees will leave the session with the ability to evaluate their organisation's requirements for an integrated approach. They will also gain insights into the essential steps needed to develop a business case and the anticipated outcomes.

17. Navigating the \$10.5 trillion cyber threat: incident strategies for survival

Clive King & Conor Horgan, Kepner-Tregoe

13:00 - 13:45

The estimated damages from cybercrime in 2025 are \$10.5 TRILLION. That's 3rd only to the Chinese and US economies in size. It equates to roughly \$350 for each of the 29 billion internet connected devices. Unfortunately, these attacks are inevitable and all organisations are vulnerable. So how well equipped are you when the inevitable happens? Our lively and frank presentation will explain how to best prepare for the storm. The solution space contains many components: cloud, commercial third-party, open source and in-house code. Trends such as virtualisation and cloud infrastructure may further impact the ability to effect timely resolution. So how do we equip ourselves to deal with the inevitable and reduce the 'blast radius'? Effective strategy, governance and clear thinking are key. We share our experience of using Kepner-Tregoe's critical thinking approaches for managing cyber security major incidents more effectively. We discuss how to bring order to chaos by organising communication into four distinct patterns ('colours') of thinking, each aligned with KT's four core critical thinking methodologies. We share how this approach brings clarity to assess the situation and prioritise next steps; clarify and diagnose the problem; select the best restoration fixes; and ensure those fixes minimise risk to the business.

18. 5 top tips to unlocking effective IT communication

Emma Irwin, BT

13:50 - 14:35

In today's dynamic IT landscape, mastering effective communication is paramount. In this session I plan to delve into five indispensable top tips for professional communications. Tip 1: Document for a lasting reference, fostering clarity. Tip 2: Establish forums, encouraging diverse perspectives and comprehensive insights. Tip 3: Embrace multi-channel approaches, enhancing accessibility and engagement. Tip 4: Infuse humanity into interactions - be open, original, and memorable. Tip 5: Keep it short! Elevate your communication toolkit, navigating the IT landscape with precision and fostering a culture of collaboration. Join us in exploring the power of effective communication, where each tip is a key to unlocking professional success.

19. The (ITSM) world is not enough - steps towards enterprise service management

Alex Cosma, Square-Enix

14:55 - 15:40

Welcome to the Enterprise Service Management (ESM) round table - practical steps to support your ESM evolution and bring more value to your business and customers. We are living in a fast paced world, where change is everywhere and digital is pretty much the norm. As IT is such an integral part of most businesses, we have an opportunity to shine

a light on everything we have learned whilst managing IT services and share our secrets with the wider business. If you're asking yourself the following questions, then this is a session for you. • Where should I start my ESM journey? • What if the business is not buying in? • Why should we move towards ESM? • What if my remit is mainly focused on IT and senior sponsorship support is lacking? • How do we demonstrate ROI? During our time together I will share how I helped my organisation move from ITSM to ESM by leveraging business relationships, shared processes and responsibilities; all without a dedicated budget or remit for the move. At the end of the session we will look at the challenges that lie ahead and seek to walk away with a plan of action that will position service management front and centre in business value based conversations.

20. Transforming to a zero-touch service desk

Neville Hughes, Brillio

15:45 - 16:30

Employee needs are changing: the traditional 'one size fits all' service desk can be expensive and is not necessarily leading to the outcomes they need or want. A zero-touch service desk, designed to utilise a number of best practices to provide the service employees both need and want, could be the answer. During this session, Neville will explain how combining multi-faceted support, proactive management, AI and data-driven management can lead to the right outcomes for the organisation, the employees and service providers. Less disruption and faster resolution times = improved productivity and reduced cost of support!

21. What's the story, monitoring glory

Robert Gething & Geoff Soper, IPO

16:35 - 17:20

In this session, we discuss the challenges and benefits of implementing a new monitoring strategy on transformed services at the Intellectual Property Office.

