

PSMA25 - CALL FOR NOMINATIONS NOW OPEN!



PSMA25 - the itSMF UK annual award scheme - offers a great opportunity to highlight the achievements of ITSM individuals and teams, whose skills, commitment and imagination have marked them out for special recognition.

Nominations are now open for this year's ITSM Team, Service Innovation, Young ITSM Professional, Ashley Hanna Contributor of the Year, and **NEW** Customer Experience awards.

Outline entries must reach us by 15th June, with full written nominations by 15th July. Click [here](#) for full details.

ITSM25 - CHECK OUT THIS YEAR'S AMAZING AGENDA!

CONFERENCE AGENDA		25 th EDITION OF THE 10 th ANNUAL CONFERENCE	
MONDAY 10 th NOVEMBER 2025		TUESDAY 11 th NOVEMBER 2025	
08:00 - 09:00	Registration	08:00 - 09:00	Registration
09:00 - 09:30	Breakfast	09:00 - 09:30	Breakfast
09:30 - 10:00	Keynote: With a purpose, not for profit Dr. David W. Brown, President, American Psychological Association	09:30 - 10:00	Keynote: Resilience in the face of adversity Dr. David W. Brown, President, American Psychological Association
10:00 - 10:30	Registration	10:00 - 10:30	Registration
10:30 - 11:00	Breakfast	10:30 - 11:00	Breakfast
11:00 - 11:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	11:00 - 11:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
11:30 - 12:00	Registration	11:30 - 12:00	Registration
12:00 - 12:30	Breakfast	12:00 - 12:30	Breakfast
12:30 - 13:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	12:30 - 13:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
13:00 - 13:30	Registration	13:00 - 13:30	Registration
13:30 - 14:00	Breakfast	13:30 - 14:00	Breakfast
14:00 - 14:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	14:00 - 14:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
14:30 - 15:00	Registration	14:30 - 15:00	Registration
15:00 - 15:30	Breakfast	15:00 - 15:30	Breakfast
15:30 - 16:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	15:30 - 16:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
16:00 - 16:30	Registration	16:00 - 16:30	Registration
16:30 - 17:00	Breakfast	16:30 - 17:00	Breakfast
17:00 - 17:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	17:00 - 17:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
17:30 - 18:00	Registration	17:30 - 18:00	Registration
18:00 - 18:30	Breakfast	18:00 - 18:30	Breakfast
18:30 - 19:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	18:30 - 19:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
19:00 - 19:30	Registration	19:00 - 19:30	Registration
19:30 - 20:00	Breakfast	19:30 - 20:00	Breakfast
20:00 - 20:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	20:00 - 20:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
20:30 - 21:00	Registration	20:30 - 21:00	Registration
21:00 - 21:30	Breakfast	21:00 - 21:30	Breakfast
21:30 - 22:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	21:30 - 22:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
22:00 - 22:30	Registration	22:00 - 22:30	Registration
22:30 - 23:00	Breakfast	22:30 - 23:00	Breakfast
23:00 - 23:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	23:00 - 23:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
23:30 - 24:00	Registration	23:30 - 24:00	Registration
24:00 - 24:30	Breakfast	24:00 - 24:30	Breakfast
24:30 - 25:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	24:30 - 25:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
25:00 - 25:30	Registration	25:00 - 25:30	Registration
25:30 - 26:00	Breakfast	25:30 - 26:00	Breakfast
26:00 - 26:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	26:00 - 26:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
26:30 - 27:00	Registration	26:30 - 27:00	Registration
27:00 - 27:30	Breakfast	27:00 - 27:30	Breakfast
27:30 - 28:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	27:30 - 28:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
28:00 - 28:30	Registration	28:00 - 28:30	Registration
28:30 - 29:00	Breakfast	28:30 - 29:00	Breakfast
29:00 - 29:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	29:00 - 29:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
29:30 - 30:00	Registration	29:30 - 30:00	Registration
30:00 - 30:30	Breakfast	30:00 - 30:30	Breakfast
30:30 - 31:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	30:30 - 31:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
31:00 - 31:30	Registration	31:00 - 31:30	Registration
31:30 - 32:00	Breakfast	31:30 - 32:00	Breakfast
32:00 - 32:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	32:00 - 32:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
32:30 - 33:00	Registration	32:30 - 33:00	Registration
33:00 - 33:30	Breakfast	33:00 - 33:30	Breakfast
33:30 - 34:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	33:30 - 34:00	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
34:00 - 34:30	Registration	34:00 - 34:30	Registration
34:30 - 35:00	Breakfast	34:30 - 35:00	Breakfast
35:00 - 35:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association	35:00 - 35:30	Keynote: From the ground up Dr. David W. Brown, President, American Psychological Association
35:30 - 36:00	Registration	35:30 - 36:00	Registration
36:00 - 36:30	Breakfast	36:00 - 36:30	Breakfast

