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#ITSM22

# ITSM22

MADEJSKI STADIUM, READING 14-15 NOV

## CONFERENCE GUIDE



*itSMF UK*



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# ITSM22

MADEJSKI STADIUM, READING 14-15 NOV

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# WELCOME TO

# ITSM22

CONFERENCE AND AWARDS

## Thank you for joining us at ITSM22, our 31st Conference and Awards and our first in-person Conference since 2019!

This Guide contains details of all the presentations and activities occurring throughout the event as well as maps and plans to get you to the right room at the right time. For convenience, the floor plan is also printed on the back of the notepad in your delegate bag.

Our venue this year is Reading Football Club's Madejski Stadium, and all presentations, networking areas, and lunch and refreshments can be found in close proximity on the first floor.

The networking and refreshments area is the Windsor Lounge, and this is where you will also find the sponsors' stands. Right next door is the plenary presentation area, the Princess Suite. Our two additional break-out rooms are the Royal and Premier Suites – just check which room you need on the Agenda and follow the signs or the map in this Guide.

We're also introducing themed discussions at lunchtime. So look out for the list of topics, pick up your lunch, and join your preferred table!

If you are attending the PSMA22 awards dinner on Monday evening, this will also take place in the Princess Suite, with drinks in the Windsor Lounge from 7.00pm. Again, further details can be found in this Guide.

## General Information

### Registration and badges

On arrival, make your way to the Windsor Lounge to pick up your delegate badge and bag.

Please wear your badge at all times during the conference – it's your entrance pass to the event.

We've also introduced a traffic-light system to ensure that everyone is happy with their in-person experience. Pin a green button to your lanyard if you're happy with hugs and handshakes; for fist bumps and elbows, it's an amber button; and red means 'no physical contact please'. Choose your colour on the day!



### Sponsors

Please take the time during the event to visit our sponsors and learn about the latest Industry developments. ServiceNow,

PeopleCert, KTSL, Happy Signals, 4me, and SITS have stands in the networking area where you can catch up with their representatives, while CGI are hosting the Sunday evening reception.

### 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 ITSM22 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.

We will also be having 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 #ITSM22 will allow you to join the rolling discussion on our Twitter wall throughout the Conference and bring you together with like-minded delegates – please remember it when you're tweeting about the sessions that you attend.

### Feedback

Please let us have your feedback on ITSM22. It is important and will help us with our plans for future events. One form will be chosen at random from those completed, and the winner will win a free pass to an itSMF UK masterclass of your choice in 2023. Either complete the printed form in your bag and hand it in at the end or complete the online form at [www.surveymonkey.co.uk/r/9WK5VB8](http://www.surveymonkey.co.uk/r/9WK5VB8).

### Car parking

There is ample free parking directly outside the venue.

### Disabled access

The venue is fully wheelchair accessible. If you need any assistance please contact 07977 575414 or ask at the venue reception.

### Dress code

**Conference:** Smart casual.

**Awards dinner:** Black tie and posh frocks (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 ITSM22, please ask at the itSMF UK stand or speak to one of the conference team with the purple lanyards.

# KEY EVENT SESSIONS

## SPEAKERS



**Cor Winkler Prins, CEO at 4me**

Creating a Successful Enterprise Self-Service Portal

Nov 14, 14:55 – 15:40



**Tom Clarke, Vitality**

How Vitality UK Increased Service Agility  
and Optimised Their Customer Experience

Nov 15, 10:25 – 11:10

## LUNCH AND ROUND-TABLE DISCUSSIONS HOSTED BY 4me



Supercharge Self-Service Adoption

Nov 14, 12:00 - 13:00

The Path from ITSM to  
Enterprise Automation

Nov 15, 13:05 - 14:00

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# Main Sponsors



## 4me | The Complete Service Management platform

4me® combines ITSM with ESM and SIAM capabilities, enabling all internal departments, such as IT, HR, and Facilities, as well as external managed service providers, to collaborate securely and seamlessly in one complete platform. 4me helps enterprises optimise service quality and cut service costs by implementing a service-centric approach. Thanks to its unique architecture, 4me is built to support any organisation with the optimisation of their service management processes, whatever the requirements. 4me's licensing model is completely flexible. It is usage-based, so customers only pay for what they use when they need it.

For more information, visit [www.4me.com](http://www.4me.com)



## HappySignals

HappySignals is an Experience Management Platform that helps IT increase employee happiness and productivity. We enable organisations to get real-time feedback from employees about their experiences across all IT touchpoints. Sharing the data with all stakeholders enables IT leaders to make data-driven decisions. This shows the true value of IT, proving the business impact of a human-centric culture.

For IT leaders and teams, HappySignals offers full capabilities to bring the IT Experience Management Framework (ITXM™) into your daily work.

For more information, visit [www.happysignals.com](http://www.happysignals.com)



## SUNDAY RECEPTION SPONSOR

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world. We are committed to making our story about you and your successful journey, serving as an insightful and resourceful partner. Combining technical expertise with business understanding, our advisors tackle once-in-a-generation challenges across the public and private sector. Working as a team, we arm clients with the insights to shape, connect and transform the user experience.

For more information, visit [www.cgi.com](http://www.cgi.com)



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## AWARDS SPONSOR

PeopleCert is the global leader in the delivery of examination and accreditation services, delivering millions of exams in over 200 countries. Partnering with multi-national organisations and government bodies, PeopleCert offers an integrated approach to helping candidates realise their ambitions and gain global recognition across a range of leading Language, Business, and IT qualifications that enhance career prospects and improve lives.

With a comprehensive portfolio of 700+ exams delivered in 25 languages including the global programs of ITIL® and PRINCE2® PeopleCert is also the owner of Axelos, a joint venture company created in 2013 by the Cabinet Office on behalf of HM Government in the UK and Capita plc (CPI.L).

For more information, visit [www.peoplecert.org](http://www.peoplecert.org)



## ServiceNow

### The world works with ServiceNow

We create digital experiences that help your organization work smarter, faster, and better.

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- Expand technology services while reducing costs
- Deliver extraordinary employee experiences, resiliency, and productivity
- Drive technology best practices with optimised, efficient processes

**To learn more, come see us at our stand! or visit [www.servicenow.com](http://www.servicenow.com)**



## KTSL

We've been in the service management and integration space for over 20 years, providing expert professional services and business analysis, and leveraging our own and partner solutions to drive continuous improvement in any ITSM environment.

