

### PSMA26 – DEADLINE FOR NOMINATIONS 31<sup>st</sup> MAY!



**PSMA26** - the itSMF UK annual award scheme - offers a great opportunity to highlight the achievements of IT service management 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, Contributor of the Year, Customer Experience and NEW ITIL Project of the Year awards.

Brief details of the nomination must be [submitted](#) by 31<sup>st</sup> May, with the full written entry reaching us by 30<sup>th</sup> June.

### WE'RE LAUNCHING THE ITSMF UK YOUTH CABINET



itSMF UK has launched its [Youth Cabinet](#) as a dedicated voice for young professionals aged 18–30, helping make IT Service Management a visible and attractive career path for the next generation.

Now, it's calling for passionate volunteers to get involved. This is your chance to represent your peers, influence the future of the industry, and gain hands-on leadership experience. As a Youth Cabinet member, you'll collaborate, share ideas, and help shape initiatives that inspire others to join the profession.

If you're motivated to make a difference and grow your network, step forward and be part of this exciting movement.

### ANNOUNCING THE ITSM26 KEYNOTES



We are excited to unveil the [keynote speakers for ITSM26](#), offering a preview of what promises to be an exceptional event for service management professionals.

Opening keynote **Felicity Ashley** will share powerful insights on leadership, resilience, and navigating change, drawing on her remarkable personal and professional journey.

Day two features **Laura Ellis**, a leading voice on AI and emerging technologies, exploring innovation, ethics, and digital transformation.

Completing the line-up, comedian **Maisie Adam** will bring energy and humour as the PSMA26 Awards special guest.



### NEW 'AI IN ITSM' LUNCH & LEARN SERIES



Below you'll find details of our NEW AI in ITSM [Lunch & Learn](#) Series – available FREE to itSMF UK members.

As integrated AI continues to reshape how IT service teams operate, from automation and diagnostics to knowledge management, incident resolution, and customer experience, the real question for service organisations isn't whether AI is coming, but whether we're ready for it.

Don't miss these opportunities to learn, connect, and grow within the IT service management community. Join live on the day or

### SIAM: DON'T MISS OUR ANNUAL FORUM!



Our SM Forum on SIAM: Directions and Challenges will explore how Service Integration and Management is evolving in an increasingly complex, multi-provider world.

Taking place on **9 June**, this free online event will cover key topics including the future of SIAM towards 2030, the growing role of AI and automation, and real-world integration case studies. Attendees will gain practical insights, hear from leading practitioners, and take part in an interactive panel discussion.

See the full agenda [here](#) and book your place today.

### THINKING ABOUT CONDUCTING A MATURITY ASSESSMENT?



itSMF UK is pleased to be able to offer organisations an ITSM maturity assessment service based on the PeopleCert ITIL Maturity Model platform!

By providing this service we help organisations understand clearly where they need to focus in improving their overall level of maturity. Unlike some similar services, the assessment looks at more than just the process. Instead, it looks across the entire service management system, exploring the interactions between practices, tools, management information, and the competency of key personnel to give a truly objective and integrated picture.

Further information can be found [here](#).

[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)



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