

SITS 25
SERVICE
DESK &
IT SUPPORT
SHOW

SHOW PLANNER

Show Planner sponsored by: **ManageEngine**

MSP
SHOW

SHOW OPENING TIMES:

14 May 9:30am – 5:00pm | 15 May 9:30am – 4:30pm

USEFUL INFO

Welcome to SITS and the MSP Show 2025.

Connect with us on social media using the tags
#SITS25 #MSPShow25
you may even bump into some special guests
that you'd like to take a selfie with!

Have a great show!

Cutting edge audio

Connect your headphones to the seminar
audio from anywhere in the hall.

Download the Olyusei app and tune in.



Event code **SITS** | PIN code **2025**

With thanks to our supporters:



Organised by **diversified**

Your invitation to Networking Drinks

SITS 25
SERVICE
DESK &
IT SUPPORT
SHOW

Join us for live music,
FREE DRINKS* and
networking!

Wednesday 14 May,
from 4.30pm at the
SITS Show Bar



Join us for **FREE DRINKS***,
networking and
retro games.

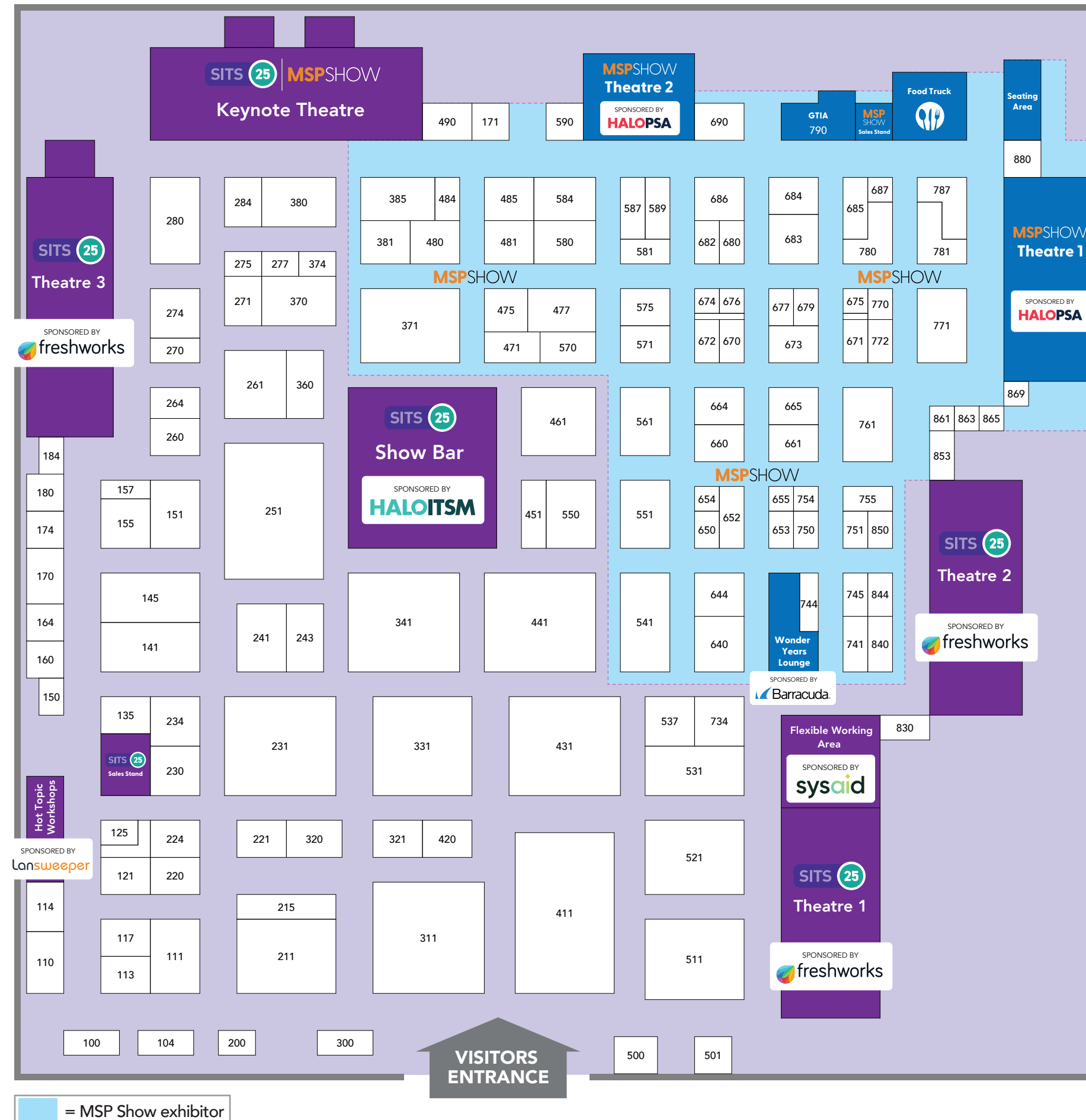
Wednesday 14 May,
from 4.30pm at the
Wonder Years Lounge