Whether your goal is to streamline processes, improve service and experience levels, boost self-service, automate, reduce risk, enable working anywhere, or drive the best value from your existing toolset, our experienced team will help you find the fastest route to reach your potential.

**For more information, visit [www.ktsl.com](http://www.ktsl.com)**



### SUPPORTED BY - SITS

SITS - The Service Desk & IT Support Show returns to ExCeL London on 10-11 May 2023. A visit to SITS is essential for anyone working in IT Service Management and IT Support. You can meet teams from all the major ITSM vendors, including Hornbill, TOPdesk, Freshworks, ManageEngine and IFS assyst; get up to speed on all the latest tools and technology; and see what's new on the market. It's also home to a free education programme where expert speakers will provide valuable insights into AI, enterprise service management, automation, ITIL, customer and employee experience, self-service, and much more.

**For more information, visit [www.servicedeskshow.com](http://www.servicedeskshow.com)**



### ORGANISED BY - itSMF UK

itSMF UK is the country's leading membership association for service management professionals – with members ranging from individual service management practitioners to large multi-national organisations. We have spent the last three decades helping ITSM professionals both to be better and to do better. As well as our annual conference, we run masterclasses, forums, member meet-ups, communities of practice and webinars; provide focused written and video content; run the annual PSMA awards scheme; encourage professional development through PSMF; and offer a service management maturity assessment.

**For more information, visit [www.itsmf.co.uk](http://www.itsmf.co.uk)**

# Keynote Speakers



## Linda Moir

### Monday Keynote Speaker

Linda Moir was in charge of the front-line Events Services at the London Olympic and Paralympic Games. She was responsible for planning and implementing a customer-service strategy, organising 15,000 volunteer Games Makers plus private sector contractors, and facilities to welcome over nine million spectators.

London 2012 was the first Games to view ticket holders as customers - previously they'd been viewed as secondary to the sports. As a result, London 2012 is widely regarded as the most successful and best-run Olympics in the modern era. The use of the Games Makers was seen as crucial to this success, and an innovative approach to dealing with the public which was the basis of a plan to make attendees feel part of something special.

Before the Games, Linda was Virgin Atlantic's Director of Customer Service. Richard Branson hired Linda with the remit of 'making flying fun'. In her time Virgin became leaders in customer satisfaction (a key element to the Virgin brand), topping surveys and winning numerous awards. Combining customer service and HR, Linda overhauled recruitment, training and development programmes for 5,000 Virgin cabin crew to meet her goals. She gave staff the freedom to deal with customers their own way, instead of dictating policy, and established a philosophy of 'brilliant basics - magic touches'.

Prior to Virgin Linda was HR Director for the National Air Traffic Services (NATS) during its transition from public to private ownership. It meant handling significant challenges both internal and external in such a sensitive, important sector dominated by regulation and unionised staffing. She joined NATS after working for BA where she was involved in transforming the business from its introspective, state-backed roots to a modern, customer-centred brand.

Linda speaks about the culture of a customer-focused organisation and how change can be implemented to the benefit of the business and individual employees. She looks at how organisations can change, and how leaders play their part.



## Steve Rider

### PSMA22 Awards Host

After twenty years fronting some of the BBC's best known sports programmes Steve Rider moved to ITV to front the Formula One season and the Rugby World Cup. He is the only person to have presented all the major sports magazine shows - including Grandstand, Sportsnight, Match of the Day and World of Sport.

With a background in local newspapers and PR, Steve began his broadcast career as a sports editor with Anglia TV. Then, after a stint with Thames, he moved to the BBC to replace Des Lynam on Grandstand. He went on to become the main golf presenter, particularly associated with the US Masters. After his high-profile move to ITV he became their face of F1, a sport he continued to cover with Sky Sports.

In his after-dinner speech Steve reveals the perils of live broadcasting, dodgy Autocue and trying to present Olympics coverage across different time zones. He might also reflect on his time as host of Sports Personality of the Year.

Steve Rider has twice won the Royal Television Society's Sports Presenter of the Year award and collected two BAFTAs.





# Where complex means meaningful

Combining technical expertise with business understanding, our advisors tackle once-in-a-generation challenges across the public and private sector. Working as a team, we arm clients with the insights to shape, connect and transform the user experience.

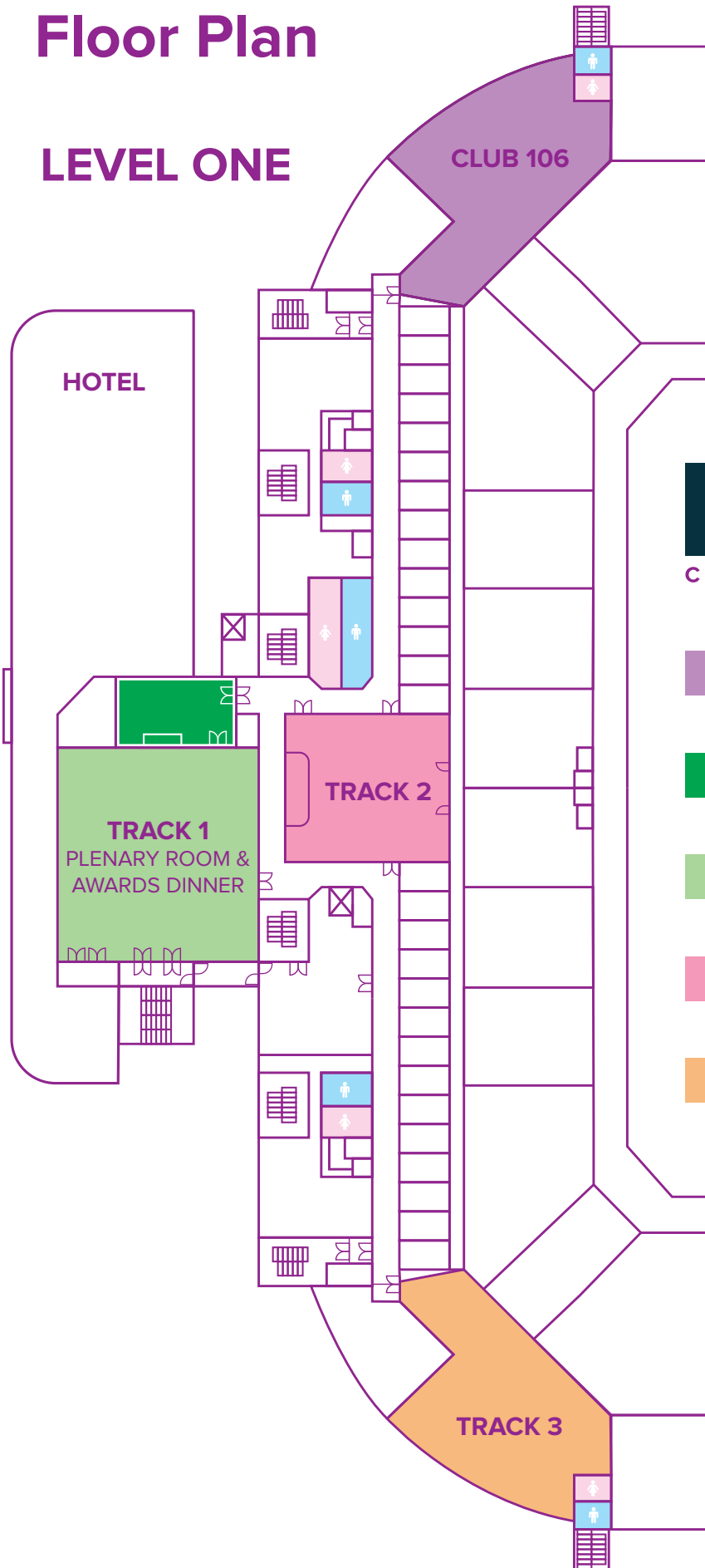
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more