MONDAY - TRACK 4 (MIDEA SUITE)

22. Incident management to problem management – IM2PM

Jonny Wilson & Emma Loughlin, Barclays Bank

10:15 - 11:00

With a large global operation across multiple technology command centre teams at Barclays Bank, the 'handshake' between major incident management and problem management is required to be seamless and efficient. It needs to provide a consistent service to support the stability of a global financial operation. This session describes the maturing model for our Major Incident Management to Problem Management (IM2PM) process, its cultural development and the benefits it can offer. It also discusses the challenges and additional offerings provided across teams to complete a well-rounded major incident and problem management operation.

23. GenAI: what potential does it have to transform service management?

James Warriner & Mark Herring, Precision Bridge

11:10 - 11:55

It's time to form your own opinion on how far GenAI can transform service management. In this session you will learn how GenAI actually works, its potential and its limitations. We will answer questions like: • what differentiates GenAI from other forms of AI? • why is data crucial for the functioning of GenAI? and • how will it affect service management organisations and roles now and in the future?

24. Humanising IT: the missing experience ingredient in ITSM

Katrina Macdermid, HIT Global

13:50 - 14:35

When was the last time you heard, "Our IT department is fantastic"? Despite adopting numerous frameworks, participation in IT restructures, and adoption of new IT service management tools, there's a prevailing belief that there's room for improvement in IT service management. Moreover, while organisations in the service industry invest heavily in understanding their customers, their needs, and their motivations to create exceptional experiences, this level of attention rarely extends to IT service management. So, how can we evolve traditional ITSM processes? And how do we foster a mindset and work approach that prioritises people over processes or tools? The answer lies in Humanising IT. Join Katrina as she explores her concept of Humanising IT and how embracing this innovative approach to ITSM has prompted major organisations to reconsider their approach to designing IT service management. In this session, you will discover how to initiate the creation, delivery, and support of IT services that prioritise the human experience—to create the right experience.

25. Implementing XLAs in real life

Neil Keating, Experience Collab

13:50 - 14:35

IT departments are under pressure to implement proper experience metrics and to move from SLA to XLA (or a mixture of the two) but how can they do this? Who has done this already and what can we learn from it? This session is a practical step by step guide based on years of experience in hands-on XLA implementations and will show delegates where to start and what steps to take as they progress on their XLA journey. The session will answer the questions: • Who has done this? • What are the benefits? • What is a real XLA? • Where should I start measuring experience? • What are my first steps? • What are the common pitfalls to avoid? • Is there a step-by-step guide to follow? The session will outline a repeatable method that has been built from the good and bad experiences of delivering hundreds of XLA design projects, providing the audience with a practical guide through the challenges of implementing XLAs in real life.

26. Improving the passenger experience at our airports with IT support services

Andy Jenner, ESP Global Services

14:55 - 15:40

This presentation delves into the increasing reliance of airports and airlines on technology to ensure a seamless passenger experience and the critical importance of quick service restoration when disruptions occur. With over 30 years of experience in the aviation industry, ESP Global Services has become a key player in delivering IT support to essential elements of airport operations. The presentation will explore how ESP has harnessed technology, innovative applications, and expert resources, combined with dynamic scheduling and preventative maintenance, to significantly reduce downtime and minimise the impact of outages on key passenger processes. A significant focus will be on the adaptations and enhancements made to our ServiceNow platform, demonstrating how these innovations enable airports and airlines to maintain operational efficiency and enhance the overall passenger experience.

27. How to speak with confidence when you feel like an imposter

Akshay Anand, Atlassian UK

15:45 - 16:30

When I get on stage in front of an audience, even if it's my own team, I often feel like I don't belong in the room, even when I have the credentials and achievements to prove it. Do you ever, like me, doubt your abilities and fear being exposed as a fraud or a fake? If so, we're not alone. We're experiencing imposter syndrome, a common phenomenon that affects many people in different fields and roles. But over the years, I've developed a set of strategies and tools that help me boost my confidence and overcome my self-doubt, and I want to share them with you. In this session, you will learn: • What imposter syndrome is and why it affects so many people • How to recognise and challenge the negative thoughts and feelings that fuel imposter syndrome • How to use practical techniques and tips to prepare, deliver, and follow up on your presentations • How to help others overcome their imposter syndrome. Whether you're a seasoned speaker or a novice, this session will help you speak with confidence and authenticity, even when you feel like an imposter.