*Non alcoholic alternatives available

MSP
SHOW

EXHIBITOR LIST AND FLOORPLAN

247connect – by NetSupport	270
42Gears Mobility Systems	671
Acronis	589
Adaptavist	261
ai.work	640
ALSO Cloud UK	661
ALVAO ITSM and ITAM - Built for Microsoft 365	320
Aress Software & Education Technologies Ltd	677
Atera	541
Atlassian	251
Atomicwork	145
Automation Consultants	174
Automox	104
AvePoint	652
Barclay Rae Consulting	224
Barracuda Networks	660
BeyondTrust	220
Biomni (Part of the Illuminet Group)	380
BOBcloud.net	654
Brigantia	780
Brigantia	781
BT Wholesale	673
Citation Cyber	650
Climb Channel Solutions	581
Cloud Contracts 365	676
Cloudbilling	850
ConnectWise	561
ControlUp	321
CybaVerse	644
Digital Avenue	853
DigitalXRAID	675
DriveSavers Data Recovery	755
EasyVista	230
Eficode UK Limited	274
eG Innovations	171
Egnyte	670
enhanced.io	770
Entuity Software™	164
Every Child Online	830
Exalate	277
Foxit	121
Freshworks	441
Global Technology Solutions	300
GTIA – Global Technology Industry Association	790
HaloITSM	411
HaloPSA	371
HappySignals	451
Hornbill	311
Hoth	734
Huntress	381
Immybot	590
Inevidesk	484
Inside Agent 365	880
InvGate	234
IONOS	664
ISL Online - Remote Desktop	215
IT Care Center	125
itSMF UK	114
Ivanti	280
Jamf	575
Kabyn	679
Kaptius	431
Kaseya	771
KELVERION	284
KIX Service Software	200
Konversational	431
Lansweeper	331
LapSafe	264
LastPass	665
Leaseweb	580
LocknCharge	501
LogicMonitor UK Ltd	477
LogMeIn	385
LogMeIn	211
Lupasafe	751
ManageEngine	341
Marval	511
MarXtar Ltd	500
Methods	431
Microw - MSP Client Training Portal	687



Mint Service Desk	221	Screen Connect	551	TOPdesk	231
Moksh Infotech Private Limited	745	SECHARD	772	Uptime Labs	150
Moveworks	370	Service Desk Institute (SDI)	840	Uptime	787
Mozaic	275	Servicely	117	Valiantys	241
MSP360	480	ServiceNow	431	Vasion	490
MSP Sales stand	792	SERVIEW - The Home of ITSM	113	Virium Technology	100
N-able	744	Setyl	374	Watch This Sp_ce	180
Network Group	861	Siit	135	Wingman Marketing	869
Neyo	431	SITS Sales stand	131	Workativ	271
NinjaOne	461	SolarWinds	151	Xurrent	521
nLighten	655	SonicWall	686		
Northamber Cloud	683	Sophos	481		
Novatech	420	Spectrum Groupe	260		
NTA Ltd	680	SPLASHTOP- Remote Access and Support Software	360		
NUSO	844	SquaredUp	682		
Opentext	141	Stock in the Channel	672		
Oprising	863	Sunrise Software	111		
Pax8	584	SuperOps	550		
PEOPLECERT International Ltd	110	SysAid	531		
Phishing Tackle Limited	471	Systeral	243		
Pink Elephant EMEA	155	Tanium	431		
Powered By Bytes	570	Targus Europe Ltd	475		
Redborder	674	Techno Global Team	571		
Redstor	685	The MSP Growth Hub	865		
RoboShadow	684	The Tech Tribe	690		
saasgenie	157	ThreatLocker	761		
Scalefusion	750	Threatproof Cynet	741		
SCOPE Better	754	TitanHQ	653		

