



PROFESSIONAL SERVICE MANAGEMENT AWARDS 2025

ASHLEY HANNA CONTRIBUTOR OF THE YEAR

The Ashley Hanna Contributor of the Year Award is presented 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.

The individual may be well known for their commitment and achievements, but equally we'd like to hear about any 'unsung heroes' who consistently go the extra mile. This award is named in memory of a truly dedicated ITSM professional and itSMF UK volunteer – Ashley Hanna. Nominations should be from peers, itSMF colleagues or managers.

How do I make a nomination?

- **By 15th June 2025**, [let us know here](#) that you are entering a PSMA2025 award nomination. Please include your contact details, organisation, award category, and a brief description of the nomination (no more than 100 words) outlining who you are nominating and why.
- **By 15th July 2025**, please provide the full written nomination, as follows:
 - Briefly describe the individual and explain how you know them.
 - Outline why this person should be recognised in the Professional Service Management Awards, explaining what they have achieved, where and when.
 - Please share some insights into the individual's special qualities and what you think motivates them to give so much towards their service management role, to their organisation, and/or to itSMF UK and the wider community.
 - Finally, briefly explain what you think it would mean to the individual to be recognised in these awards.

Your entry should be no more than 2000 words in length. You are welcome to add images and digital content if they enhance your nomination, and be sure to include headings and captions where appropriate. Make sure you answer each section in turn, and do not miss out on any of the key detail as outlined above. The nomination should be supported by as much evidence as is available.

Once you have completed your entry, please re-read the criteria above to make sure you have covered all the points listed.



Next steps

From the written submission our judges will select their finalists, who will be notified by 30th September. Winners will be announced at the Awards Ceremony during ITSM25 on 10th November 2025. Please let us know if you have any questions at awards@itsmf.co.uk. **This award category does not require a video or interview with the nominee.**

Eligibility, judging and use of content

Eligibility and judging

All itSMF UK members are eligible for this award.

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 and certificate for display, plus a digital logo that can be displayed online and in email signatures until 1st January 2028.