

UPCOMING MASTERCLASSES IN MARCH AND APRIL



itSMF UK has masterclasses to suit all interests during the first quarter of 2024.

From introduction to ITSM, availability & capacity, problem management, re-imagining the CAB, knowledge management and ITAM, to demonstrating value, XLAs and human-centred design, there's a masterclass for everyone in the weeks ahead.

Check out the dates and book your place in our [events calendar](#).

SM FORUM – SIAM: SUCCESS FACTORS & FUTURE DIRECTION



Service Integration and Management (SIAM) has evolved rapidly over the last decade. From its origins in the government sector, the SIAM community now extends into a wide range of industries and into companies of all sizes. But not all SIAM projects run smoothly; there can be many obstacles along the way, and what works for one business won't be suitable for all.

Join us on 16th May for this SM Forum, which brings together an international line-up of SIAM practitioners and advocates to consider the case for SIAM, the key success factors to implementation, and the new standard that will help those looking for a structured approach.

Register [here](#).

BLOG: WHERE'S THE VALUE IN VALUE?



In today's competitive marketplace, business consumers now want far more from their service provider than simply meeting service levels. With IT costs being one of their highest annual expenditures, consumers have an increasing expectation of gaining the maximum value from their investment and usage of the services provided.

Perception is reality. and if your consumers don't recognise **value** from what you do, they certainly will recognise **cost**. In the current economic climate where competitors will claim they can do what you do '*faster, better, cheaper*', this isn't a good place to be.

Read the full blog from Ian MacDonald [here](#).

JOIN US FOR AN UPDATE FROM THE ITSMF UK BOARD!



At this time each year, the Chair and Board of itSMF UK report back to members on our current strategy and services, to make sure we're delivering the value that you require as a stakeholder in our community.

Why not join us for an hour, on 27 March 12:00 - 13:00, and let us know about your current priorities and concerns? This event is on Teams – if you would like to take part, please [register](#) and we will send you joining details.

ITSM24: EARLY BIRD PROMOTION



Book your place before the end of June at our Early Bird discount rate and save up to £145!

With more than 40 presentations from across the industry plus the Professional Service Management Awards, [ITSM24](#) offers a plethora of great content, discussions and networking.

For the full Conference experience we recommend the two-day conference pass but a one-day pass is also available for either Monday or Tuesday. Our Sunday night networking reception is included in a two-day or Monday pass and you can also purchase a ticket to the awards gala dinner on the Monday evening.

UPCOMING EVENTS



Please find below details of upcoming webinars and online member events, available free of charge to itSMF UK members only:

- [Security as your friend](#)
- [The evolution from Problem Management to Reliability Management](#)
- [Capacity & Performance Management: Lunch & Learn](#)

Join them on the day and engage through the Q&A - or catch up on demand via the [Event Recordings](#) page in the Member Area.

www.itsmf.co.uk

If you have any queries about the content above, please contact us on 0118 918 6500 or membership@itsmf.co.uk



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