DAY 1

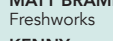
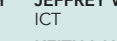
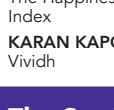
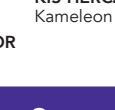
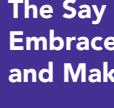
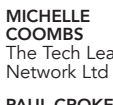
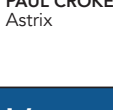
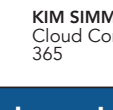
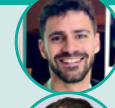
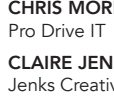
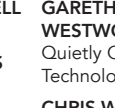
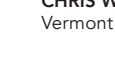
Seminar timetable
WEDNESDAY 14 MAYDownload the Olyusei theatre
audio app to listen to sessions
via your own headphones.Event Code SITS
PIN Code 2025

ANDROID

APPLE

DAY 2

Seminar timetable
THURSDAY 15 MAYDownload
the show app!Search SITS in the app store, or scan
the QR code to download now.Hearing loops
in every theatre

	Keynote Theatre	SITS Theatre 1 SPONSORED BY 	SITS Theatre 2 SPONSORED BY 	SITS Theatre 3 SPONSORED BY 	MSPSHOW Theatre 1 SPONSORED BY 	MSPSHOW Theatre 2 SPONSORED BY 
10:00	High Performance Cultures - A Piece of cake! BECKY RAY Culture Kick Ltd 	Integrating cybersecurity into IT service management: Practical strategies for strengthening security THOMAS MACKENZIE Lansweeper 	Square Enix: The journey to award-winning ESM PAT BOLGER Hornbill  ALEX COSMA Square-Enix / Idea Versus Ltd 	Uncomplicate ESM: Mind the (service) gap MATT BRAMLEY Freshworks  KENNY ANDERSON University of Strathclyde  JEFFREY WOOD ICT  KEITH LAUGHLIN Freshworks 	Unlocking the Automation AI Advantage JAMIE CLARET Autonomate 	Content that Builds Trust and Authority Without Being Cringey KEVAN SMITH Epiphany Content 
11:00	The Rise Of The Clones JAKE MOORE ESET 	Service management the glue that keeps value streams delivering? PHILL FOX Adaptavist  PAUL ATFIELD EOF 	How to choose an ITSM tool ROMAN ZHURAVLEV Peoplecert 	Chatbot: the road to success, with some potholes along the way... ANDREW HARDWICK & KATIE MORLINO Arcadis  	PANEL - Are MSPs Becoming The 5th Emergency Service? RICK YATES MSP-X  JULIETTE HUDSON CybaVerse  TONY HOULIHAN Twenty Four IT  ROBIN ODY Canalys  JAMES YATES Exertis Cloud 	Secrets of the Top 5%: Traits of Winning MSPs BRADLEY MUNDAY & JASON KEMSLEY Uptime  
12:00	Culture Counts: The Business Impact of Diversity and Inclusion on Employee Engagement MO KANJILAL Watch This Sp...ce  ISABELLA MASCARENHAS The IM-Pact Kinship  MATTHEW PHELAN The Happiness Index  PETRA KIS-HERCZEGH Kameleon Journal  KARAN KAPOOR Vividh 	Ensuring regulatory compliance with IT asset and service management JOEL EYSSEN Opentext 	Case study: Building trust in Gen AI & Agentic AI – A journey to secure and compliant ITSM AVI KEDMI SysAid  CHRIS LONG Dornan Engineering 	Building a patch management strategy that doesn't make your end-users mad JON NORTH NinjaOne 	PANEL - How to get the best out your MSP- Vendor relationships MICHELLE COOMBS The Tech Leader Network Ltd  PAUL CROKER Astrix  JANE MATTHEWS Wildcat Careers  BEN SPECTOR Zomentum  KIM SIMMONDS Cloud Contracts 365 	"These Are Not The Risks You Are Looking For." - Managing MSP Risk IAN THORNTON-TRUMP Inversion6 
13:00	The Say Yes Strategy: Embrace the Unknown and Make It Happen MUSONDA VERONICA MALAMA MVM Consulting 	Swissport's Transition to No-Code with HaloITSM GIANMARCO RUBINO HaloITSM  DANIEL LE MASURIER Swissport International AG 	Redefining success: Navigating career growth and change in IT service management GEORGIE OTUBELA Brit Insurance 	7 critical touchpoints between ITSM and IT security from a cyber essentials perspective ZEPHANIAH ManageEngine 	It's not a rehearsal MARK COPEMAN Wingman MSP Marketing  DAVID WEEKS N-Able 	Sales Mastery - Solve a Problem SAROJ BAINS ThinkGrowSales 
14:00	From Setback to Strength: How to Find and Use Strength from Inside SIMON KENT QuantumTwentyOne.com 	AI & sustainability: Transforming ITSM for tomorrow DR TUULI BELL Tuuli Bell Ltd 	Building bridges - How a service desk can lead by example SARAH-JAYNE BULLEY Euromonitor International 	The impact of Agentic AI on IT Services and Operations Management DALE CHEESEMAN & BADRUL ALOM ServiceNow   ESTELLE JOHANNES Global Technology Industry Association  HANNAH LLOYD enhanced.io  DAN SCOTT IT Nation Community Director - Europe 	PANEL - The Strategic Advantage of Industry Communities KIM SIMMONDS Cloud Contracts 365 	
15:00	People, Not Just Processes: Prioritising Mental Health at Work CHRIS MORRELL Pro Drive IT  CLAIRE JENKS Jenks Creative  GARETH WESTWOOD Quietly Confident Technology  CHRIS WARD Vermont Systems 	AI-Powered ITSM: A Must-Have or Just Another Requirement Checkbox? MISHA MACINSKI Pink Elephant 	Beyond Agentic AI – Computer Use Agents Architecture for Enterprise IT Teams VIJAY RAYAPATI Atomic Work 	How to retain your talent MARC ROWLEY HIT Leadership 	The MSP Evolution: Adapting to Win in a Changing Market GREG JONES Kaseya 	Building a Magnetic Workplace: How MSPs Can Attract, Develop, and Retain Top Talent in 2025 and beyond JANE MATTHEWS Wildcat Careers 