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# Conference Floor Plan

## LEVEL ONE



# ITSM22

CONFERENCE AND AWARDS

-  Club 106  
(Sunday Drinks Reception)
-  Windsor Lounge  
(Registration, Networking & Catering)
-  Princess Suite  
(Plenary Room, Track One & Awards Dinner)
-  Royal Suite  
(Track Two)
-  Premier Suite  
(Track Three)

So, you've got the tools and platforms 

## ...now you need **Better Automation** and **Simpler Integration**

Let's face it, unlocking automation or process improvements is sometimes really hard.

We've helped some of the world's largest companies deliver intelligent automation, rapid integration solutions, and proactive service insight.



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 **KTSL**  
Integrate. Automate. Innovate

 **connectus**  
Connect. Protect. Collaborate.

KTSL is now part of the Connectus group – delivering secure and innovative services for Automation, Integration, and Business Improvement.



We're quite a sensible bunch so why not swing by the stand or drop us a line for a coffee and see how we can help with this, and next year's key challenges [hello@ktsl.com](mailto:hello@ktsl.com)

# SUNDAY 13<sup>TH</sup> NOVEMBER 2022

19.00 – 21.00

**Informal reception at Club 106 (next door to venue):**  
Join us for a complimentary hot buffet and drinks - Sponsored by CGI

# MONDAY 14<sup>TH</sup> NOVEMBER 2022

08:30 – 09:00

**Registration and Refreshments**

09:00 – 09:15

**Conference Opening** – Karen Bruschi, itSMF UK Chair  
including **New Directions in ITIL certification** interview with PeopleCert

09:15 – 09:30

**itSMF UK Operations Update** – Graham McDonald and Mark Lillycrop, itSMF UK

09:30 – 10:00

**Keynote** – Linda Moir, Guest Speaker

10:00 – 10:20

**Refreshments and Networking**

**Track 1 - Princess Suite**

**Track 2 - Royal Suite**

**Track 3 - Premier Suite**

10:20 – 11:05

**ITIL 4 in 2023 and beyond**  
Roman Zhuravlev,  
PeopleCert

**Equipment struggles, zombie servers and tactical napping - managing IT services in a pandemic**  
Vawns Murphy, i3Works

**Benefits management versus value realisation: are you doing enough?**  
Richard Oliver & Maria Sansom  
Management of Service CoP

11:10 – 11:55

**The critical role of IT asset management, security controls for IT assets and shadow IT**  
Rachel Ryan & Scott Beasley,  
Danske Bank

**When two tribes get you more**  
Andrew North and Aaron Perrott,  
KTSL

**Why aardvarks don't need a dictionary**  
Richard Josey, AFJ Solutions

12:00 – 13:00

**Lunch and Round-Table Discussions**

13:00 – 13:45

**Value stream mapping - unlocking value**  
Caroline Harding & Georgina Harding,  
MOD

**Navigating a VUCA service management world (how to embrace complexity in managed environments)**  
Michelle Major-Goldsmith & Simon Dorst,  
Kinetic IT

**Using product management techniques to manage your ITSM platform**  
Akshay Anand, Atlassian

13:50 – 14:35

**Creating value during a global pandemic**  
Kevin Sharp & Mark Bleackley,  
Legal & General

**Service Operations: What? Why? and Why Now!**  
Daniel Davidson, ServiceNow

**Will AI steal my job?!**  
Suzanne Galletly, EXIN

14:35 – 14:55

**Refreshments and Networking**

14:55 – 15:40

**Disruptive problem management**  
Duncan Stirling, BT Enterprise

**Living in ebb & flow**  
Simone Moore, SJM

**Creating a successful enterprise self-service portal**  
Cor Winkler Prins, 4me

15:45 – 16:30

**Transforming IT and Digital @ Vodafone with DevOps and ITSM integration**  
Rina Ness, Vodafone

**It's the talent, stupid!**  
Martin Neville, TCS

**A certain set of skills...**  
Matthew Burrows, SkillsTx

16:35 – 17:20

**The shiny new thing that Really helps**  
Paul Wilkinson, Egor Productions

**Mental health awareness – stress & burnout in the workplace**  
Claire Drake, Fujitsu & Rosemary Gurney, Global Knowledge

