EDUCATION TIMETABLE — DAY 1
TUESDAY 5TH JUNE

08:30 – 09:30 KEYNOTE THEATRE
Can we manage the future? The changing role of IT Service Management
David Wheable, Forrester Research. Panel: Chris Rydings, Axios Systems Limited; Andy Kettley, Somerset County Council; and Stephen Mann, ITSM Tools
David will discuss the rapidly changing IT landscape and how technology is empowering both employees and customers. A panel discussion of industry experts will follow to share their real-life experience.

Time	THEATRE ONE (freshservice)	THEATRE TWO (freshservice)	THEATRE THREE	KEYNOTE THEATRE
10:00 – 10:45	**The workforce awakens** — Sumit De, TOPdesk UK — REG CODE: ST1 — How do you best support a mobile workforce used to powerful apps and immediate fixes? In this talk, Sumit shares three insights that help you decide how to invest in the right IT services.	**Improve your service level performance in 30 mins** — Dr Don Page, Marval Group — REG CODE: TT1 — Don will explain how to provide information showing what a great job your teams do, instil customer and organisational confidence and encourage the business to invest in one of their most expensive assets – people.	**Can leading edge-technologies deliver tangible service desk user benefits?** — Jacques Conand, Micro Focus — REG CODE: UT1 — Jacques will look at machine learning, AI and container technologies to offer a subjective view of how these tools can help – and how realistic it is for them to offer immediate benefits.	**The natural science of service management** — Dave Snowden, Cynefin Centre — Dave Snowden's Cynefin framework is designed to navigate the complexity of service management. In this session, he offers an ecological perspective to explain how predictability has a major impact on what methods and tools IT professionals can use.
11:00 – 11:45	**How to select an ITSM tool** — Eddie Potts, Pink Elephant EMEA — REG CODE: ST2 — This vendor neutral session will reference Eddie's experience working with businesses and multiple platforms to prove why the flawed buying process is a major reason why ROI is not achieved.	**Is Employee Experience the secret to proving business value?** — Pasi Nikkanen, Happy Signals — REG CODE: TT2 — Your employees are the first people to feel the impact of business change. Referencing extensive employee research and real-life examples, this session explains why employee experience is the missing KPI.	**Service transformation in action at Clydesdale and Yorkshire Banking Group** — Scott McGarvey, Clydesdale and Yorkshire Banking Group — REG CODE: UT2 — To support its rapid expansion, CYBG has overhauled its ITSM tooling and processes. This session explains how they are now driving continuous service improvement.	**Panel Discussion: Are we still ignoring the power of people in IT?** — James West, SITS Insight, plus panel — ITSM lore demands that equal attention is paid to People/Process/Technology. But despite growing awareness of the importance of People has real change occurred? Our panelists discuss whether real progress is being made.
12:00 – 12:45	**Making service management a force across the enterprise** — Kumaravel Ramakrishnan, ManageEngine (Zoho) — REG CODE: ST3 — This session references five practical use cases that involve IT and other teams working together in the service management context to show how process and technology can develop a streamlined service management function.	**Threat hunting and other essential security skills for 2018 and beyond** — Dr James Stanger, CompTIA — REG CODE: TT3 — Dr Stanger will explain the skills that all IT professionals must possess, while also explaining the methods that will increasingly be used to proactively hunt down and eliminate security threats before they cause damage.	**Will BRM – or any other model – fix IT's relationship crisis?** — Barclay Rae, itSMF UK — REG CODE: UT3 — Barclay explains why IT must fundamentally change its viewpoint and approach to meet demand, and not use BRM or indeed any other method to shy away from real change.	
