

**MONDAY 20<sup>th</sup> NOVEMBER 2017**

09.30 – 09.45	<b>Conference Opening, Rosemary Gurney, ITSMF UK Chair</b>			
09.45 – 10.00	<b>Industry Update</b>			
10.00 – 10.45	<b>KEYNOTE</b>			
10.45 – 11.15	<b>Refreshments, Exhibition and Networking (Exhibition Hall)</b>			
	<b>Track 1</b>	<b>Track 2</b>	<b>Track 3</b>	<b>Track 4</b>
	<b>Enterprise Service Management</b>	<b>DevOps &amp; ITSM Service Management in the Cloud</b>	<b>Customer Experience and BRM</b>	<b>Experiential</b>
11.30 – 12.15	<b>SIAM - The Good, the Bad, the Obligatory and the Virtuous</b>  Claire Agutter, Scopism	<b>Using Cynefin to Make Sense of ITSM</b>  Akshay Anand, AXELOS	<b>How AI Will Improve the IT Service Desk Support Experience</b>  Jarod Greene, Cherwell Software	<b>Behaviour and relationships in professional service management Interactive session</b>  Mark Smalley, ASL BiSL Foundation
12.15 – 13.00	<b>Are you SIAM Ready?</b>  Dr Martin Goble, TCS	<b>Service Managing Cloud Services Perception vs Reality</b>  Neil Forshaw, Fujitsu	<b>TITLE TBC</b>  Chris Rydings, Axios Systems	
13.00 – 14.15	<b>LUNCH - Exhibition and Networking (Exhibition Hall)</b>			
	<b>Track 1</b>	<b>Track 2</b>	<b>Track 3</b>	<b>Track 4</b>
	<b>Enterprise Service Management</b>	<b>DevOps and ITSM Service Management in the Cloud</b>	<b>Customer Experience and BRM</b>	<b>Experiential</b>
14.15 – 15.00	<b>Capacity Management a Journey from the Unknown</b>  Malcolm Gunn, Sopra Steria	<b>Cloud for Grownups</b>  Steve Chambers, Strategic Blue	<b>TITLE TBC</b>  Sally Bogg, Leeds Beckett University	<b>SPONSOR SESSION</b>
15.00 – 15.45	<b>Solving Your Customer's Problems, at the PUB</b>  Peter Norris, Nationwide Building Society	<b>You are Antifragility</b>  Andrew Vermes, Kepner Tregoe	<b>The Customer Experience Model; Future Edition</b>  Lena Stormvinge, ComAround	<b>Creating a DevOps Culture with Experiential Learning</b>  Andrew Macintosh, G2G3 Group
15.45 – 16.15	<b>Refreshments, Exhibition and Networking (Exhibition Hall)</b>			

	Track 1	Track 2	Track 3	Track 4
	<b>Enterprise Service Management</b>	<b>DevOps and ITSM Service Management in the Cloud</b>	<b>Customer Experience and BRM</b>	<b>Experiential</b>
16.15 – 17.00	<b>SPONSOR SESSION</b>	<b>Rethinking Service Levels to suit DevOps and Agile Environments</b>  Kevin Holland, Independent	<b>Building a Customer Focused Continual Service Improvement in IT</b>  Alyson Briscoe & Matt Baynes, Reassure	<b>Has the Digital Age left Service Level Management in the dust?</b>  SLM SIG (Tony Oxley)
17.00 - 17.45	<b>IT 'Alignmet' - It Doesn't Work OK?</b>  Simon Kent, Sollertis	<b>TITLE TBC</b>  Ian Connelly, <b>TBC</b>	<b>IT4IT Two Years on from its Launch</b>  Tony Price, HPE	<b>DevOps and the 3 Ways of Transition</b>  TRANSITION SIG (Matt Hoey)
17.45 – 20.00	<b>Networking Reception in the Exhibition Hall – Drinks &amp; Canapes</b>			

TUESDAY 21<sup>st</sup> NOVEMBER 2017

08:30 – 09:00	Refreshments, Exhibition and Networking (Exhibition Hall)			
09.00 – 09.45	KEYNOTE - TBC			
	Track 1	Track 2	Track 3	Track 4
	Enterprise Service Management	DevOps and ITSM Service Management in the Cloud	Customer Experience and BRM	Experiential
09:45 – 10.30	What the Future of ITSM Holds and What Should You Do About It  Stephen Mann, ITSM.tools	Science and Sciencability – using the scientific method in ITSM  Julia Harrison, AXELOS	Will we ever learn? People, perception and involvement matter.  Ivor Macfarlane, MacfPartners	From Deming to DevOps - A Journey Through CSI Space & Time  CSI SIG (Phil Green)
10.30 – 11.15	The Lean ToolKit: Practical Practices for Continuous Improvement  Jon Terry, Leankit	Transforming Service Management into Multi-modal and DevOps  Craig Johnson, NHS Digital	How do you know if the ITSM Tool Implementation is a Success?  Paula Määttänen, Cognizant's Infrastructure Services	SPONSOR SESSION
11.15 – 11.45	Refreshments, Exhibition and Networking (Exhibition Hall)			
	Track 1	Track 2	Track 3	Track 4
	Enterprise Service Management	DevOps and ITSM Service Management in the Cloud	Customer Experience and BRM	Experiential
11.45 – 12.30	We're Migrating to the Cloud - Who Needs Service Management?  Phil Green, G3 Service Solutions	Convergence of DevOps and ITIL  Kassandra Singh, Leidos	Business Relationship Management: Catalyst for Digital Transformation  Peter Lijnse, Instrumental BRM Consulting	SPONSOR SESSION
12.30 – 13.15	Maximising Value and Building Trust in your Digital Supply Chain  Matthew Burrows, BSMimpact	DevOps Metrics that Matter  Daniel Breston, Qriosity	Service Desk Evolution  Andrew Shepherd, Domestic & General	BRM Superhero capability or irrelevant its all a matter of ABC  Paul Wilkinson, GamingWorks
13.15 – 14.15	LUNCH - Exhibition and Networking (Exhibition Hall)			
14.15 – 15.00	Consider using your ITSM tool beyond IT? Do your homework first.  Elina Pirjanti, Cognizant Technology Solutions	Rise of the Machines: Here Come the Bots!  Ian Aitchison, IVanti CX Stream	A Selfless Approach to Self-Service & Service Management  Sanjeev NC, Freshservice	
15.00 – 15.30	INTERACTIVE PLENARY			
15.30 – 16.15	Business Focus and Process Maturity in 2017: What the Research Says Roy Atkinson, HDI - UBM Americas			