



PROFESSIONAL SERVICE MANAGEMENT AWARDS 2025

SERVICE INNOVATION AWARD

This award is presented to an organisation that has completed a service transformation project or implemented a solution to a significant service-related issue in the last 18 months, ***either alone or in partnership with one or more service providers***. The successful organisation will have demonstrated ingenuity in their approach, highly effective management skills, excellent communications and stakeholder engagement, and efficient use of available resources. In addition, the organisation may have adapted new (or agile) ways of working in order to innovate at velocity. *Self-nominations will be accepted, as will nominations from peers or partners.*

How do I make a nomination?

1. **By 15th June 2025**, [let us know here](#) that you are entering a PSMA25 award nomination. Please include your contact details, organisation, award category, and a brief description of the nomination (100 words max) outlining who you are nominating and why.
2. **By 15th July 2025**, please provide the full written nomination to awards@itsmf.co.uk, covering the following points:
 1. Briefly describe your business and the sector in which it operates.
 2. Outline what the project **set out to achieve** and why you consider it to be of such significance to your business and customers.
 3. Describe **all significant challenges** faced during the planning and delivery, and what **lessons were learned** along the way.
 4. Explain what **specific resources** (people, tools, management buy-in and funding etc) were required, and how **leadership and strong management skills** helped you to achieve your objectives.
 5. Explain all the ways in which **multiple frameworks** and **innovative thinking and schools of thought** have been successfully deployed together, using their combined strengths to meet your digital transformation goals.
 6. Explain how you **measured the success** of your project **from baseline to completion**, and what evidence you have that the required outcomes have been achieved. How did you **manage communication** with customers and stakeholders throughout?
 7. Briefly summarise what the **successful completion of this project means** for your team, organisation, customers, and any partners involved, and indicate how you **plan to build on this success** in the future.

Your entry should be a maximum of 2000 words in length. You are welcome to add images and digital content if they enhance your nomination. Think about including details of any underlying frameworks or baseline figures that support your entry – they will make it much easier for the judges to evaluate your achievements – 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 tell a story and 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.

Interview and video

From the written submission our judges will select their finalists, who will be notified by **31st August**.

Finalists will then be asked to make a short video which will be shared with ITSM25 attendees in the run-up to the event. The video should be a maximum of **3 minutes** in length, but otherwise you have a free rein. We just ask you to confirm that you are happy to share the content with other members at and after the Conference.

The video is not intended to cover everything in your written entry, but to provide a lively, concise overview of your nomination. Please submit the video by **30th September 2025** via one of the large file services (such as WeTransfer.com) and email awards@itsmf.co.uk to let us know it has been sent.

Finalists may also be asked to attend an **interview with the judging panel** on Zoom or Teams at a mutually convenient time during September. This is an opportunity for the judges to ask any questions about the entry, and for nominees to make any additional points that were difficult to convey in writing at the time of submission.

Winners will be announced at the Awards Ceremony during ITSM25 on **10th November 2025**. Please let us know if you have any questions: awards@itsmf.co.uk

Eligibility, judging and use of content

Eligibility and judging

All itSMF UK member organisations and ITSM professionals 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.

Licence to use content

By entering for these awards, the proposer and nominees confirm 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.