The high-level agenda is now available for ITSM25, which takes place at Stadium MK in Milton Keynes on 10-11th November.

With sessions from organisations as diverse as Forrester, ITV, Vodafone, University of Birmingham, Allianz, Irwin Mitchell, Primark, IKEA, Softcat, Direct Line, Nationwide Building Society, Ministry of Defence, Square Enix and Pearson, there's something for everyone!

Take a look at the [programme](#) today and start planning your two days at ITSM25.

ONLINE SM FORUM – SIAM: FUTURE DIRECTIONS

SIAM future directions

 5 JUNE

🕒 10:00 - 13:00

FREE for itSMF UK Members
and Non-Members

BOOK NOW



itsMF UK
www.itsmf.co.uk

Service Integration and Management (SIAM) has seen significant advancements over the past decade.

This SM Forum brings together a distinguished line-up of industry leaders and SIAM practitioners, offering case studies from different sectors and delving into the 2025 SIAM Body of Knowledge (BoK).

With SIAM practices shaping service delivery in many organisations, this event offers a timely and very relevant update.

Taking place 5th June, 10.00-13.00, registration is now [open](#) – FREE for both members and non-members to attend.



JOIN US AT SITS – SERVICE DESK & IT SUPPORT SHOW



If you're planning to attend SITS - Service Desk & IT Support Show on 14-15 May at ExCeL London, be sure to visit the itSMF UK team at stand 114.

For more information and to book your free ticket, visit www.servicedeskshow.com and use priority code SIT120 when booking.

UPCOMING MEMBER MEET-UP & COP EVENTS



We're delighted to announce five upcoming events:

- [07 May - Inspiring the next generation into Service Management](#)
- [22 May – Armed Forces COP: ITSM within Defence industry](#)
- [23 May – Women in ITSM CoP – Speed Networking & Hot Topics in Service Management](#)
- [10 June – Availability Management: Lunch & Learn](#)
- [13 June - From Superstition to Strategy: Risk Management on Friday the 13th: Lunch & Learn](#)

FREE for itSMF UK members, these events provide a great opportunity to network and learn from other service management professionals and discuss burning issues in a relaxed environment.

ITSM24 PRESENTATIONS ADDED TO ON-DEMAND LIBRARY!



Having increased our range of online events over the last few years, we now have a wide selection of recorded content available for on-demand viewing.

As well as the webinar, member meet-up, and SM Forum event recordings, we're pleased to announce the addition of all ITSM24 conference speaker presentations - taking us close to 500 hours of content available to itSMF UK members!

Click [here](#) and sign in to the member area to see the list of content available - and then click on the recording title to view

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



Registered address: Service Management Association Ltd (trading style ITSMF UK), Ground Floor South, Burford House, Leppington, Bracknell, Berkshire, RG12 7WW, UK. Company Registration Number: 2661244, England & Wales.

ITSMF UK is an independent, not-for-profit membership body dedicated to the development and promotion of best practice in IT Service Management.