



PROFESSIONAL SERVICE MANAGEMENT AWARDS 2021

ASHLEY HANNA CONTRIBUTOR OF THE YEAR

The Ashley Hanna Contributor of the Year Award is presented to an individual who has made a very significant contribution to the service management profession, either as an itSMF UK volunteer, as a highly dedicated team member within their own ITSM organisation, or in some other way within the community. The individual may be well known for their commitment and achievements, but equally we'd like to hear about any 'unsung heroes' who consistently go the extra mile. This award is named after a truly dedicated ITSM professional and itSMF UK volunteer – Ashley Hanna – who passed away in 2013.

Nominations should be from peers, itSMF colleagues or managers.

How do I make a nomination?

1. **By 15th July 2021**, [let us know here](#) that you are entering a PSMA2021 award nomination. Please include your contact details, organisation, award category, and a brief description of the nomination (no more than 100 words) outlining who you are nominating and why.
2. **By 15th August 2021**, please provide the full written nomination, as follows:
 - Briefly describe the individual and explain how you know them.
 - Outline why this person should be recognised in the Professional Service Management Awards, explaining what they have achieved, where and when.
 - Please share some insights into the individual's special qualities and what you think motivates them to give so much towards their service management role.
 - Finally, briefly explain what you think it would mean to the individual to be recognised in these awards.

You should aim for between 500 and 1500 words, submitted to awards@itsmf.co.uk in Word. You are welcome to add supporting images and/or digital content if you think it would enhance your nomination.

What happens next?

From the written submission our judges will select their finalists.

If you are short-listed for the awards, you will be notified by **15th September** and asked to prepare a video expanding on the nomination.



The video will be used for two purposes:

- to help the judges select the winning nomination in your award category.
- to be shared as part of the PSMA2021 Awards Stream. The stream will be a major part of the content at this year's [ITSM 2021 Digital Conference](#), running up to the PSMA2021 Awards session on day 2 where the winners will be announced.

The video should be no longer than 5 minutes, but otherwise you have a free rein. It can feature the nominee in person, the nominator and others talking about the nominee's achievements, or a mixture of the two. We just ask that you confirm that you are happy to share the content with other members at and after the Conference. For inspiration, you can view [last year's finalist videos here](#).

You are welcome to start making the video at the time that you prepare your written nomination; however, we will only use it in the Awards stream if the nominee is selected as a finalist. The video must be submitted by **15th October 2021**. The upload link will be shared when the finalists are notified that they are short-listed.

Winners will be announced at the Awards Ceremony during ITSM2021 on **16th November 2021**.

Please let us know if you have any questions: awards@itsmf.co.uk

Eligibility, judging and use of content

Eligibility

All ITSM professionals are eligible for this award.

Judging

Judging will be undertaken by a group of impartial and unbiased industry professionals nominated by itSMF UK. All activities will be overseen by the itSMF UK office. Judges are ineligible to take part in any capacity, as nominator or nominee, in the award category they are judging.

Prize

The winner of the Ashley Hanna Contributor of the Year Award will receive:

- An inscribed trophy
- A framed Winner certificate for display
- Permission to display our Winner logo online and in email signatures until 1st January 2023.
- Recognition in all itSMF UK publications and media.

Licence to use content

By entering for these awards, the nominator confirms that the written and video content provided is available for itSMF UK to share with members and non-members via its website and online services.