ITSM 2021
CONFERENCE AND EXHIBITION | 15 - 16TH NOVEMBER

AGENDA

MONDAY 15TH NOVEMBER 2021

Time	TRACK 1	TRACK 2	TRACK 3
08:30 – 09:25	Conference Live		
09:25 – 09:35	**LIVE Welcome:** Karen Brusch, Vice Chair, itSMF UK		
09:40 - 10:20	**Adopting ITIL 4 in five awkward questions** Sean Burkinshaw, BT	**LIVE Continual Improvement - No excuses, it's now JFDI** Ian MacDonald, Edenfield Consulting	**Diversity and inclusion in the IT industry** Bidemi Johnson, Independent
10:25 - 11:05	**How to create a seamless customer experience** Adam Haylock, ServiceNow	**50 years in IT - oh the changes in people, process & technology** Daniel Breston, Independent	**LIVE Are you (self) aware of your impact as a leader?** Sara Wilkes, SCC Plc
11:10 - 11:25	Coffee, Exhibition and Networking		
11:30 - 12:10	**LIVE Building a first-class service management team during the Pandemic** Frieda Morton-Evans & Alistair Philpott, CGI	**KTSL** Expo session	**Implementing service management standards through mergers and acquisitions** Ben Feenan, Atlanta Group
12:15 - 12:55	**The value of sustainable service governance** Peter Brooks, Phmb Consulting	**LIVE SIAM in an agile world** Martin Goble & James Finister, TCS	**Servitization and the rise of the Chief Service Officer** Johann Diaz, End to End Service
13:00 - 13:30	Lunch, Exhibition and Networking		
13:35 - 14:15	**Human factors in major incident management** Kevin Holland, Independent	**The critical role of ITSM in mergers & acquisitions** Richard Jerome, Perspectium	**The all-encompassing service catalogue and service portal** Gyorgy Balazs, CERN
14:20 - 15:00	**LIVE A journey to proactive IT Service Management or "the pill that can cure everything"** David Maskell, Computacenter	**How Vocalink are evolving their Service Management capability in line with digital transformation** Clare McAleese, Vocalink (a Mastercard Company)	**Freshworks** Sponsor session
15:00 - 15:15	Coffee, Exhibition and Networking		
15:20 - 16:00	**Communities of practice** Design & Transition	**Evolving ITSM for high-velocity teams** Simon Bradford & David Marlow, Atlassian	**LIVE What is the expiration date of the hierarchical organisation structure?** Signe-Marie Hernes Bjerke, Teambyggerne AS
16:05 - 16:45	**Make ITSM Exciting for Senior Management** Cor Winkler Prins, 4me	**LIVE 10 steps to successful digital transformation with VeriSM™** Suzanne Galletly, David Barrow & Valence Howden, EXIN	**Nationwide Building Society – our journey to federated IT Service Management** Andrew Woolford, Nationwide Building Society
16:50 - 17:30	**LIVE Panel discussion** Hosted by Nathan McDonald	**8 tips for bridging IT Asset Management and ITSM** Jan Øberg, ITAMOrg	**Expo session**
17:35 - 18:00	**LIVE Reflections on Day 1 from a Leadership Council perspective:** Tristan Thorpe, LC Chair, itSMF UK		

TUESDAY 16TH NOVEMBER 2021

Time	TRACK 1	TRACK 2	TRACK 3
08:30 – 08:55	Conference Live		
09:00 - 09:05	**LIVE Welcome & Day 1 recap:** Nathan McDonald, Conference Chair, itSMF UK		
09:10 - 09:50	**Destination: AI-powered Service Operations** Tim Coughlin, ServiceNow UK&I	**LIVE Continuing ITIL® 4 development** Akshay Anand, Axelos	**Disaster recovery during a Pandemic – is a new approach to DR required?** Claire Burn, Northumbria University
09:55 - 10:35	**LIVE Show me your Value Streams!** Rob Akershoek, The Open Group/Fruition Partners	**Service Management in transition** Rebecca Howell & Sarah Cornelius, BJSS	**Expo session**
10:35 - 10:50	Coffee, Exhibition and Networking		
10:55 - 11:35	**Manage knowledge like a pro** Paula Määttänen, TietoEVRY Finland. itSMF Finland	**Expo session**	**LIVE Productivity 101** Cristan Massey, Content + Cloud
11:40 - 12:20	**Better relationships, greater value – a post-COVID business model** Sej Naul, Digital Craftsmen	**LIVE The reinvention of Service Management** Alvin Deen & Nick Waring, Deloitte	**Experience Level Agreements (XLAs) from a practical perspective** Neville Hughes & Mark Bewick, Independent
12:25 - 13:25	**LIVE PSMA2021 AWARDS HOSTED BY ROSH HOSANY**		
13:25 - 13:55	Lunch, Exhibition and Networking		
14:00 - 14:40	**Expo session**	**LIVE Lifelong learning as a mindset** Simone Moore, Claire Agutter, Deborah Burton & Suzanne Galletly	**Embedding automation through DevOps** Lewis Hardy, BT
14:45 - 15:25	**LIVE Management of Service CoP: implementing agile ITSM** Richard Oliver, itSMF UK	**Expo session**	**Fail fast: turning failure into positive outcomes** Daniela Mitova, Independent
15:30 - 15:45	Coffee, Exhibition and Networking		
15:50 - 16:30	**An effective data model to go beyond IT and drive business success** Craig Alexander, Danske Bank	**Strengthening communication competencies to excel in your tech career** Liz Beavers, SolarWinds	**How to start and accelerate your journey to become an experience-centric organization** Yannick De Backer, ING & Sami Kallio, HappySignals
16:35 - 17:15	**Strategy & Planning CoP: working with frameworks** Mark Burgess, itSMF UK	**Mental Health during the pandemic and returning to the office** Rosemary Gurney, Global Knowledge & Claire Drake, Fujitsu	**LIVE ITIL4 – the next generation. Value!** Paul Wilkinson, GamingWorks
17:20 - 17:30	**Conference close:** Karen Brusch, Vice Chair, itSMF UK		

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