**CI to eye**  
Sean Burkinshaw, BT Enterprise

17:20 – 18:00

**Expo Drinks Reception** – Sponsored by PeopleCert

19:00 – 19:30

**PSMA22 Pre-dinner drinks**

19:30 – 00:00

**PSMA22 Awards hosted by Steve Rider with Dinner & Entertainment**

## TUESDAY 15<sup>TH</sup> NOVEMBER 2022

08:30 – 09:00	<b>Registration and Refreshments</b>		
09:00 – 09:30	<p><b>Just one skill for service management – panel discussion:</b>            Conference chair Nathan McDonald, Deloitte asks our 3 professional development experts to propose the one skill they believe to be essential to good service management. Guest panellists are Claire Agutter, Scopism, Valerie Wilson, BT Enterprise, and Matthew Burrows, SkillsTX.</p>		
	<b>Track 1 - Princess Suite</b>	<b>Track 2 - Royal Suite</b>	<b>Track 3 - Premier Suite</b>
09:35 – 10:20	<p><b>The changing face of the workplace and menopause management</b>            Helen Morris, The Aware Mind</p>	<p><b>7 practical tips for getting started with experience management</b>            Sami Kallio, HappySignals</p>	<p><b>The real challenge – managing hybrid</b>            Rob Akershoek, The Open Group/DXC</p>
10:25 – 11:10	<p><b>A journey to mature ITSM</b>            Marc Francois, Kingfisher plc</p>	<p><b>How Vitality UK increased service agility and optimised their customer experience</b>            Tom Clark, Vitality</p>	<p><b>Humanising IT - value stream mapping for IT service management</b>            Katrina Macdermid, KayJayEm Services</p>
11:10 – 11:30	<b>Refreshments and Networking</b>		
11:30 – 12:15	<p><b>cinch - service without the faff</b>            Cristan Massey &amp; Jack Bramhall, cinch</p>	<p><b>Reducing Risk? Start with your IT Service Catalogue – A retail example</b>            Sammy Allanson &amp; Chris Good, Mason Advisory</p>	<p><b>State of SIAM 2022</b>            Claire Agutter, Scopism &amp; Michelle Major-Goldsmith. Kinetic IT</p>
12:20 – 13:05	<p><b>Our service management journey for the ‘new blue’ passport</b>            Laura Jay &amp; Nick Glass, Thales</p>	<p><b>Demonstrate to differentiate - value, value value!</b>            Ian Macdonald, Edenfield IT Consulting</p>	<p><b>“Put people first”, “Put numbers first”, “Customer sat first”, “Everything else is first” - nudge and be merry</b>            Patrick James Stapleton, DFS Group IT</p>
13:05 - 14:00	<b>Lunch and Round-Table Discussions</b>		
14:00 – 14:45	<p><b>Embedding service portfolio management – the Holy Grail</b>            Jo Creasy &amp; James Couch, Experian</p>	<p><b>Incidents aren’t caused by change!</b>            Andrew Vermes, Kepner Tregoe</p>	<p><b>From local silo’d practices to a global service management organisation</b>            Andraia Martins, Vodafone</p>
14:45 – 15:00	<b>Refreshments and Networking</b>		
15:00 - 15:45	<p><b>Dealing with problems - beyond root cause analysis</b>            Andrew Dixon, University of Oxford</p>	<p><b>Experience management: how to use it to improve service to your employees</b>            Neville Hughes, CloudStratex &amp; Mark Bewick</p>	<p><b>ITSM and agile - analysis of the transition</b>            Virginia Peneva, Novo Nordisk</p>
15:50 – 16:35	<p><b>Entering the void – selling the value of Service Management to your C-suite</b>            Barry Corless, CGI</p>	<p><b>Service management... it’s as easy as doing a jigsaw puzzle</b>            Ken Goff, KGM</p>	<p><b>Design &amp; Transition CoP – an update</b>            Cristan Massey, Chair</p>
16:40 – 17:00	<b>Conference Close:</b> Karen Brusich, Chair, itSMF UK		
17:00	<b>Conference Ends</b>		

# JOIN US FOR AN EVENING OF CELEBRATION AND NETWORKING

**PSMA22 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.**

The winners in each category will be announced at our Gala Awards Dinner on 14th November at the Madejski Stadium in Reading. Please join us to celebrate with this year's finalists!

Note that you can find out more about the finalists listed below by viewing their videos at [www.itsmf.co.uk/psma22](http://www.itsmf.co.uk/psma22)



## 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...

- BT Enterprise – Morgan Sindall Service Desk
- Department for Work and Pensions
- Digital Health and Care Wales
- Direct Line Group
- Legal & General
- Vodafone

## THOUGHT LEADERSHIP AWARD

Awarded 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, 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.

### Finalists...

- Ian Macdonald, Demonstrate to Differentiate – Value, Value Value!
- Paul Wilkinson, The Shiny New Thing that Really Helps
- Katrina Macdermid, Humanising IT... and other steps forward

## SERVICE INNOVATION OF THE YEAR

Awarded to an organisation that has completed a service transformation project or implemented a solution to a major 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.

### Finalists...

- Barclays Bank
- Co-operative Group
- HSBC Bank
- Legal & General
- Vodafone

## 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...

- Jordan Wray, BT Enterprise
- Hannah Hammonds, cinch
- Aaron Kumar, SCC
- Lucy Banks, Barclays Bank

## PAUL RAPPAPORT LIFETIME ACHIEVEMENT AWARD

Presented annually 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.

# AWARDS DINNER

**DRESS CODE:  
BLACK TIE  
OR SMART**

## HOSTED BY STEVE RIDER & ROSH HOSANY



### 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. This award is named after a truly dedicated ITSM professional and itSMF UK volunteer – Ashley Hanna – who passed away in 2013.

#### Finalists...

- Richard Oliver, MSL
- Sean Burkinshaw, BT Enterprise
- Dan Marshall, Ministry of Justice

## AWARDS DINNER & PRE-DINNER RECEPTION SPONSOR...

# PeopleCert

All talents, certified.

## ITINERARY

**19.00** Pre-dinner drinks in networking area

**19.30** Doors open

**19.40** Welcome – Karen Brusch, Chair, itSMF UK

**19.45** Dinner

**21.00** PSMA22 Awards Ceremony, hosted by Steve Rider and Rosh Hosany

**TEAM OF THE YEAR**

**THOUGHT LEADERSHIP AWARD**

**SERVICE INNOVATION OF THE YEAR**

**YOUNG ITSM PROFESSIONAL OF  
THE YEAR**

**ASHLEY HANNA CONTRIBUTOR OF  
THE YEAR**

**PAUL RAPPAPORT LIFETIME  
ACHIEVEMENT AWARD**

**22.00** Entertainment and bar

**23.30** Close

23

# SITS

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10-11 MAY 2023  
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# SESSION SUMMARIES

## MONDAY 14th NOVEMBER OPENING SESSIONS

### ■ Conference opening

Time: 9.00 – 9.15

itSMF UK Chair Karen Bruschi welcomes attendees and discusses New directions in ITIL certification with Catherine Newman of ITIL owner PeopleCert.

