

ANNOUNCING BETTY BEE: OUR NEW AI ASSISTANT



We are pleased to announce [Betty Bee](#), itSMF UK's AI-powered knowledge assistant – designed to make it simple for members to access useful guidance, next-step thinking, service management resources and insight.

Built on trusted itSMF UK content, what sets Betty Bee apart is that the knowledge is rooted in real-world member case study content spanning a variety of industry sectors and organisation sizes.

It supports members by helping them find, explore, and interpret trusted knowledge in ways that can inform practical decisions, support planning, guide learning, and help members make better use of the insight, experience, and case-based learning.

2026 CHALLENGE CUP – ENTER YOUR TEAM TODAY!



We are delighted to announce that the itSMF UK Challenge Cup is back for 2026!

Facilitated by our delivery partner SXP, teams of up to four colleagues will compete against other organisations by playing one of their business simulations – 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 PSMA26 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.

ITIL CASE STUDY DAY, 17 SEPTEMBER 2026



[Join](#) a star-studded line-up of ITSM practitioners for an in-depth exploration of ITIL practices from organisations at the forefront of service management.

On 17 September, at the iconic Edgbaston Cricket Ground, you'll experience a high-energy day where member organisations share how they are progressing on their service management improvement journeys — the challenges, the breakthroughs, and the practical lessons learned along the way.

Free to itSMF UK members, step up to the crease for a full day of collaboration and peer insights designed to help you keep your service management strategy on a winning streak.

THE SERVICENOW STRATEGY SIMULATION



Facilitated by our delivery partner SXP, the [ServiceNow Strategy Simulation](#) recreates a complex enterprise e-commerce business model that immerses participants in the challenges and opportunities faced by ServiceNow customers and prospects.

Over the course of three hours (01 October, 09:30-12:30), teams analyse key business metrics and apply ServiceNow solutions to optimise organisational performance. Free to attend, participants receive immediate feedback on their strategic choices, along with their resulting position on the peer leader-board.

NEW AI GOVERNANCE MASTERCLASS

AI Governance Masterclass

25 NOVEMBER

9:30 - 16:30

Places are available to itSMF UK members for £295+VAT

BOOK NOW



itSMF UK
www.itsmf.co.uk

AI governance quickly becomes a broader conversation about how effectively an organisation governs technology decisions overall. As AI capabilities increasingly enter organisations through everyday tools, browser plug-ins and unsanctioned applications, traditional governance assumptions can be challenged, particularly around accountability, transparency and decision-making.

Facilitated by [Kaimar Karu](#), this [masterclass](#) helps participants identify gaps between governance as designed and governance as practised, and understand how AI can amplify associated risks. Using ITIL 5 governance patterns and assessment tools from the ITIL AI Governance white paper, attendees will explore practical examples and learn approaches they can apply immediately within their own organisations.

TAKE A LOOK AT OUR LATEST BLOGS



The itSMF UK blog provides a range of insightful content about service management topics of every kind. Below are three recent posts; why not give them a go?

[AI Ops... ready or not, it's here!](#)

[The curse of knowledge in ITSM](#)

[IT cost transparency – a decision-making capability](#)

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.