13:00 – 13:45	**All seminars are FREE to attend on a first come, first served basis on the day – get your ticket at the Seminar Registration Desk.**			**How Netflix tore up the rule book to reinvent IT** — Dave Hahn, Netflix — This session references the remarkable Netflix story to explain why a new approach to IT is needed and offers a future casting view of the coming world of technical operations.
14:00 – 14:45				**Meet Sue Black - One woman's journey to success** — Dr Sue Black OBE — Join Sue for an insight into her personal experience as a woman in tech and learn about her journey from a single mum, studying for a PhD, to an advocate for women in the technology sector.
13:30 – 14:15	**Incident Resolution: Empowering the service desk to do more** — Steve Bulman, Resolve Systems — REG CODE: ST4 — Learn how incident resolution can empower service desks to be more efficient while improving job satisfaction AND customer experience.	**Stop 'selfish service' to deliver what customers want** — Sanjeev Kumar, Freshworks — REG CODE: TT4 — Is your service desk delivering the service customers wants, or the service that is most cost-effective and least troublesome for your teams?	**Breaking up is not so hard to do** — Andy Kettley, Somerset County Council — REG CODE: UT4 — How do you minimise disruption and still provide great service when breaking a shared service? Hear how Somerset County Council used the challenge to re-evaluate what the business required.	
14:30 – 15:15	**End-to-end automation at Liverpool City Council** — Brendan Lavelle, Liverpool City Council — REG CODE: ST5 — Using workflows, business change processes and a personalised user portal, learn how calls to the service desk were reduced by 30% in just three months, while customer satisfaction has improved.	**Collaboration: the key to IT/business harmony?** — Gerry Sweeney, Hornbill — REG CODE: TT5 — Gerry will share his experience of the journey his organisation – and his clients have been on – highlighting the challenges and potential benefits that can be gained by creating a collaborative culture.	**Blood, Sweat and Cake: A Beginner's Guide to Implementing an ITSM tool** — Nicos Kyriacou, London School of Economics — REG CODE: UT5 — In this session, the London School of Economics and Political Science (LSE) will provide a hands-on guide to its experience of implementing a new ITSM tool.	
15:00 – 15:45				**All you wanted to know about the ITIL update but were too afraid to ask** — Akshay Anand, AXELOS Global Best Practice — Curious to know how the update will reflect modern ways of working? Want to know if your current certifications will stay valid? Join Akshay to understand more about why and how ITIL is changing in 2018.
15:30 – 16:15	**Equipping the UK government for digital change** — Steve Morgan, Syniad IT & Sarah Burns, Parliamentary Digital Services — REG CODE: ST6 — As user demands have become more complex, PDS has transformed its hardware asset management processes. This presentation describes how the people, process and technology challenges were overcome during this critical transformation programme.	**What AI will mean for ITSM and you** — Duncan Watkins, Forrester — REG CODE: TT6 — This presentation explains the fields that will be disrupted by AI next and how this development will impact ITSM. You may be surprised to learn exactly what AI will replace.	**Human Intelligence: unleashing the power of your people** — Natalie Calvert, CX High Performance — REG CODE: UT6 — The business potential of AI and automation are causing much excitement, but we already possess a much more powerful asset: our people. Hear how you can make massive productivity and service quality gains using Human Intelligence.	