### ■ Operations update

Time: 9.15 – 9.30

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

### ■ Opening keynote

Time: 9.30 – 10.00

Linda Moir, former customer service director at Virgin Atlantic and London 2012, speaks about the culture of a customer-focused organisation and how change can be implemented to the benefit of the business and individual employees. She looks at how organisations can change, and how leaders play their part. See the Keynotes page for more information.

## MONDAY – TRACK 1 PRINCESS SUITE

### ■ ITIL 4 in 2023 and beyond

**Roman Zhuravlev, PeopleCert** • Time: 10.20 – 11.05

ITIL 4 was launched in 2019 – it is almost four years old now. Time flies! Roman, who has been working on ITIL development since 2017, will reflect on the journey so far, the current state of ITIL, and the direction of its development. What worked well, what did not work as planned, insights from the community shaping what the team is working on now – join this session to hear the story from the very centre of ITIL development.

### ■ The critical role of IT asset management: security controls required for IT assets and the growing topic of shadow IT

**Rachel Ryan & Scott Beasley, Danske Bank** • Time: 11.10 - 11.55

What is needed to ensure you have control and visibility of all your IT assets, and what are the areas you need to prioritise to reduce risk while optimising value? In this session we will look into what an ITAM programme may include and the controls you need to have in place to reduce your security risks in connection with IT assets.

### ■ Value stream mapping: unlocking value

**Caroline Harding & Georgina Harding, MOD** • Time: 13.00 - 13.45

Value-stream mapping provides an effective tool to measure and improve service outcomes for our customers. This session outlines a case study with learning opportunities from the Ministry of Defence SIAM Coherence team. We will explain our recent experience, planning and delivering a value-stream mapping exercise within the MOD SIAM ecosystem. The presentation will cover the end-to-end activity, including objectives; our efforts to gain traction with senior stakeholders, through to discovery; undertaking the value-stream mapping analysis; and capturing improvement opportunities. We will share our methodology, outlining our technique to deliver value-stream mapping efficiently, and explain how to use lean and other techniques to identify improvements.

### ■ Creating value during a global pandemic

**Kevin Sharp & Mark Bleackley, Legal & General** • Time: 13.50 - 14.35

Would you implement a multi-million-pound transformational programme across several international businesses during a global pandemic? Legal & General did and would like to share their journey from the initial vision perceived before the pandemic to the challenges they overcame, key successes and lessons learnt. When L&G Group Technology started one of its largest IT transformation programmes in its 182-year history in 2018 no one had heard of COVID or could envisage the impact it would have on the way of working two years later. The programme would deliver a transformed user experience, a modern desktop on the latest operating

system, improved collaboration tooling, upgraded meeting room AV equipment, a new single service desk and a common operating environment across the entire L&G estate. If that wasn't ambitious enough the programme included a new SIAM operating model, governance framework and infrastructure transition to a Future Mode of Operation for L&G hosting services.

### ■ Disruptive problem management

**Duncan Stirling, BT Enterprise** • Time: 14.55 - 15.40

As an ITIL practice, problem management is one of the areas that touches others the most. But it's no longer just about IT; the key steps of problem management are being used more and more in other areas. Much of CI is based around the problem resolution principles; risks are mitigated or eradicated; the tools we use and develop through agile, AI and automation all use the problem management principles. We are no longer an IT problem management practice but a business one as well, resolving wider business processes affecting the customer experience of a provider.

### ■ Transforming IT and Digital @ Vodafone with DevOps and ITSM integration

**Rina Ness, Vodafone** • Time: 15.45 - 16.30

In our journey to become One Tech Team in Vodafone, we have now enabled an 'integration' between Azure DevOps used by the UK Digital team and ITSM (Helix) used by our IT operations function, which allows us to automate the raising and processing of change requests from the fast-paced UK Digital team onto the Change team. The benefits are not just the saving of more than 5 minutes per change and future enabling 100+ daily changes from the Digital team, saving 1000 hours a month, but also the fact that there will be more accurate information on ITSM which will benefit our change, incident and problem management activities. This is a key step in answering how to balance the fast software deployment needs from engineering teams, with the operational stability and service reliability driven by IT operations.

### ■ The shiny new thing that really helps

**Paul Wilkinson, Egor Productions** • Time: 16.35 - 17.20

We in IT like shiny new things - Agile, Lean, DevOps, ITIL4. We think (and hope) that they will solve our problems, but many of our problems come from the fact that we haven't got the basics right. And we never got the old shiny things to do what they were intended to do. I have seen this repeat in cycles over the last 40 years. Einstein once said, 'Insanity is doing the same thing over and over again and expecting different results'. Sadly we in IT are trying to prove Einstein wrong. Now digital transformation is the latest Industry Shiny New Thing. But 70% of transformation initiatives fail to achieve the hoped-for values. So why are they failing? What are the basics we still haven't got right and what is the 'Shiny New Thing' that will make everything better? In this session Paul will look back at 40 years of experience with hundreds of organisations and will share:

- the top 5 challenges as summarised from industry reports
- links to 30 articles and blogs with insights and advice
- 10 'post-its' containing actions for your improvement backlog.

## MONDAY 14th NOVEMBER TRACK 2 – ROYAL SUITE

### ■ Equipment struggles, zombie servers and tactical napping - managing IT services in a pandemic

**Vawns Murphy, i3Works** • Time: 10.20 - 11.05

The 2020 pandemic changed the face of IT service delivery and user experience outcomes across the world. This session reflects on one IT Service Desk manager's experience of managing an IT department during the COVID-19 crisis, and looks at the learnings that can be applied to support better outcomes for IT service delivery going forwards.

### ■ When two tribes get you more

**Andrew North and Aaron Perrott, KTSL** • Time: 11.10 - 11.55

A fresh look at how leading UK companies are looking to unlock capacity and harness a more modern agile delivery approach - all while focusing on staff retention, cost reduction and risk mitigation. We will cover:

- How to solve the challenge of organising tribes effectively to deliver rapid, flexible and dynamic support to businesses.
- How to balance the DevOps world and approach with measurable service levels
- How to leverage the experience of your teams, maintain governance and offer an engaging, fast paced, product/skill-centric model at a time where you need to keep your best and brightest people.