28. IT service management: on the road to net zero carbon

Tuuli Bell, The ESG Institute

16:35 - 17:20

IT leaders hold a pivotal role in steering their organisations towards sustainable practices in an era when achieving net zero is imperative to counter climate change. The UK's commitment to net zero emissions by 2050 sets a clear mandate for change, placing ITSM at the forefront of this transformation. This presentation demystifies the journey to net zero for IT professionals, breaking down complex terminologies and concepts into accessible insights. In this session Tuuli will elucidate the integral role of ITSM in not only reducing the direct carbon footprint of IT operations

(Scope 1 and 2 emissions) but also in influencing broader organisational impacts (Scope 3 emissions). Through practical examples, attendees will learn how to integrate sustainability into ITSM frameworks, leverage innovative technologies for efficiency, and adopt best practices that align with global standards. The session promises actionable takeaways, empowering ITSM leaders to draft their roadmap towards a sustainable 2025 and beyond. Attendees will leave equipped with the knowledge and inspiration to champion sustainable change within their organisations, contributing to a healthier planet and a resilient, future-proof IT sector.

TUESDAY – TRACK 1 (PRINCESS SUITE)

29. Introducing a world-class service at DWP

Darren Smith & Michelle Williams, DWP
09:05 – 09:50

DWP Service Operations delivers core service management capabilities to one of the largest IT estates in Europe. In this session we will detail the highlights of the 'world class service' that ensures the payment of £265 billion of benefits annually to the most vulnerable in society every year.

30. Enterprise service ownership at Direct Line Group

Mark Curry, Direct Line Group
09:55 – 10:40

Technology is a strategic enabler for any business, providing the digital engine for customers. Whatever the technology, work does not stop when it is 'live'. It needs on-going care and attention. In short, technology is for life. This is why we must treat all our technology as services – not just static platforms or applications – more like living things needing food, water and shelter, allowing them to provide a consistent customer experience whilst growing and changing over time. We need to keep listening to customer feedback and make improvements for as long as they are in use, whilst maintaining secure operational rigour and financial control. And to achieve this, we need a custodian (owner) for all our technologies. In this session, Mark Curry, Head of Service Architecture & Enablement at Direct Line Group, will share the multi-year journey they've been on, implementing a service architecture that complements the enterprise architecture and a model for technology service ownership underpinning this across the group.

31. Our customers - not stats - are driving service improvement

Paula Thomsen & Heather Gubb, Aviva
11:00 – 11:45

As a company with a strong track record, we've existed for over 325 years and are the no 1 insurer across all our markets. That legacy is fantastic, but it does mean from a service management perspective that we have hundreds of applications and multiple product types to support, from many suppliers. Some of the applications and infrastructure

are managed in-house, and a large proportion through third and fourth parties. It can be very complicated. Our customers don't care about the complexity; they just want the service they are buying and expect. Historically we've used traditional ITIL measures as our yardstick to measure IT service. In a customer-centric organisation, we wanted to improve this to ensure that we made the correct investments of time and money. In this session we will describe: • what we learnt driving cultural and systemic change that sticks across a service organisation; • why we want all our colleagues not to be satisfied with the status quo on behalf of our customers; • how we made sure that the impact on our customer was protected at all costs. This will be a session where we bare all, admitting how we made mistakes, overcame resistance, and ultimately changed how the CIO was perceived by our key stakeholders.

