

## PSMA25 – REGISTER YOUR NOMINATIONS BY 15 JUNE!



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 remain 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 15 June, with full written nominations by 15 July. Click [here](#) for full details.

## XLA25 - EXPERIENCE MANAGEMENT & XLAS, 08 JULY



With a new generation of consumers motivated by a strong belief in human-centric services, it is becoming more important than ever to understand what XLAs are all about, and why they deliver so much more than formal service level agreements.

This event brings together an impressive line-up of subject matter experts who really understand what experience management means for their own organisations and for those with which they interact.

FREE for members to attend - join us at [XLA25](#) for great content, discussions and networking opportunities!

## DIGITAL TRANSFORMATION BUSINESS SIMULATION



Join us 17 July at [Newcastle United Football Club](#), to experience rapid change in a safe, simulated environment, adopt AIOps and ITXM in Enterprise Service Management, improve processes, and celebrate success.

Participants are assigned roles across the disciplines: Business, Development, QA, Operations, Service Desk etc. They're thrown into a simulated environment that challenges them to develop and launch new products against a backdrop of constantly changing internal and external forces.

By the end of the day, the team have self-diagnosed how their old ways of working were inefficient and counterproductive. They've turned into an agile, proactive team that can flex and pivot in respond to a changing environment, dealing smoothly with every curveball that fate throws at them - ready to apply these lessons to their day jobs.



## LATEST EDITION OF SERVICETALK MAGAZINE



Download the latest issue of our member magazine, ServiceTalk, covering topics as diverse as problem management, XLAs, ISO/IEC 20000, and putting ITSM on the curriculum; not to mention choosing your favourite Gladiator and how to load a dishwasher.

Intrigued? [Find out more.](#)

## NEW – ENTERPRISE SERVICE MANAGEMENT MASTERCLASS!



Enterprise Service Management (ESM) is an organisational capability that extends ITSM principles across the entire enterprise. It focuses on delivering business value through shared processes, appropriate technologies, increased collaboration, and better communication. ESM is a holistic approach that leverages the capabilities of the entire organisation, making it a “team sport.”

Facilitated by Doug Tedder, this interactive [online masterclass](#) is aimed at intermediate level and will provide actionable and practical guidance for establishing good ESM within an organisation.

Places are available to itSMF UK members for £295.00 + VAT.

## UPCOMING MEMBER MEET-UP EVENTS



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.

Please find below details of two upcoming online events:

- [10 June – Availability Management: Lunch & Learn](#)
- [13 June - From Superstition to Strategy: Risk Management on Friday the 13th: Lunch & Learn](#)

[www.itsmf.co.uk](http://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](mailto: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.

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