

## MONDAY 16TH NOVEMBER 2020

08.40 – 08.50	<b>Conference Live</b>	
08.50 - 08.55	<b>Welcome:</b> Martin Neville, Chair, itSMF UK	
	<b>TRACK 1</b>	<b>TRACK 2</b>
09.00 – 09.40	<b>LIVE ITIL 4 - the architects' view</b> A discussion with ITIL luminaries Barclay Rae, Stuart Rance, Mark Smalley, Lou Hunnebeck, David Cannon, Roman Jouralev and Erika Flora	<b>A certificate! That will solve all our problems</b> Paul Wilkinson, Gaming Works
09.50 – 10.30		<b>Human experiences in a digital world</b> Andrea Kis, Devoteam
10.40 – 11.20	<b>Service costing – joining IT and finance for transformation and cost cutting</b> Johann Diaz, Serviceware SE	<b>Creating better habits for Service Managers</b> Nicola Reeves, Darryl Ross & Paul Wilmot, HPE
11.30 – 12.10	<b>Customer experience in Openreach - the dawn of a new era</b> Carla Thomas, Openreach	<b>LIVE Meeting today's remote worker service management challenges</b> Jeff Kilford & Stuart Dommett, Intel
12.20 – 13.00	<b>Client reviews: managing the value conduit</b> Sej Naul, Digital Craftsmen	<b>The ultimate mashup: DevOps + ITSM</b> Rob Akershoek, The Open Group/Fruition Partners
13.10 – 13.50	<b>Dev &amp; Ops - it's not a zero-sum game!</b> Sundeep Singh, Co-Op Technology	<b>Mental health - supporting colleagues in the workplace</b> Rosemary Gurney, Global Knowledge & Claire Drake, Fujitsu
14.00 – 14.40	<b>LIVE Developing communities of practice for itSMF UK members</b> Claire Burn, Mark Burgess, Cristan Massey, Richard Oliver, itSMF UK Group Chairs	<b>Experience excellence: How XLAs navigate service management through change and complexity</b> Dave D'Agostino, Nextthink
14.50 – 15.30	<b>The most important measurement in IT</b> Scott Gamble, Skanska UK	<b>LIVE A look at the big picture – transforming digital in the modern era</b> Sumit De & Hannah Price, TOPdesk
15.40 – 16.20	<b>The journey of service ownership</b> Jenni Bach & Jacob Elfing, Danske Bank	<b>Military major incident management</b> Cristan Massey, IT Lab
16.30 – 17.10	<b>Key elements for a successful customer journey. Is your organisation ready to transform?</b> Claudio Pastori, European Central Bank	<b>An exclusive insight into the Royal Borough of Kensington &amp; Chelsea's service desk platform</b> Matthew Ford-Enfield, Royal Borough of Kensington & Chelsea Council & Freshworks
17.20 – 18.00	<b>Learnings from 3M end-user feedback and benefits of experience management</b> Sami Kallio, HappySignals	<b>LIVE 17.20 -18.20</b> <b>Need to connect the enterprise with service delivery? Exploit the Management Mesh!</b> Suzanne van Hove & Sigrid Jansen, IFDC
	<b>18.00 – 18.10</b> <b>Day 1 wrap-up</b> Nathan McDonald, Conference Chair, itSMF UK	
18.10	<b>Conference Close</b>	

## TUESDAY 17TH NOVEMBER 2020

08.30 – 08.40	<b>Conference Live</b>	
08.40 - 08.50	<b>Welcome and Day 1 recap:</b> Nathan McDonald, Conference Chair, itSMF UK	
	<b>TRACK 1</b>	<b>TRACK 2</b>
09.00 – 09.40	<b>Making sweet music: the orchestral culture of SIAM</b> Ian Thomas, Node4	<b>Service Management: Not up to Standard?</b> Dr. Don Page & Co, Marval
09.50 – 10.30	<b>Mental rehearsal... visualizing failure to ensure that you are ready and prepared</b> Ian MacDonald, Edenfield IT Consulting	<b>LIVE Is this the end of ITIL? No, it's the end-to-end of ITIL!</b> Paul Wilkinson, Gaming Works
10.40 – 11.20	<b>Using ITIL to support the Royal Navy's new frigate</b> Simon Scannell & Gary Wright, BAE Systems	<b>What types of tools can you use to support services in the cloud</b> Rebecca Howell & Keiren O'Brien, BJSS
11.30-12.10	<b>Evolving problem management in an ever-changing IT world</b> Stephen Conway & Rosie Dalton, DWP	<b>How to bake the best ITSM Customer Experience cake?</b> Milla Kuosmanen, Efecte Finland Oy
12.20 – 13.30	<b>LIVE ITSM2020 AWARDS</b>	
13.40 – 14.20	<b>Evolving service management for digital transformation</b> Clare McAleese, Vocalink (A Mastercard company)	<b>LIVE A coach needs more than four wheels</b> Andrew Vermes, Kepner Tregoe
14.30 – 15.10	<b>Keeping your ITSM platform to yourself? Make the platform and practices work across the enterprise</b> Mark Temple, University of Glasgow	<b>Supporting hybrid IT with ITSM</b> Liz Beavers, SolarWinds
15.20 – 16.00	<b>Customer/employee experience - how can I help?</b> Mark Bewick & Neville Hughes, Refinitiv	<b>Development ideas journey – flow from ideas to operation</b> Paula Määttänen, TietoEVRY (itSMF Finland)
16.10 – 16.50	<b>From change management to change enablement: an agile journey</b> Christian Cooper & James Sheppard, Home Office	<b>LIVE ITIL4: start where you are!</b> Akshay Anand, AXELOS
17.00 – 17.40	<b>Attract, develop and retain your top tech talent</b> Matthew Burrows, SkillsTx	<b>Discover your uniqueness, increase your value!</b> Ken Wendle, Edify ITSM
17.45 – 18.00	<b>Conference Closing Session</b> Martin Neville, Chair, itSMF UK	

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