

# CONFERENCE AGENDA

## MONDAY 10<sup>TH</sup> 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	<b>1 Learning from experience: building agility into operational resilience</b> Gary Mulqueen, Ministry of Defence	<b>2 Value by design</b> Nigel Hopkins, IKEA IT AB	<b>3 Addressing technical debt</b> Duncan Watkins, Forrester	<b>4 What can a bookstore teach us about service management?</b> Roy Atkinson, Clifton Butterfield
11:10 – 11:55	<b>5 Efficient service reporting and service level management through an automated intraday SLA dashboard</b> Francesco Barba, GLEIF and Jan Dix, &effect	<b>6 Strategic organisational management as business enabler</b> Shilpa Thomas, Allianz SE and Rashmi Gunalan, Metafinanz	<b>7 Digital products and services: two different worlds or two sides of one coin?</b> Roman Zhuravlev, PeopleCert	<b>8 Why do so few ITSM professionals make the C-Suite?</b> Mark Boyer, Softcat
12:00 – 13:00	Lunch and networking			
13:00 – 13:45	<b>9 Cleared for take-off: what major incident management can learn from the aviation industry</b> Nigel Murphy, Fujitsu	<b>12 ITSM: experience meets best practice</b> Katrina Macdermid, HIT Global	<b>11 The ch-AI-ning landscape of ITSM</b> Aaron Perrott, KTSL	<b>10 For a few problems more...</b> Barry Corless, CGI
13:50 – 14:35	<b>13 Shift left - the right way</b> Andrei Spiridon, Square Enix	<b>14 ADDer's paradise: empowering neurodiverse individuals through agile service management practices</b> Faith Thomas, University of Birmingham	<b>15 From automation to transformation: Balfour Beatty's journey with BMC Helix ITSM</b> Nick Goff, BMC Helix and David Leigh, Balfour Beatty	<b>16 Why are you making your life so difficult? Simplifying service management by tackling data overload</b> Chris Kingsbury, CGI
14:35 – 14:55	Refreshments and networking			
14:55 – 15:40	<b>17 Thriving ITSM teams: leading with compassion</b> Emma Wood, STEMCELL Technologies	<b>18 From complexity to control: the new model for major incident management</b> Andrew Peck and Lily Wrist, Cutover	<b>19 Digital transformation - breaking barriers, building the future</b> Agnieszka Bochacka, Lotte Wedel	<b>20 I wouldn't start from here... how to transform your existing service management</b> Martin Goble, TCS
15:45 – 16:30	<b>21 Unlocking IT excellence: the power of unified service models and asset inventory</b> Sean Auckland and Jason Hamer, Vodafone Intelligent Solutions (VOIS)	<b>22 Enabling the journey to service excellence with enterprise service management</b> John Sansbury, ESMi and Sam Heasman, KCL	<b>23 Building an employee-experience focused IT service desk</b> Lee Young, Leeds Building Society and Keith Laughlin, Freshworks	<b>24 The underrated potential of service request management: unlocking efficiency and value in ITIL practices</b> Paul Brandvold, Cegal
16:35 – 17:20	<b>25 Feel-good ITSM: does your ITSM spark joy?</b> Rob Akershoek, The Open Group / DXC Technology	<b>26 SIAM Body-of-Knowledge 2025 – redefining service integration in a changing digital landscape</b> Simon Dorst and Michelle Major-Goldsmith, Kinetic IT	<b>27 Utilising AI in knowledge management</b> Chevonne Hobbs, Illuminet Solutions	<b>28 TOM - bringing ITSM, ESM, XM, and more together</b> Barclay Rae and 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 11<sup>TH</sup> 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	<b>29 What XLAs are NOT</b> Neil Keating, XLA Institute	<b>30 Are we all doing too much? The significance of cognitive load</b> Cristan Massey, Pearson	<b>31 Are you willing to risk jail because of Shadow AI?</b> Akshay Anand, Mars and James Finister, AI Ethicist	<b>32 Don't be tomorrow's headline. Prepare for resilience.</b> Lisa Delaney and Martin Waters, QA
10:20 – 10:40	Refreshments and networking			
10:45 – 11:30 (including 2 mins' silence at 11:00)	<b>33 Implementing a global SIAM team – the Primark journey to date</b> Neil O'Reilly, Primark	<b>34 Developing and sustaining a culture of CI within a remote ITSM world</b> Katie Trayers, Livestock Information	<b>35 Raise the success ceiling for ITSM processes with AI capabilities</b> Sriram K S, ManageEngine	<b>36 Dopamine versus defence: rewiring human behaviour for cyber resilience</b> Conor Horgan and Dr Clive King, Kepner Tregoe
11:35 – 12:20	<b>37 Transforming major incident reviews for better outcomes</b> Ian Porter, Nationwide	<b>38 The neuroscience barrier: why stressed teams can't adopt change</b> Hannah Holden, Transformation Neuroscience Consulting	<b>39 Practise what you preach: selecting the right tool for a consultancy</b> Simon Powell, AtkinsRéalis	<b>40 ITIL for AI: managing risks, building trust, creating value</b> Dmitry Isaychenko, PeopleCert
12:20 – 13:20	Lunch and networking			
13:25 – 14:10	<b>41 From chaos to control: quality assurance meets service management</b> Bhuvana Sriharimohan and Munir Patel, ITV	<b>42 Global standardisation of risk and impact levels</b> Danielle Dilley and David Heaps, Vodafone Intelligent Solutions (VOIS)	<b>43 Agentic AI - one agent to rule them all</b> Jaro Tomik, CDW	<b>44 Proactive ITSM is a reality: transform change and problem management with agentic ITOps</b> Jason Walker, BigPanda
14:10 – 14:25	Refreshments and networking			
14:25 – 15:10	<b>45 The problem with problem management – and how we transformed</b> Charles Bougon and James Hollinworth, Direct Line	<b>46 Transforming IT configuration data: from chaos to clarity</b> Fiona Benoist and Sarah Routledge, Irwin Mitchell	<b>47 Operating models for the AI era: "If you build it, you run it". The Integration Ops example</b> Jaro Tomik, CDW and Juha Berghäll, ONEiO	<b>48 Hollywood meets service management: the Wrexham way</b> Valerie Wilson and Emma Hanna, BT
15:15 – 16:00	<b>49 Sassy service desk</b> Vawns Murphy, i3Works and Simone Jo Moore, HumanisingIT	<b>50 ISO/IEC 20000, 9001, 27001, 19770 etc - which one is suitable for you?</b> Lynda Cooper, Service 20000	<b>51 From Firefighting to a SolidCloud Managed Service, across Europe and LMICs</b> Ben Clarke, Solidsoft Reply	<b>52 Start small, think big: DTMMethod in IT service management</b> Rafal Czarny, Inprogress
16:00	Conference Close			

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