

MONDAY 20TH NOVEMBER

09:30 - 09:45	Conference Opening – Rosemary Gurney, Chair, ITSMF UK			
09:45 - 10:00	ITSMF UK and conference update – Barclay Rae, CEO, ITSMF UK			
10.00 - 10.45	KEYNOTE – Delivering Digital Transformation in Changing and Challenging Times Bob Brown, CIO, Manchester City Council			
10:45 - 11:15	Refreshments, Exhibition and Discussion Zones (Exhibition Hall)			
Track	Track 1	Track 2	Track 3	Track 4
Topic	ITSM and Beyond	DevOps and ITSM in the Cloud	People, Customers, and Relationships	Practical and Experiential
11:30 - 12:15	SIAM - The Good, the Bad, the Obligatory and the Virtuous Claire Agutter, Scopism Michelle Major-Goldsmith, Simon Dorst, Kinetic IT	Using Cynefin to Make Sense of ITSM Akshay Anand, AXELOS	How AI Will Improve the IT Service Desk Support Experience Jarod Greene, Cherwell Software	Behaviour and relationships in professional service management Interactive session
12:15 - 13:00	Are you SIAM Ready? Dr Martin Goble, TCS	Service Managing Cloud Services Perception vs Reality Neil Forshaw, Fujitsu	How Does ITIL Embrace Cloud and DevOps Adoption? Chris Rydings, Axios Systems	Mark Smalley, ASL BiSL Foundation
13:00 - 14:15	Lunch - Exhibition and Discussion Zones (Exhibition Hall)			
Track	Track 1	Track 2	Track 3	Track 4
Topic	ITSM and Beyond	DevOps and ITSM in the Cloud	People, Customers, and Relationships	Practical and Experiential
14:15 - 15:00	Capacity Management a Journey from the Unknown Malcolm Gunn, Sopra Steria	Cloud for Grown-ups Steve Chambers, Cloudsoft	Reward and Recognition that Really Work Sally Bogg, Leeds Beckett University	GOLD SPONSOR SESSION: Hybrid-IT Needs Hybrid Good Practice John McDermott, Hewlett Packard Enterprise
15:00 - 15:45	Solving Your Customer's Problems, at the PUB Peter Norris & Ian Porter, Nationwide Building Society	You are Antifragility Andrew Vermes, Kepner Tregoe	Getting a Seat at the Decision-Making Table Jon Baxter, Baxter Thompson Associates	Creating a DevOps Culture with Experiential Learning Andrew Macintosh, G2G3 Group
15:45 - 16:15	Refreshments, Exhibition and Discussion Zones (Exhibition Hall)			
Track	Track 1	Track 2	Track 3	Track 4
Topic	ITSM and Beyond	DevOps and ITSM in the Cloud	People, Customers, and Relationships	Practical and Experiential
16:15 - 17:00	DevOps and the 3 Ways of Transition Matt Hoey, Jon Morley and Rob Spencer, itSMF UK Service Transition SIG	Rethinking Service Levels to suit DevOps and Agile Environments Kevin Holland, Independent	Building Customer-focused CSI in IT Alyson Briscoe & Matt Baynes, ReAssure	Is Service Level Management still Relevant in the Digital age? Tony Oxley, itSMF UK Service Level Management Special Interest Group
17:00 - 17:45	IT 'Alignment' - It Doesn't Work, OK? Simon Kent, Sollertis	Customer Service and the Dark Side Ian Connelly, BCS Service Management SG	Will IT4IT Survive? Tony Price, Micro Focus	
17:45 - 20:00	Networking Reception in the Exhibition Hall – Drinks & Canapes			

itSMF UK's annual conference and exhibition

Manchester Central Conference Centre

TUESDAY 21ST NOVEMBER

08:30 - 09:00	Refreshments, Exhibition and Discussion Zones (Exhibition Hall)				
09:00 - 09:45	News and Announcements from Across the Industry – Barclay Rae, itSMF UK ; Claire Agutter, IFDC ; and Margo Leach, AXELOS				
Track	Track 1	Track 2	Track 3	Track 4	
Topic	ITSM and Beyond	DevOps and ITSM in the Cloud	People, Customers, and Relationships	Practical and Experiential	
09:45 - 10:30	GOLD SPONSOR SESSION: Service Management for the digital age: what's all this about VeriSM™? Claire Agutter, Michelle Major-Goldsmith, Suzanne Galletly, and Daniel Breston	Science and Sciencability – using the scientific method in ITSM Julia Harrison, Independent	Will we ever learn? People, perception and involvement matter Ivor Macfarlane, MacPartners	From Deming to DevOps - A Journey Through CSI Space & Time Phil Green, CSI Special Interest Group	
10:30 - 11:15	PLATINUM SPONSOR SESSION: More Than Meets the ITIL Quiz! Margo Leach, AXELOS	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	The Lean ToolKit: Practical Practices for Continuous Improvement Jon Terry, Leankit	
11:15 - 11:45	Refreshments, Exhibition and Discussion Zones (Exhibition Hall)				
Track	Track 1	Track 2	Track 3	Track 4	
Topic	ITSM and Beyond	DevOps and ITSM in the Cloud	People, Customers, and Relationships	Practical and 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	BRM Superhero capability or irrelevant – its all a matter of ABC Paul Wilkinson, GamingWorks	DevOps Metrics that Matter Daniel Breston, Virtual Clarity	
12:30 - 13:15	Maximising Value and Building Trust in your Digital Supply Chain Matthew Burrows, BSMimpact	Digital Service Management Steve Tuppen, Mozaic Services	Rethink the Service Desk role to change its image forever Andrew Shepherd, Independent		
13:15 - 14:15	Lunch - Exhibition and Discussion Zones (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	A Selfless Approach to Self-Service & Service Management Sanjeev NC, Freshservice		
15:00 – 15:45	Conference Highlights and Analysis from Future of ITIL, Beyond ITSM, and Practical ITSM Discussion Zones				
15:45 – 16:30	Business Focus and Process Maturity in 2017: What the Research Says – Roy Atkinson, Clifton Butterfield				
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20th - 21st November 2017

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