32. Embracing autonomy: transitioning to federated IT change enablement

Michelle Fiedler & Helen Thatcher, NHS England
11:50 – 12:35

NHS England has adopted a fresh direction by federating IT change enablement. The Live Services department, crucial in delivering patient-facing services across the NHS, embarked on this substantial journey in 2022. In our presentation we will describe how we implemented the new model, the hurdles we encountered and how we overcame them. We'll shine a spotlight on our successes, including the empowerment of service owners and product teams. Additionally, we'll discuss the importance of understanding the value being delivered, and finding inspiration to keep momentum going. We are excited to share our insights and expertise, which are valuable for anyone engaged in change enablement, especially for those transitioning from a central to a federated model. In this session we will cover: • Considerations for implementing a new approach to change enablement in complex settings. • Techniques for engaging stakeholders within a federated framework. • Enthusiasm for crafting a change community dedicated to ongoing exchange, learning, and growth.

33. ITSM in-house consulting as a service

Jutta Roepper, Allianz Technology
13:30 – 14:15

This session offers an introduction to Allianz In-house Consulting – the way the business unit works and how it is positioned within Allianz. We discuss its purpose as a talent greenhouse for the global company, keeping knowledge and expertise in-house, and offer an explanation of our Service Cluster and related ITSM service offerings. Topics covered include: • How to pro-actively propose and sell ITSM-related projects and ideas • How to set up new projects, manage support and staffing, and promote internally • How to develop and roll out customised ITSM modules, work with centrally managed HW Services to reduce complexity, integrate within self-service portal and online service catalogue etc.

34. Core to value for service management success

Barclay Rae, Barclay Rae Consulting
14:20 – 15:05

There's so much hype about all the great new things in IT

such as AI and experience management. These are all areas where ITSM can really kick in and show value. However, in order to be able to do this, the basics also need to be addressed and in good shape – data/config, catalogue, core processes, tools etc. This session looks at how to combine both, with practical examples.

TUESDAY - TRACK 2 (ROYAL SUITE)

35. BMC sponsor session

09:05 - 09:50

36. Service management beyond the office: lessons from life's disruptions

Andy Ferguson, University of Birmingham

09:55 – 10:40

In our professional lives, we meticulously plan for service continuity, disaster recovery, and incident management. However, these principles can extend beyond the workplace. Join me as I share a deeply personal journey — one that intertwines family, loss, and the very processes we champion in service management. Over the past few months, I navigated the illness and passing of a close family member while also leading a service management operations team. Surprisingly, the same methodologies that drive our work found resonance in my personal life. I'll delve into how defining disaster scenarios and recovery tasks in advance provided clarity during the immediate aftermath of loss. My experience in incident management and IT service continuity management became an unexpected lifeline. Just as we tailor solutions for our services, we crafted a bespoke plan to restore normalcy after bereavement. We considered stakeholders, communications, and dependencies between tasks, so that when the inevitable happened we at least had a clear idea of what needed to be done and in what order. What we ended up with could be applied to all sorts of different scenarios, and should provide useful insight to anyone who needs to answer the question "what is the worst that could happen, and what would we do if it did?"

37. Plus ça change, plus c'est la même chose - reimagining service management

Effie Bagourdi, Adaptavist and Akshay Anand, Atlassian

11:00 - 11:45

In this talk, we will explore the limitations of a module-based approach to service management tooling, highlighting its inherent flaws and inefficiencies. We will advocate for a team-centric approach that fosters collaboration and agility, ultimately leading to better service outcomes. Additionally, we'll delve into how AI can enhance both efficiency and productivity, empowering teams to deliver exceptional service in a rapidly evolving landscape.

38. Fintech ITSM transformation

Adam Munajjed, Equiti Capital

11:50 - 12:35

This session describes the ITSM transformation at Equiti Capital, a pioneering fintech firm and world-class provider of multi-asset bespoke liquidity.