### ■ Navigating a VUCA service management world: how to embrace complexity in managed environments

**Michelle Major-Goldsmith & Simon Dorst, Kinetic IT** • Time: 13.00 - 13.45

Unprecedented. Things will never be the same again. From BREXIT, through COVID, to the changes in technology, it is clear that tried-and-tested service management is no longer sufficient to deal with the VUCA nature of our new reality. Michelle and Simon will outline the concepts we can recognise in today's environments and discuss some of the tools that modern practices offer to navigate these uncertain and fast-changing times. There is a certainly still a place for service management, and often the practices have been updated or refined to acknowledge complexity. The challenge for practitioners is to change their perspective on best practice and knowing how, when and where these approaches will help.

### ■ Service operations: what? why? and why now!?

**Daniel Davidson, ServiceNow** • Time: 13.50 - 14.35

In this digital era, most organisations are seeing a push to embed IT within the business. The need to rapidly create and evolve digital products is driven by ever increasing expectations around customer experience, time to value and innovation; all within a fast-changing landscape of emerging technologies, compliance and risk. As the delivery and operation of digital products are increasingly decentralised,

the need for service management and operations is greater than ever. Join this session to explore how we can use service operations to enable decentralisation and why it's more important than ever to understand and manage services in real time.

### Living in ebb and flow

**Simone Moore, SJM** • Time: 14.55 - 15.40

Being dynamic, fast and smooth flowing is more than a technology expectation, it's a human one! Systems make it possible but people make it happen, so let's talk about your balance between ebb and flow and have an interactive experience with one approach. If we're to 'get in the zone' faster and be in flow more often, we need a better understanding of living in a VUCA world, what needs to exist in our strategy to build resilient behaviour and continue to evolve our ability. Combined, this helps to keep ourselves in a mindful state - a flow state in which our people can feel and experience being energised and fully involved.

### Don't upset the chef!

**Martin Neville, TCS** • Time: 15.45 - 16.30

How do you recognise and cultivate real talent within your team? In this session we consider what talent looks like, how to hold onto it, and how to manage the people who can make a big contribution to your business.

### Mental health awareness – stress & burnout in the workplace

**Claire Drake, Fujitsu & Rosemary Gurney, Global Knowledge**

• Time: 16.35 - 17.20

Rosemary and Claire return with another session in their popular series on mental health. Having discussed awareness and colleague support in previous presentations, Rosemary and Claire will be offering some practical guidance on avoiding stress and burnout, and spotting stress signs in others. This session will allow attendees to explore scenarios they have experienced (or might experience) in the workplace, and to consider how they should respond under various circumstances.

## MONDAY 14th NOVEMBER TRACK 3 – PREMIER SUITE

### Benefits management versus value realisation: are you doing enough?

**Richard Oliver & Maria Sansom, Management of Service CoP** • Time: 10.20 - 11.05

This session will provide attendees with an insight into what benefits management is and will then go on to discuss the various ways that benefits can be identified, managed and realised. The presentation also considers how benefits management compares and links with value creation and value realisation.

### Why aardvarks don't need a dictionary

**Richard Josey, AFJ Solutions** • Time: 11.10 - 11.55

In this session, the combined wealth of knowledge from our foremost thought leaders will be dynamically distilled, in a truly

agile and just in time delivery model. No time for buzzword bingo in this truly synergistic, value driven, business aligned, holistic, user experience.

### Using product management techniques to manage your ITSM platform

**Akshay Anand, Atlassian** • Time: 13.00 - 13.45

Product management as a discipline has many good practices around ensuring that the "right things" are being built. These practices and techniques aren't just for products offered to external customers, and with a few tweaks can serve ITSM platform teams just as well. In this session, we look at four techniques that can help you and your teams get started with this approach.

### Will AI steal my job?!

**Suzanne Galletly, EXIN** • Time: 13.50 - 14.35

Artificial Intelligence (AI) is developing at a pace which is almost impossible to keep up with, and this raises many ethical questions and produces new challenges to managing risk. But perhaps even more fundamentally, what does AI mean for the current labour market? Will we humans become superfluous in a world taken over by machines, or is there still a unique place for us in this new world? And how can we make the best use of machines so that they complement us instead of threatening us? This session explores how AI and digitisation will impact skills needs and job roles, as well as providing insights into how you can adapt your mindset in order to grasp the opportunities of AI - instead of worrying about when it will steal your job!

### Creating a successful enterprise self-service portal

**Cor Winkler Prins, 4me** • Time: 14.55 - 15.40

Nearly all IT departments already have a self-service portal, so their users can find out how to help themselves, request something, or get support. Most IT departments, however, are still struggling to get more people to use this portal instead of contacting the service desk by phone or email. A recent study by industry analyst EMA found a surprisingly effective way to get enterprise employees to embrace self-service. By thinking beyond IT and inviting all other support functions within the enterprise (such as HR, Finance, Facilities, Marketing & Legal) to offer their support in the same self-service portal, employees will start to see it as the first place to go whenever they need help. In this session, Cor Winkler Prins explains how to set up and secure a user-friendly self-service portal for the entire enterprise.

### A certain set of skills

**Matthew Burrows, SkillsTX** • Time: 15.45 - 16.30

To steal from the popular film, each of us has "a certain set of skills" - but if we described them, would others understand? itSMF UK provides a mechanism through PSMF to capture your skills, compare them against industry role profiles, build and maintain a development action plan - all using the common language for skills and competencies for our digital and technology-aligned specialisms, SFIA. Come and see a live session with someone taking some control over their own skills and competencies.

## CI to eye

**Sean Burkinshaw, BT Enterprise** • Time: 16.35 - 17.20

Continual improvement takes on many forms. It's all a matter of perspective. In this session we will explore how continual improvement is done in various organisations, and bring out some of the key synergies between organisations doing it well.

## TUESDAY 15th NOVEMBER OPENING PANEL SESSION

### Just one skill for service management

Time: 9.00 - 9.30

Conference chair Nathan McDonald from Deloitte asks our three professional development experts to propose the one skill they believe to be essential to good service management. Guest panellists are Claire Agutter from Scopism, Valerie Wilson of BT Enterprise, and Matthew Burrows from SkillsTX.

