

## MONDAY 20<sup>TH</sup> NOVEMBER

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

# itSMF UK's annual conference and exhibition

## Manchester Central Conference Centre

### TUESDAY 21<sup>ST</sup> 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, <b>itSMF UK</b> ; Claire Agutter, <b>IFDC</b> ; and Margo Leach, <b>AXELOS</b>				
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	<b>GOLD SPONSOR SESSION:</b> <b>Service Management for the digital age: what's all this about VeriSM™?</b>  Claire Agutter, Michelle Major-Goldsmith, Suzanne Galletly, and Daniel Breston	<b>Science and Sciencability – using the scientific method in ITSM</b>  Julia Harrison, <b>Independent</b>	<b>Will we ever learn? People, perception and involvement matter</b>  Ivor Macfarlane, <b>MacPartners</b>	<b>From Deming to DevOps - A Journey Through CSI Space &amp; Time</b>  Phil Green, <b>CSI Special Interest Group</b>	
10:30 - 11:15	<b>PLATINUM SPONSOR SESSION:</b> <b>More Than Meets the ITIL Quiz!</b>  Margo Leach, <b>AXELOS</b>	<b>Transforming Service Management into Multi-modal and DevOps</b>  Craig Johnson, <b>NHS Digital</b>	<b>How do you know if the ITSM Tool Implementation is a Success?</b>  Paula Määttänen, <b>Cognizant</b>	<b>The Lean ToolKit: Practical Practices for Continuous Improvement</b>  Jon Terry, <b>Leankit</b>	
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	<b>We're Migrating to the Cloud - Who Needs Service Management?</b>  Phil Green, <b>G3 Service Solutions</b>	<b>Convergence of DevOps and ITIL</b>  Kassandra Singh, <b>Leidos</b>	<b>BRM Superhero capability or irrelevant – its all a matter of ABC</b>  Paul Wilkinson, <b>GamingWorks</b>	<b>DevOps Metrics that Matter</b>  Daniel Breston, <b>Virtual Clarity</b>	
12:30 - 13:15	<b>Maximising Value and Building Trust in your Digital Supply Chain</b>  Matthew Burrows, <b>BSMimpact</b>	<b>Digital Service Management</b>  Steve Tuppen, <b>Mozaic Services</b>	<b>Rethink the Service Desk role to change its image forever</b>  Andrew Shepherd, <b>Independent</b>		
13:15 - 14:15	Lunch - Exhibition and Discussion Zones (Exhibition Hall)				
14:15 - 15:00	<b>Consider using your ITSM tool beyond IT? Do your homework first</b>  Elina Pirjanti, <b>Cognizant Technology Solutions</b>	<b>Rise of the Machines: Here Come the Bots!</b>  Ian Aitchison, <b>Ivanti</b>	<b>A Selfless Approach to Self-Service &amp; Service Management</b>  Sanjeev NC, <b>Freshservice</b>		
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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20<sup>th</sup> - 21<sup>st</sup> November 2017

www.itsmf.co.uk ■ conference@itsmf.co.uk ■ Phone 0118 918 6500 ■ Twitter #ITSM17