EDUCATION TIMETABLE — DAY 2
WEDNESDAY 6TH JUNE

08:30 – 09:30 KEYNOTE THEATRE
The state of the help desk profession: A 2018 report
Dr James Stanger, CompTIA
Let's talk about the good, the bad, and the ugly when it comes to the future of desktop support. Join CompTIA's Dr. James Stanger as he discusses critical developments that have changed – and will change – the help desk.

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10:00 – 10:45	**Five best practices to improve your incident management** — Paul Buffington, Atlassian — REG CODE: SW1 — The ability to respond effectively to incidents is a core, yet often unheralded IT capability. Paul explains the 5 best practices your team can apply to lower incident response time and improve quality.	**Preparing for Service Integration** — Daniel Merriott, BSMImpact — REG CODE: TW1 — This case study shows how an organisation approached the request to adopt a SIAM approach to service provision, and how ISO20K, ITIL and SFIA can be leveraged to help understand needs and requirements.	**Don't blame the tool, rethink your ITSM strategy** — Juha Berghäll, Service-Flow Corp — REG CODE: UW1 — Drawing on years of experience, this session explains what consequences different approaches have and provides insight for modern multi-sourced IT operations. Maybe the "one platform strategy" is not the only way to go.	**Panel Discussion: Which framework is right for your business, if any?** — With an update to ITIL and the introduction of VeriSM, how do you navigate through this ever changing landscape and adopt a framework which suits your business.
11:00 – 11:45	**The role of AI and automation in the rebirth of IT** — Kevin J. Smith, Ivanti — REG CODE: SW2 — This session explores the importance of AI and the related role of automation, explaining how they will accelerate the remarkable rebirth of IT over the next 10 years.	**Breaking resistance to knowledge management** — Hannah Price, TOPdesk — REG CODE: TW2 — Your knowledge base is a process, not a product. Hannah explains how to build a culture of trust to create an advantageous knowledge culture.	**How to capitalise on the knowledge revolution** — Per Strand, ComAround — REG CODE: UW2 — Companies have tried many ways of harnessing knowledge – with mixed results. Per Strand will explain why Knowledge Centered Service may be exactly the kind of structured, platform-agnostic approach which finally unlocks the power of knowledge.	**Optimise your self-help portal through Continual Service Improvement** — Chris Arrington, Airbnb — Learn how the "automate, educate or eliminate" approach to its service portal has allowed Airbnb to create a powerful closed-loop self-help system which is being reimagined as a next-gen voice activated support facility.
12:00 – 12:45	**Is BRM the key to unlock ITSM value?** — Suresh GP, TaUB Solutions — REG CODE: SW3 — Can we confidently state that ITSM is consistently delivering business value? Suresh shares practical case studies on how Business Relationship Management is being used to deliver tangible business outcomes.	**Unlock the power of remote support** — Karl Lankford, Bomgar — REG CODE: TW3 — The potential of remote support to improve first call resolution rates is obvious, but how do you unlock it? Using case studies, this session explains the pitfalls of remote support and the key people skills required.	**A seven-point plan to modernise your ITSM** — Patrick Bolger, Hornbill Service Management — REG CODE: UW3 — If your ITSM is struggling to keep pace with the demands and speed of your business, don't miss this session. Patrick explains how to avoid the common mistakes IT groups make, offering practical tips and guidance.	
13:00 – 13:45	**Want to guarantee your seat in advance? Seminar places can be pre-booked when you register for your visitor pass for just £6 per session, including VAT.**			**How Starbucks uses partner happiness to improve business performance and customer satisfaction** — Jan Willem Sewalt, Starbucks Technology EMEA — Hear about Jan Willem's unique approach to processes such as ITIL and his focus on individual career progression that has so successfully transformed service management it is being adopted throughout EMEA and by HQ in Seattle.
13:30 – 14:15	**How Lean Agile IT transformed Stockport Council** — Matt Turner, Hapus.net & Adrian Davies, Stockport Council — REG CODE: SW4 — As part of a digital transformation programme, Stockport Council has adopted Lean and Agile practices. The project has so far brought transparency, collaboration, and a faster pace of delivery. Get the full story.	**How Descartes built an award-winning ITSM software implementation** — Julie Calcunovitch, Descartes Global Logistics and Freshservice — REG CODE: TW4 — With a huge number of users to support, and a global IT team, Descartes needed to get their implementation of a new ITSM software solution right first time. Hear the steps they took to ensure a smooth global roll out.	**Less effort, better service desk manager** — Noel Bruton, Bruton Consultancy — REG CODE: UW4 — A good service desk manager shouldn't be overworked. If they're doing their job correctly, the service desk runs as a well-oiled machine. Noel Bruton explains why service desk managers should be thinking less 'effort' is more.	
14:00 – 14:45				**The 9 best practices of a high performing service desk** — David Wright, SDI — SDI audits some of the world's best service desks against the Global Best Practice Service Desk Standard, where they are measured against 9 key concepts. This session looks at the highest performing service desks and delves into what makes them so successful.
14:30 – 15:15	**Become a Lean manager to transform IT** — Peter Hubbard, Pink Elephant EMEA — REG CODE: SW5 — Peter explains why a focus on value, continuous improvement, and reduction in waste can have a truly transformative effect – when driven by the right people using Lean ideas.	**Don't forget your people** — David Backham, Soliloquy Ltd — REG CODE: TW5 — The skills shortage is still the main issue holding back the IT industry. This session explores all the available ITSM training and development options, to help you understand which methods are right for your business – and your teams.	**NHS Digital story of transformation** — Claire Agutter, Scopism & Craig Johnson, NHS Digital — REG CODE: UW5 — NHS Digital has been on a journey of transformation. Craig will explain why it needed a new approach, and how it has benefited from a 'digital' view. Claire will discuss how VeriSM supports these types of transformation.	
15:30 – 16:15	**'The Naked Service Desk'** — Matt Greening, Service Desk Institute — REG CODE: SW6 — What do all efficient and effective service desks have in common? Matt strips back the service desk to its basic components, to identify the top 10 elements which provide brilliant service.	**Building a pan-organisation shared service desk** — Jon Faulkner, London School of Hygiene & Tropical Medicine (LSHTM) — REG CODE: TW6 — LSHTM has built a single-stop service desk for the key professional services. Hear the remarkable story of how they moved from humble incident management to become a leader of the Enterprise Service Management concept.	**Will we ever learn to talk with the business?** — Ivor Macfarlane, MacfPartners — REG CODE: UW6 — People, Process and Technology. We know we need them all. Why are we so much better at the last one than the first? This talk will revisit the basics.	