39. Reinforcing ITSM frameworks with security principles from the Cyber Essentials

Kumaravel Ramakrishnan, ManageEngine

13:30 - 14:15

Every year, enterprise cyberattacks hit a new record high. The United Kingdom, as one of the world's major business hubs, is perennially in the crosshairs of threat actors. But, as an ITSM practitioner, should you be concerned about the security posture of your organisation? The answer is a resounding yes. Given how quickly new attack vectors are created in the modern threat landscape, you need to make sure your traditional ITSM practices don't end up as the weak link for an exploit. Otherwise, there will only be finger-pointing and a lack of accountability, even as your business and its reputation stand in the line of fire. To bridge this gap we will discuss the security-first approach, which involves reinforcing ITSM practices with controls that align with prominent cybersecurity strategies such as the Cyber Essentials. The goal of the security-first ITSM framework is not to serve as a list of checks and standards but to offer ITSM leaders a perspective on the touchpoints where enterprise security operations can interact with ITSM practices. We will include key use cases such as a proactive incident management framework that can detect attacks such as ransomware; a watertight employee onboarding process that plugs all gaps to prevent infiltration attacks; and a remodelled ITAM practice based on security frameworks such as the CIS Controls and NIST Cybersecurity Framework.

40. Embedding transformative ITSM for an international speciality insurance firm

Callum Carlie, Automation Consultants & Andrea Moscatelli, Convex Insurance

14:20 - 15:05

Curious about how ITSM principles come to life in the real world? Join Automation Consultants and Convex Insurance for an engaging session where we pull back the curtain on embedding transformative ITSM practices, using Convex as a case study. It's not just about the tools we build; it's about the innovative ways we use them to keep IT operations smooth and efficient. Here's what you'll discover. • Error notifications demystified. Ever wondered how to seamlessly capture and manage error notifications? See our unique Jira to Slack configurations, among other clever solutions. • Tracking bugs like a pro. Dive into our process for keeping tabs on production issues and bugs, where user submissions kick-start specific team responses. • Embracing continuous improvement. Find out how continuous improvement isn't just a buzzword for us - it's woven into our daily work life, driven by our dedicated product managers. • Project management unpacked. Get a first-hand look at our project lifecycle - from planning and

development to monitoring and maintenance. • Strategic risk management. We're opening up our playbook on risk management and how we keep everyone in the loop. • Knowledge management. Learn how we turn Confluence into a powerhouse for storing, sharing, and evolving our collective knowledge.

TUESDAY - TRACK 3 (PREMIER SUITE)

41. Synergizing DevOps: Unleashing service readiness for business excellence

Jess Cocke, Vodafone
09:05 - 09:50

The presentation delves into the integration of a service readiness process within project delivery, highlighting its focus on operability and sustainability beyond basic functionality. The service readiness team collaborates with the programme to ensure alignment with operating standards and service management principles, promoting consistency across projects. Embracing an agile approach and aligning with DevOps principles demonstrates a dedication to modernising and optimising the service delivery lifecycle. The discussion explores the scalable implementation of this approach, emphasising operational considerations like telemetry, operations budgeting, licence management, secure design, wargaming, and UAM. Overcoming initial resistance from onboarded markets requires concerted efforts, process changes, attitudinal shifts, and collaborative teamwork between delivery and operations. Despite challenges, persistent efforts have yielded remarkable results in local markets, fostering improved collaboration between previously disparate teams. The presentation underscores the evolution's significance in meeting dynamic market demands and establishing a symbiotic relationship between delivery and ops teams.

42. Sassy chaos

Simone Jo Moore, Humanising IT and Vawns Murphy, i3Works
09:55 - 10:40

From dirty data to AI ethics, Simone and Vawns bring you this session covering the humanity in the machine. In order to move through CHAOS, we need to embody healthy practices in the search for balance in our transformations, all stemming from the insidious, and sometimes masochistic, tendency for contaminated decisions when we don't pay attention to the monsters we are creating. With sassy resilience, curiosity and sleuth-like ability we can mitigate the risky path of AI eating itself into oblivion while we progress with a newly energised version of ourselves and better focussed customer outcome delivery.

43. Is Agile good for us?

Maria Sansom, BT
11:00 - 11:45

In this session Maria considers the effect agile can have on our mental health, particularly in large enterprises and highly governed sectors. We will look at and discuss tips and tricks to help with context switching.