## TUESDAY 15th NOVEMBER TRACK 1 – PRINCESS SUITE

### Menopause management – the changing shape of the workplace

**Helen Morris, The Aware Mind** • Time: 9.35 - 10.20

We have worked so hard to increase the number of women in IT - now we are at serious risk of losing them to a natural phenomenon, menopause. Menopause negatively impacts 80% of women, with statistics from a 2019 study showing that over 900,000 women left the workplace due to the impact of their symptoms. Increasingly there are tribunals addressing menopause as a cause of unfair dismissal. Can organisations afford not to address the needs of women, and manage female employee retention? This is an important impact on all organisations, but in IT, our pioneering women who have paved the way for greater inclusivity are now facing a challenge of biology, and the understanding and support that is required is lacking. This session will explain the impact of the menopause and the relevance of the issue to all organisations, and suggest approaches to address the cultural change that is required.

### A journey to mature ITSM

**Marc Francois, Kingfisher Group** • Time: 10.25 - 11.10

This session describes Kingfisher's journey to mature ITSM at a group level. It outlines the different steps the organisation undertook to strengthen its service processes such as incident, problem, change, configuration, GRC, service reporting, and knowledge management. Finally the presentation discusses the challenges met along the way, the choices made, and the future opportunities that this new mature approach to service management presents.

### cinch – service without the fuff

**Cristan Massey & Jack Bramhall, cinch** • Time: 11.30 - 12.15

cinch has been on an incredible journey within the tech space over the last few years from start-up to scale-up, reaching an

annual sales volume of over 45,000 cars - creating a great name for themselves within the DevOps community. With this fast paced, customer-centric approach, we will explain how Service Delivery has delivered best practice whilst maintaining the proud, agile working culture within which cinch operates.

### Our service management journey for the 'new blue' passport

**Laura Jay & Nick Glass, Thales** • Time: 12.20 - 13.05

The UK personalisation of the new blue passports started in March 2020 and this session is an overview of the journey to implement the new service across our Thales and Passport Office UK sites, including successful ISO/IEC 20000 certification in 2022. This is an interesting story, which covers a period ranging from the lowest ever production of printed passports, due to Covid, to the greatest demand ever (post-Covid). Service management practices were implemented remotely with colleagues and customers we couldn't meet face to face. Our relationship is with the Passport Office but we have a 'secondary' customer (the Home Office) that manages all the ITIL practices for the end users. There will be lessons learnt on the ITIL and ISO/IEC 20000 implementation across multiple interested parties and suppliers, and we will describe the obstacles we had to overcome, the information and training we rolled out in difficult times, and what we would and would not do again.

### Embedding service portfolio management – the Holy Grail

**Jo Creasy & James Couch, Experian** • Time: 14.00 - 14.45

This session describes Experian's initiative to roll out service portfolio management across the organisation. The presentation explains why SPM is so important to the business, the challenges they overcame and the results achieved.

### Dealing with problems – beyond root cause analysis

**Andrew Dixon, University of Oxford** • Time: 15.00 - 15.45

Dealing with problems is much more than just finding the root cause and fixing it. In his new book, Practical Guide to IT Problem Management (IT Pro Practice Notes), Andrew Dixon looks at dealing with problems from end to end. In this session he will explore how to tackle problems which do not have a single root cause and what happens after the cause is understood. Key take-aways include understanding the nature of problems, finding the cause of a problem, and questions to ask after the cause is known.

### Entering the void – selling the value of service management to your C-suite

**Barry Corless, CGI** • Time: 15.50 - 16.35

Without doubt the easiest sell in the service management world is to an organisation's service managers. But although they are often the key influencers, it is unlikely that they are the ones signing the cheques or making the big calls on service management's role in the organisation. Decisions made in the C-suite often seem a thousand miles away. The cards are stacked against you... very rarely do those sitting in the C-suite have an ITIL badge! More likely they have climbed the sales, business operations or financial poles to get where they are.

So just how do you sell the benefits of investment in service management at this level? The key isn't the benefits but how you present them. After 20 years of doing just that Barry has pulled together some of the fundamentals that have worked for him and he has seen work for others.

## TUESDAY 15th NOVEMBER TRACK 2 – ROYAL SUITE

### ■ 7 practical tips for getting started with experience management

**Sami Kallio, Happy Signals** • Time: 9.35 - 10.20

Experience management and, in particular, employee experience management is a hot topic and much-needed additional capability for IT organisations in 2022 and beyond. However, even if an organisation has bought into employee experience management, it can still find the first steps to be a real challenge. In this presentation Sami will share seven key – and, importantly, practical – tips that will help organisations to overcome this challenge. He will explain what employee experience means (or should mean) to your organisation and present a series of proven activities that will set your organisation on a path to better business operations and outcomes. Key takeaways include examples of how experience data highlights IT issues that go unnoticed with traditional metrics and SLA targets; real-world examples of how experience management has improved operations and outcomes in other organisations; and a detailed understanding of the IT Experience Management (ITXM™) Framework as a starting point for experience management.

### ■ How Vitality UK increased service agility and optimised their customer experience

**Tom Clark, Vitality** • Time: 10.25 - 11.10

Vitality UK offers health insurance, life insurance, car insurance, and investments and uses incentives that reward its customers for making positive lifestyle choices. We like to share the benefits of healthy living and call this shared value insurance and investments. In this presentation, we describe how we selected a service management platform (based on 4me), which closely reflects the way we work as an organisation. Our new future-proof ESM solution has helped us further automate and improve our processes, and also incorporates a SIAM solution that meets our growing service needs and enables us to add additional partner accounts and services. Thanks to our new approach to service management, we have been able to improve collaboration between different teams and departments across and outside the organisation and reduce costs by 50%.

### ■ Reducing risk? Start with your IT service catalogue. A retail example

**Sammy Allanson & Chris Good, Mason Advisory** • Time: 11.30 - 12.15

This session describes a partnership with the UK's leading pet care business, which had experienced rapid growth during and post-Covid through acquisition, joint ventures, and condensed sales growth. This had led to an increasingly complex business landscape with an amplified reliance on technology, raising

concerns around technical instability and business resiliency. The solution focused on a re-architected service catalogue with IT service mapping, which allowed for the creation of a new IT service risk reduction portfolio. This gives the company far greater visibility of their service and IT assets and the underlying risks.