HOT TOPIC
WORKSHOPS

DAY 1

SPONSORED BY
Lansweeper11:00 To CMDB or not to CMDB: Optimising Its Role in a Dynamic IT Landscape
Maarten Saeys, Chief Product Officer, Lansweeper12:00 Ensuring Compliance with Your Employees and Your Clients
Chris Johnson, Sr. Director of Cybersecurity Compliance Programs,
Global Technology Industry Association

13:00 LUNCH BREAK

14:00 Attract, Convert, Retain: A Growth-Driven Marketing Framework for MSPs
Mark Leech, Swingate Marketing and Design15:00 How to set up a useful CMDB without losing your mind
Richard Friedl, ITSM Preacher, ITSM PartnerSessions are open to everyone.
Just head to the Hot Topic Workshop
area and take one of the available
seats for a 40 minute live workshop.
Availability of 10 seats per session.HOT TOPIC
WORKSHOPS

DAY 2

SPONSORED BY
Lansweeper11:00 To CMDB or not to CMDB: Optimising Its Role in a Dynamic IT Landscape
Maarten Saeys, Chief Product Officer, Lansweeper12:00 The AI-Human Service Desk Duo – A Match Made in Heaven?
Mike Hill, Board Advisor & Service Management Consultant, Uptime Labs

13:00 LUNCH BREAK

14:00 What is DEX and why is it a trending topic?
Samuel Legrand, Field CTO, ControllUp15:00 AI'll take it from here – Automating your least favourite tasks with AI
Sajeesh Sahadevan, Head of Brand Strategy, AtomicworkSessions are open to everyone.
Just head to the Hot Topic Workshop
area and take one of the available
seats for a 40 minute live workshop.
Availability of 10 seats per session.This programme is correct
at the time it goes to print.