44. How DevOps and ITSM combine to create values

David Tomlinson, QA
11:50 - 12:35

Traditional ITSM and new ways of working, such as DevOps, site reliability and platform engineering, are sometimes described in opposition to one another or deemed culturally incompatible. This session will explore the common paths to co-created value, along the way surfacing misunderstandings and slaying a few mythical dragons. We will build some common vocabulary between these movements and look at how we can facilitate those truly transformational conversations. We will seek to discover together how to drain the bathwaters of bureaucracy whilst keeping the valuable infants of agility and rigour. We will leverage the pipelines, automation and engineering approaches of DevOps whilst retaining or even reinforcing the powers of governance, risk and compliance. Designed to be interactive, this session will conclude with an opportunity for questions and discussion and links for further interaction if participants wish.

45. Why are organisations not using machine learning to reduce their MTTR yet?

Jaro Tomik, CDW
13:30 - 14:15

Automation and AI can be a cost-effective way to manage IT incidents, allowing employees to focus on more high-value work. In this session we will cover what AIOps is, its business value, the current state of AIOps, vendor versus real market view, what the blockers to adoption are, and the journey customers typically take to achieve successful adoption.

46. Service management with our mind as the service

Roisin Weaver, CGI
14:20 - 15:05

"A company's employees are its greatest asset" (R.Branson), and so we need to look after them... What about applying some of the service management principles we use to protect our critical IT services to protect our most critical personal asset – our wellbeing? In this session we'll explore: • Environment management – we don't have to be stressed when working in a stressful environment. We'll explore how our external circumstances don't have to influence our internal state of mind. • Problem management – so often we try to figure things out and think our way out of problems. Have you ever noticed that when you resign yourself to a situation or stop thinking about something, an answer tends to come out of nowhere? • Risk management – our internal risk management system tends to resort to worry when things get a bit risky, but does it actually help?

We'll explore what a more effective strategy could be, and how our thoughts aren't always helpful. • Resilience – we always try to build resilience into our IT systems, but the good news is that it's already built into human beings. Our systems work better when we're using them in the way they're designed to be used, so it's not surprising that we work better when we understand how to use our minds and thoughts in the way we're designed. The beginnings of a user's manual for humans if you will. We'll explore principles to help our mindsets, making way for innate happiness and clarity. Happier individuals, happier teams, happier customers.

TUESDAY - TRACK 4 (MEDEA SUITE)

47. Simulating success: a journey through experiential learning in higher education

Sandra Whittleston & David Bowers, The Open University
09:05 - 09:50

The session explains how student learning is consolidated and enhanced as they learn about ITSM on an undergraduate computing degree course at the Open University, UK. This has been achieved by using a web-based interactive system which has been deployed since 2012 and is now in its third iteration. The system has been specifically designed to fit in with learning in higher education which appeals especially to those new to ITSM. The system runs in asynchronous mode so that students can run the simulation multiple times at a time to suit them. Upon each 'run' different incidents and actions occur which they are then able to observe and comment upon. Students can watch the behaviours of each character which are in-built in the system, and which mimic a typical organisation including an IT department. This mode of experiential learning complements the traditional learning methods usually found in higher education and in the wider ITSM learning community. The session is designed to appeal to those who are interested in different learning methods and knowledge transfer in ITSM.

48. ITSM and AI: 6 letters that totally make sense together

James Finister, Independent & Roman Zhuravlev, PeopleCert
09:55 - 10:40

In recent years AI has been one of the hottest topics for everyone working in IT. Practitioners and managers are looking at the opportunities offered by AI, and especially Gen AI, and of course at the risks it brings in to service management. Vendors are implementing AI capabilities in their tools. Regulators are introducing AI-related rules and standards. And of course, ITIL architects are analysing the impact of AI adoption on the service management practices. In this session, James and Roman will share their views on the AI impact on the industry and on the daily job of ITSM professionals. They will share the most interesting findings of the 'AI in ITSM' research and observations, including the AI role in the continual development of ITIL.

