

ITIL CASE STUDY DAY LINE UP ANNOUNCED!



Is your organisation on the road to success with ITIL or struggling to get out of second gear? Is the lane ahead fraught with incidents and problems?

Why not join us at the British Motor Museum on 17 September for some ITIL case studies presented by experienced practitioners at full throttle?

Free for itSMF UK Members to attend, strap yourself in and enjoy our service management improvement journey with **Bupa, The Salvation Army, Vodafone and PeopleCert.**

Further details and event registration can be found [here](#).

SM FORUM - AGENTIC AI & ITSM

Agentic AI and ITSM

16 SEPTEMBER

10:00 - 13:00

FREE for itSMF UK Members and Non-Members

[BOOK NOW](#)



itSMF UK
www.itsmf.co.uk

Artificial Intelligence is everywhere, offering opportunity and threat for businesses in equal measure. But just what does agentic AI, and the tools and practices required to manage it, really mean for service delivery and ITSM?

In this [SM Forum](#), we'll hear how to get the best out of current AI technologies and how to take an AI-driven approach to your service design and governance.

This online event is delivered via Zoom, and places are free to both members and non-members.

ANNOUNCING THE 2025 ITSMF UK CHALLENGE CUP - ENTER YOUR TEAM TODAY!



Following on from the 2024 Challenge Cup competition, where ['Team GLEIF'](#) were crowned champions, we are delighted to announce the itSMF UK Challenge Cup is back for 2025!

Facilitated by our partner SXP, teams of up to 4 colleagues will compete against other organisations by playing their new simulation – the winning team will be the one that achieves the highest score!

The competition will culminate with a presentation to the winning team at the [PSMA25](#) awards dinner in November – along with a prize of £1,000 for their selected charity.

Open to all member organisations and free to take part, submit your [team entry](#) today.