### ■ Demonstrate to differentiate – value, value, value!

**Ian MacDonald, Edenfield IT Consulting** • Time: 12.20 - 13.05

In today's highly competitive IT marketplace there are many commercial IT service provider organisations who will market their ability to deliver IT services 'faster, better, cheaper'. Consequently, the business now more than ever has greater choice and opportunity in determining alternatives to their existing IT service provision. In responding to this challenge, incumbent IT service providers now need to recognise that simply meeting the service commitments of the business consistently may no longer be considered enough. Your business customers will over time have an expectation of increasing 'value' from their investment in the IT services you provide. Demonstrating value should be a strategic imperative for all IT service providers. In this session we will provide pragmatic ideas on how best to demonstrate value to your customers and differentiate yourself from competitors.

### ■ Incidents aren't caused by change!

**Andrew Vermes, Kepner-Tregoe** • Time: 14.00 - 14.45

As organisations become more dependent on complex cloud services, prevention becomes paramount. Despite the rise of Service Reliability Engineering, too much prevention is still reactive - finding the cause of existing incidents. This is the proverbial shutting the barn door after the horse has bolted. This session will show why 'incidents caused by change' can be an unhelpful category; how a heavy focus on changes as causes delays resolution; how to really prevent failed changes; and why ITIL4 focuses on change enablement rather than change control.

### ■ Experience Management: how to use it to improve service to your employees

**Neville Hughes & Mark Bewick, CloudStratex** • Time: 15.00 - 15.45

Our two seasoned experience management practitioners will explain what experience management is and how to use it. The session will start with a simple methodology you can use immediately and also expand into some more advanced techniques. Takeaways include using feedback to continually improve service and other practical advice to take back to the business.

### ■ Service management... it's as easy as doing a jigsaw puzzle

**Ken Goff, KGM** • Time: 15.50 - 16.35

Unite the puzzle... Delivering successful service provision has its roots in three basic principles, which this presentation discusses, using as an analogy the everyday past-time of doing a jigsaw puzzle.

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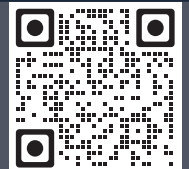
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## TUESDAY 15th NOVEMBER TRACK 3 – PREMIER SUITE

### ■ The real challenge – managing hybrid

**Rob Akershoek, The Open Group / DXC** • Time: 9.35 - 10.20

Agile development, DevOps and continuous delivery often equate with bespoke software development (focus on developing and deploying code continuously), running applications in a public cloud, using infrastructure as code and containers, etc. However, most organisations need to manage a different reality:

- Using agile development as well as traditional project delivery (delivered internally or by external vendors)
- Running services in the cloud but also on the internal / on-premise data centre (often outsourced using traditional contracts)
- Configuring standard packages (or SAAS) instead of developing custom build software
- Using DevOps as well as traditional support models in an outsourced / multi-vendor ecosystem.

How can we create an operating model that facilitates all these delivery models? This presentation will provide an overall approach and framework to enable / support this hybrid reality, combining different practices such as SAFe, Agile Development, Project Management (e.g. Prince2, PMBoK), ITIL and SIAM (for managing the multi-vendor ecosystem).

### ■ Humanising IT – value stream mapping for IT service management

**Katrina Macdermind, KayJayEm Services** • Time: 10.25 - 11.10

Humanising IT aims to synthesise concepts from human-centred design principles with traditional IT service management processes. On the surface, you would be right to doubt how these two disciplines could effectively integrate, but they are more related than you might initially assume. The goal of Humanising IT is to break down the barriers not just between the business and IT departments, but within IT departments themselves. How can we break these barriers down? The answer is value stream mapping for ITSM. Although the concept of value stream mapping is not new, our approach has added an additional layer that considers – us and you – ITSM. During this session you will learn the fundamental principles of human-centred design, and also gain a solid understanding of our unique approach to value stream mapping, allowing you to better support your business and ultimately your organisation's mission.

### ■ State of SIAM 2022

**Claire Agutter, Scopism & Michelle Major-Goldsmith, Kinetic IT** • Time: 11.30 – 12.15

Referring to the 2022 Global SIAM Survey whitepaper released in October, in this session Claire and Michelle will review who's doing SIAM, where, and why. If you're interested in adopting SIAM, how long will it take, what challenges will you face, and what benefits will you realise? Claire and Michelle will also add examples based on their extensive SIAM transformation experience.

### ■ Put people first, put numbers first, customer satisfaction first, everything else first, nudge and be merry... How, can everything in service be first?

**Patrick Stapleton, DFS Group IT** • Time: 12.20 – 13.05

What really comes first when it comes to delivering a world-class IT service to large numbers of diverse companies and customers, providing the services they want? We will look at what are for me are the basic principles, the firsts. It will be a critical appraisal based on delivering business critical, European and UK-wide services through to the two-person set-up in a shared working space, and meeting all their needs. The aim of this session is to creatively challenge your approach, your energy, your thinking, the balance of things, but above all to challenge what you do and why you do it.

### ■ From local silo'ed practices to a global service management organisation

**Andreia Martins, Vodafone** • Time: 14.00 – 14.45

As with many telcos, expanding through mergers and acquisitions to grow and consolidate within the industry, we face the inevitable challenge of aligning processes and technology. This is also true for ITSM practices, managing the pressure of modernisation, time-to-market and service availability. In 2019, the IT Operations from all 11 European Markets came under one single leadership. In 2020, the journey kicked off to create a Global Service Management. The goal was to standardise all practices – processes, tools and ways of working – across the 11 European Markets and 2 global technology functions. When we embarked on this endeavour, we discovered that not all practices were applied equally across markets, some were missing altogether, with varying ways of working, tooling and a lack of DevOps principles. In turn, this meant inefficiency of resources, time and money due to duplication of tools and complex governance. We are now well into our journey to rectify these problems and create a modern service management solution for the organisation. This session describes our progress so far and our plans for the next stages.

### ■ ITSM and agile – analysis of the transition

**Virginia Peneva, Novo Nordisk** • Time: 15.00 – 15.45

For almost 100 years, Novo Nordisk has been helping to meet the medical needs of people living with a serious chronic disease, such as diabetes, obesity, or rare blood and endocrine diseases. This presentation focuses on our transition from ITSM to agile. We discuss the main challenges that organisations like ours face when moving from one methodology to another – in terms of different perspectives, managing people, processes, and tools. We also discuss reconfiguring roles and responsibilities between IT and the business.

### ■ Design & Transition CoP – an update

**Cristan Massey, CoP Chair** • Time: 15.50 – 16.35

Cristan reviews the recent activities of the Design & Transition Community of Practice, and outlines plans for the future.



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