49. Service design & transition: from a 'tax' on projects to a service that all want to use

Chris Good & Stef Smith, Mason Advisory
11:00 - 11:45

Service design, service transition, service design and transition, service introduction, project assurance, operational readiness... The activity that ensures that all the necessary elements are in place to effectively operate a new / amended service has several names. Regardless of name, organisations experience similar challenges. 1. Project managers get 'charged' to use a service that they see as adding limited value. A tax-like tick box exercise, often performed close to 'go live', throws curve balls in the way of delivery. 2. Operations teams get frustrated that they are handed a box of frogs, and spend the next few months trying to put the frogs back into the box while the project has long closed. It doesn't need to be like this. In this session, we explore how to create a project service design and transition service that people want to use, and one that adds material value to the success of the original business case.

50. Service management in a product-driven world: navigating change and agility

Darren Rose & Amanda Kirby, FSP Consulting
11:50 - 12:35

In the ever-evolving landscape of IT, the delicate balance between speed and quality of change is palpable. As we grapple with the shift from established practices to the demand for faster delivery methods, critical questions come to the forefront. Join Darren and Amanda as they share their real-world experiences, exploring how service management can evolve without feeling like your business is venturing into the Wild West! It needn't be an either/or scenario.

51. The five 'why bothers' of problem management

Ian MacDonald, Edenfield IT Consulting
13:30 - 14:15

In today's modern IT environment where digital and IT services are now critical to the success of the business, it is increasingly essential that interruptions to service are minimised. In achieving this aim, IT organisations should position problem management as a key organisational capability, preventing incidents from occurring and, if they do occur, preventing them from occurring again. However, the reality is that for many IT organisations problem management is the 'poor relation' in terms of commitment, focus and importance. So what factors contribute to this indifference to problem management and the feeling of 'why bother'? • Management commitment is lacking or wanes. • The value of problem management is not recognised. • Governance is missing or ineffective. • Roles and responsibilities are not understood. • Measurement and reporting don't drive positive behaviours. In this session we will look at how to address the 'why bother' factors in order to positively influence the prevailing attitudes, behaviours and culture around problem management.

52. A reliable, repeatable and adaptable service design model

Chevonne Hobbs, Illuminet Solutions

14:20 - 15:05

There are many good frameworks and methodologies out there which, as someone who loves to understand them and see how they can be applied to my role as an IT consultant, is something I've often struggled with. I wanted to make things easier by being organised and designing a model that merged all of the amazing knowledge I had learnt into an easy to follow step-by-step model that I can apply to each stage of a project. This would then ensure I delivered work to a high standard that is repeatable, reliable and adaptable. I want to share this with others to help them design brilliant services for the future. The step-by-step model will take you on a journey through strategy, design, implementation and continuous improvement considerations once in the operations stage. The frameworks and methodologies I've included in my model so far are Scrum, Prince II, ITIL, COBIT and Service Design, with a weave of sustainability hints and tips to help complement your design and align this to your clients' strategic needs in helping our planet!

ITSM24: PRICING

		Early Bird		Summer Offer	
		01 Feb - 30 June		01 July - 30 September	
Member Rates	Full Price	Discount	Price	Discount	Price
Two Day + Awards Pass	£785	£145	£640	£100	£685
Two Day Pass	£695	£145	£550	£100	£595
One Day + Awards Pass	£465	£75	£390	£50	£415
One Day Pass	£375	£75	£300	£50	£325

Non-Member Rates	Full Price	Discount	Price	Discount	Price
Two Day + Awards Pass	£895	£145	£750	£100	£795
Two Day Pass	£795	£145	£650	£100	£695
One Day + Awards Pass	£575	£75	£500	£50	£525
One Day Pass	£475	£75	£400	£50	£425

All pricing excludes VAT.



ITSM24

MADEJSKI STADIUM • READING • 11-12th NOV

ITSM24 SPONSORS:



HALOITSM



**BOOK YOUR
PLACE TODAY**

WWW.ITSMF.CO.UK/ITSM24

ITSMF UK - Ground Floor South, Burford House
Leppington, Bracknell, Berkshire, RG12 7WW
T: +44(0)118 918 6500
E: conference@itsmf.co.uk

Ver: 16



itSMF UK