

MONDAY 15TH NOVEMBER 2021

08:30 – 09:25	Conference Live		
09:25 – 09:35	Welcome: Karen Brusch, Chair, itSMF UK		
	TRACK 1	TRACK 2	TRACK 3
09:40 - 10:20	Adopting ITIL 4 in five awkward questions Sean Burkinshaw, BT Enterprise	LIVE Continual Improvement: JFDI Ian MacDonald, Edenfield Consulting	Diversity and inclusion in the IT industry Bidemi Johnson, Independent
10:25 - 11:05	How to create a seamless customer experience Adam Haylock, ServiceNow UK&I	50 years in IT - oh the changes in people, process & technology Daniel Breston, Independent	Are you (self) aware of your impact as a leader? Sara Wilkes, SCC Plc
11:10 - 11:25	Coffee, Exhibition and Networking		
11:30 - 12:10	LIVE Building a first-class service management team during the Pandemic Frieda Morton-Evans & Alistair Philpott, CGI	The collaborative future of Service Management Aaron Perrott, CTO, KTSL	Implementing service management standards through mergers and acquisitions Ben Feenan, Atlanta Group
12:15 - 12:55	The value of sustainable service governance Peter Brooks, Phmb Consulting	LIVE SIAM in an agile world Martin Goble & James Finister, TCS	Servitization and the rise of the Chief Service Officer Johann Diaz, End to End Service
13:00 - 13:30	Lunch, Exhibition and Networking		
13:35 - 14:15	Human factors in major incident management Kevin Holland, Independent	The critical role of ITSM in mergers & acquisitions Richard Jerome, Perspectium	The all-encompassing service catalogue and service portal Gyorgy Balazs, CERN
14:20 - 15:00	LIVE A journey to proactive IT Service Management or “the pill that can cure everything” David Maskell, Computacenter	How Vocalink are evolving their Service Management capability in line with digital transformation Clare McAleese, Vocalink (a Mastercard Company)	Simplify, Unify, Clarify - How Citizen’s Advice brought together 5 core departments with a single SM tool Simon Sheridan, Citizen’s Advice & Simon Johnson, Freshworks
15:00 - 15:15	Coffee, Exhibition and Networking		
15:20 - 16:00	ITIL 4 in Design and Transition Cristan Massey, cinch & Michael Worts, Arqiva	Evolving ITSM for high-velocity teams Simon Bradford & David Marlow, Atlassian	LIVE What is the expiration date of the hierarchical organisation structure? Signe-Marie Hernes Bjerke, Teambyggerne AS
16:05 - 16:45	Make ITSM exciting for Senior Management Cor Winkler Prins, 4me	LIVE 10 steps to successful digital transformation with VeriSM™ Suzanne Galletly, David Barrow & Valence Howden, EXIN	Nationwide Building Society – our journey to federated IT Service Management Andrew Woolford, Nationwide Building Society
16:50 - 17:30	LIVE Panel discussion: where next for service management Hosted by Nathan McDonald, with itSMF UK chairs past and present Karen Brusch, Rosemary Gurney, Barry Corless, Martin Neville and John Windebank		
17:35 - 18:00	LIVE Reflections on Day 1 from a Leadership Council perspective: Tristan Thorpe, LC Chair, itSMF UK		

TUESDAY 16TH NOVEMBER 2021

08:30 – 08:55	Conference Live		
09:00 - 09:05	Welcome & Day 1 recap: Nathan McDonald, Conference Chair, itSMF UK		
	TRACK 1	TRACK 2	TRACK 3
09:10 - 09:50	Destination: AI-powered Service Operations Tim Coughlin, ServiceNow UK&I	LIVE Continuing ITIL® 4 development Akshay Anand, PeopleCert/Axelos	Disaster recovery during a Pandemic – is a new approach to DR required? Claire Burn, Northumbria University
09:55 - 10:35	LIVE Show me your Value Streams! Rob Akershoek, The Open Group/ Fruition Partners	Service Management in transition Julie Brown & Will Porter, BJSS	Building a co-creative IT enterprise Prem Maheshwaran, ManageEngine
10:35 - 10:50	Coffee, Exhibition and Networking		
10:55 - 11:35	Manage knowledge like a pro Paula Määttänen, TietoEVRY Finland. itSMF Finland	The Enterprise Digital Podcast Series – episode 35: thirty years of the itSMF UK Conference Barclay Rae, Ian Aitchison and Ivor MacFarlane	LIVE Productivity 101 Cristan Massey, cinch
11:40 - 12:20	Better relationships, greater value – a post-COVID business model Sej Naul, Digital Craftsmen	LIVE The reinvention of Service Management Alvin Deen & Nick Waring, Deloitte	Experience Level Agreements (XLAs) from a practical perspective Neville Hughes, CloudStratex & Mark Bewick, Independent
12:25 - 13:25	PSMA2021 AWARDS HOSTED BY KAREN BRUSCH		
13:25 - 13:55	Lunch, Exhibition and Networking		
14:00 - 14:40	Professional Skills Management Framework – a new direction for 2022 Matthew Burrows, SkillsTx	LIVE Lifelong learning as a mindset Simone Moore, Claire Agutter, Deborah Burton & Suzanne Galletly	Embedding automation through DevOps Lewis Hardy, BT
14:45 - 15:25	LIVE Management of Service CoP: implementing agile ITSM Hayley Butler, Land Registry, Steven Allcock, Co-op Digital & Richard Oliver, itSMF UK	The importance of Enterprise Service Management during and post pandemic Andrea Kis, Devoteam	Fail fast: turning failure into positive outcomes Daniela Mitova, HPE
15:30 - 15:45	Coffee, Exhibition and Networking		
15:50 - 16:30	An effective data model to go beyond IT and drive business success Craig Alexander & Jacob Elfving, Danske Bank	LIVE Mental Health during the pandemic and returning to the office Rosemary Gurney, Global Knowledge & Claire Drake, Fujitsu	How to start and accelerate your journey to become an experience-centric organization Yannick De Backer, ING & Sami Kallio, HappySignals
16:35 - 17:15	Strategy & Planning CoP: working with frameworks Mark Burgess, itSMF UK	Strengthening communication competencies to excel in your tech career Liz Beavers, SolarWinds	LIVE ITIL4 – the next generation. Value! Paul Wilkinson, GamingWorks
17:20 - 17:30	Conference close: Karen Brusch, Chair, itSMF UK		

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