

CONFERENCE AGENDA

MONDAY 10TH NOVEMBER 2025

08:30 – 08:50	Registration and refreshments			
08:50 – 09:00	Take your seats for the opening keynote			
09:00 – 09:15	Conference opening – Claire Drake, itSMF UK Chair			
09:15 – 09:25	itSMF UK operations update – Graham McDonald and Mark Lillycrop, itSMF UK			
09:25 – 09:55	Keynote – Julian Fisher, Guest Speaker			
09:55 – 10:15	Refreshments and networking			
	Track 1 – Ballroom Central	Track 2 – Ballroom South	Track 3 – Ballroom North	Track 4 – Legends
10:15 – 11:00	1 Learning from experience: building agility into operational resilience Gary Mulqueen, Ministry of Defence	2 Value by design Nigel Hopkins, IKEA IT AB	3 Addressing technical debt Duncan Watkins, Forrester	4 What can a bookstore teach us about service management? Roy Atkinson, Clifton Butterfield, LLC
11:10 – 11:55	5 Efficient service reporting and service level management through an automated intraday SLA dashboard Francesco Barba, GLEIF	6 Key to governance via organisation management Shilpa Thomas, Allianz SE	7 Digital products and services: two different worlds or two sides of one coin? Roman Zhuravlev, Peoplecert	8 Why do so few ITSM professionals make the C-Suite? Mark Boyer, Softcat
12:00 – 13:00	Lunch and networking			
13:00 – 13:45	9 A cheat code for major incident management lessons from the aviation industry Nigel Murphy, Fujitsu	10 Simplifying ITIL: cutting complexity in change management Shameem A.S. Hameed, WM Morrisons Supermarket Ltd	11 The ch-AI-ning landscape of ITSM Aaron Perrott, KTSL	12 ITSM: experience meets best practice Katrina Macdermid, HIT Global
13:50 – 14:35	13 Shift left - the right way Andrei Spiridon, Square Enix	14 ADDer's paradise: empowering neurodiverse individuals through agile service management practices Faith Thomas, University of Birmingham	15 Board-led session TBC	16 Why are you making your life so difficult? Simplifying service management by tackling data overload Chris Kingsbury, CGI
14:35 – 14:55	Refreshments and networking			
14:55 – 15:40	17 Thriving ITSM teams: leading with compassion Emma Wood, STEMCELL Technologies	18 Chatbot: the road to success, with some potholes along the way... Andrew Hardwick & Kate Morlino, Arcadis	19 Sponsor Session ManageEngine	20 I wouldn't start from here... how to transform your existing service management Martin Goble, TCS
15:45 – 16:30	21 Unlocking IT excellence: the power of unified service models and asset inventory Sean Auckland & Jason Hamer, Vodafone	22 Enabling the journey to service excellence with enterprise service management John Sansbury, ESMi Ltd & Sam Heasman, KCL	23 Sponsor Session Freshworks	24 The underrated potential of service request management: unlocking efficiency and value in ITIL practices Paul Brandvold, Cegal
16:35 – 17:20	25 Feel-good ITSM: does your ITSM spark joy? Rob Akershoek, The Open Group / DXC Technology	26 SIAM Body-of-Knowledge 2025 – redefining service integration in a changing digital landscape Simon Dorst & Michelle Major-Goldsmith, Kinetic IT	27 Utilising AI in knowledge management Chevonne Hobbs, Illuminet Solutions	28 TOM - bringing ITSM, ESM, XM, and more together Barclay Rae & Steve Cave, Barclay Rae Consulting
17:20 – 18:00	Delegate drinks and networking			
18:00	Conference close			
19:00 – 19:30	PSMA25 Pre-dinner drinks			
19:30 – 01:00	PSMA25 Awards Dinner with special guest Mark Watson			

TUESDAY 11TH NOVEMBER 2025

08:30 – 09:00	Registration and refreshments			
09:00 – 09:30	Keynote – Annette Andrews, Guest Speaker			
	Track 1 – Ballroom Central	Track 2 – Ballroom South	Track 3 – Ballroom North	Track 4 – Legends
09:35 – 10:20	29 Digital Transformation - breaking barriers, building the future Agnieszka Bochacka, Lotte Wedel	30 Are we all doing too much? The significance of cognitive load Cristan Massey, Pearson PLC	31 Are you willing to risk jail because of Shadow AI? Akshay Anand, Atlassian UK & James Finister, AI Ethicist	32 Sponsor Session TBC
10:20 – 10:40	Refreshments and networking			
10:45 – 11:30 (including 2 mins' silence at 11:00)	33 Implementing a global SIAM team – the Primark journey to date Neil O'Reilly, Primark	34 Developing and sustaining a culture of CI within a remote ITSM world Katie Trayers, Livestock Information Ltd	35 What XLAs Are NOT Doug Rabold, Bold Ray Consulting	36 Dopamine versus defence: rewiring human behaviour for cyber resilience Conor Horgan & Dr Clive King, Kepner Tregoe
11:35 – 12:20	37 Transforming major incident reviews for better outcomes Ian Porter, Nationwide	38 We will review you: elevating service management reviews to rock star status Geoff Soper & Ann-Marie Holloway, IPO	39 Practise what you preach: selecting the right tool for a consultancy Simon Powell, AtkinsRéalis	40 Sponsor Session TBC
12:20 – 13:20	Lunch and networking			
13:25 – 14:10	41 From chaos to control: quality assurance meets service management Bhuvana Sriharimohan & Munir Patel, ITV	42 Global standardisation of risk and impact levels Danielle Dilley & David Heaps, Vodafone	43 Agentic AI - one agent to rule them all Jaro Tomik, CDW Ltd	44 Sponsor Session TBC
14:10 – 14:25	Refreshments and networking			
14:25 – 15:10	45 Transforming problem management Charles Bougon & James Hollinworth, Direct Line Group	46 Transforming IT configuration data: from chaos to clarity Fiona Benoist & Sarah Routledge, Irwin Mitchell	47 Sponsor Session TBC	48 Nature's blueprint: biomimicry in IT service management Tuuli Bell, The ESG Institute
15:15 – 16:00	49 Sassy service desk Vawns Murphy, i3Works & Simone Jo Moore, HumanisingIT	50 ISO/IEC 20000, 9001, 27001, 19770 etc - which one is suitable for you? Lynda Cooper, Service 20000 Ltd	51 From firefighting to a solid cloud managed service, across Europe and LMICs Ben Clarke, Solidsoft Reply	52 Start small, think big: DTMMethod in IT service management Rafal Czarny, Inprogress
16:00	Conference Close			

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