



PROFESSIONAL SERVICE MANAGEMENT AWARDS 2022

THOUGHT LEADERSHIP AWARD

Presented to the influencer, author, team of authors, community of practice, or industry body that has made the most significant contribution to thought leadership within the service management community over the last year. The submission can be in the form of a paper (max 3000 words), articles or blogs with supporting video. It could equally be a collection of assets of different media types, demonstrating industry presence and support from the community. The judges will be looking for consistent idea creation, discussion instigation, content, contribution and a truly inspirational style. *Self-nominations or nominations by peers or managers will be accepted.*

How do I make a nomination?

1. **By 30th June 2022**, [let us know here](#) that you are entering for the Thought Leadership award. Please include your contact details, organisation, and a brief description of the thought leadership contribution.
2. **By 31st July 2022**, please provide a copy of the full submission to awards@itsmf.co.uk. The submission will be judged against the following criteria:
 - Does it provide informative and educational content to itSMF members?
 - Does it broaden the reader's knowledge by introducing new service management concepts, knowledge, practices or frameworks?
 - Does it offer insights into ways that established frameworks and schools of thought can be effectively merged and combined, focusing on the benefits that each has to offer in delivering agile service solutions and digital transformation?
 - Does it encourage an overriding commitment to continual improvement?

You are welcome to add supporting images and/or digital content, links to blogs etc, if you think it would enhance your content. The written content should be between 1500 and 3000 words in length, but we will consider longer submissions if appropriate.

What happens next?

From the written submission our judges will select their finalists. If you are short-listed for the awards, you will be notified by **31st August** and asked to prepare a short video expanding on the nomination.

The video will be used for two purposes:

- to help the judges select the winning nomination in your award category.
- to be shared with attendees at [ITSMA22](#) in the run-up to the [PSMA22 Awards Dinner](#).



The video should be no longer than 5 minutes, but otherwise you have a free rein. We just ask that you to confirm that you are happy to share the content with other members at and after the Conference.

You are welcome to start making the video at the time that you prepare your written nomination; however, we will only use it in the Awards stream if the nominee is selected as a finalist. The video must be submitted by **30th September 2022**. The upload link will be shared when the finalists are notified that they are short-listed.

Winners will be announced at the Awards Ceremony during ITSME2021 on **14th November 2022** during ITSME22.

Please let us know if you have any questions: awards@itsmf.co.uk

Eligibility, judging and use of content

Eligibility

All itSMF UK member organisations and ITSM professionals are eligible for this award.

Judging

Judging will be undertaken by a group of impartial and unbiased industry professionals nominated by itSMF UK. All activities will be overseen by the itSMF UK office. Judges are ineligible to take part in any capacity, as nominator or nominee, in the award category they are judging.

Prize

The winner of the Award will receive:

- An inscribed trophy
- A framed Winner certificate for display
- Permission to display our Winner logo online and in email signatures until 1st January 2024.
- Recognition in all itSMF UK publications and media.

Licence to use content

By entering for these awards, the nominator confirms that the written and video content provided is available for itSMF UK to share with members and non-members via its website and online services.