



PROFESSIONAL SERVICE MANAGEMENT AWARDS 2021

THOUGHT LEADERSHIP AWARD

Presented to the influencer, author, team of authors, community of practice, or industry body that has made the most significant contribution to thought leadership within the service management community over the last year. The submission can be in the form of a paper (max 3000 words), articles, blogs, videos, or other media. It could equally be a collection of assets of different media types, demonstrating industry presence and support from the community. The judges will be looking for consistent idea creation, discussion instigation, content, contribution and a truly inspirational style.

Self-nominations or nominations by peers or managers will be accepted.

How do I make a nomination?

1. **By 15th July 2021**, [let us know here](#) that you are entering for the Thought Leadership award. Please include your contact details, organisation, and a brief description of the thought leadership contribution.
2. **By 15th August 2021**, please provide a copy of the full submission to awards@itsmf.co.uk. The submission will be judged against the following criteria:
 - Does it provide informative and educational content to ITSMF members?
 - Does it build upon ideas and concepts in Service Management?
 - Does it broaden the reader's knowledge by introducing new concepts, methods and frameworks?
 - Does it provide pragmatic advice and guidance on Service Management implementation and improvement, making reference to best practice frameworks and methodologies where appropriate?

If it's a written entry, you are welcome to add supporting images and/or digital content if you think it would enhance your content. If it's video-based, it may 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.

What happens next?

The entries will be judged during late August/early Sept and you will be notified by 15th September if you are a finalist. The winner will be announced on day 2 of [ITSM2020 – the Digital Conference](#) on 16th November. 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 Thought Leadership 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 this award, the nominator confirms that the content provided is free of copyright and available for itSMF UK to share with members and non-members via its website and online services.