The itSMF UK Conference & Exhibition

ITSM18

19TH - 20TH NOVEMBER
Bishopsgate, London

What's the main focus of ITSM18?

This year's itSMF UK Annual Conference (ITSM18) is centred around five key themes:

- **Service Excellence–** learn things such as: how to change your approach to incident management for greater business benefit, and how to apply game techniques to your service desk.

- **ITSM Futures and Transformation –** learn things such as: how to finally get self-service right, and how to successfully use the likes of AI and Chatbots on the service desk. Plus hear several case studies on real life digital transformation success.

- **Skills and Professional Development –** learn things such as: what skills and capabilities are required of the future IT service management (ITSM) professional, and how to mentor service desk teams for success.

- **ITSM Standards and Approaches –** learn things such as: how companies are using VeriSM to increase business value, and what changes you can expect to see in the revised version of ISO/IEC 20000.

- **Value and Agility in ITSM –** learn things such as: how to positively embrace agile ITSM, and how to use a value creation model.

Plus we have three in-depth workshops on customer experience, major incident management, and DevOps (complete with a DevOps simulation).

ITSM18 will provide delegates with an opportunity to:

- Gain new and advanced knowledge on service management topics, trends, and best practices.

- Take away practical ideas, solutions, and techniques related to topics such as DevOps, major incident management, digital transformation, artificial intelligence, Lean IT, and the people challenges of service management.

- Learn not just the "what you should be doing" and "why you should be doing it" but the practical side of "how to get started" and "how to improve".

- Build your network of peers and resources, collaborate on ideas, and discuss mutual challenges.

- Meet with the leading vendors of service management tools, and other complementary service management offerings.

- Discover new ways to encourage personal and professional development by learning more about the Professional Service Management Framework (PSMF) and accessing related case studies.

That's great, but how do I get my boss to approve my attendance?

Whilst we're sure you agree that this all sounds great, we appreciate that getting approval from your manager to attend conferences such as ITSM18 can sometimes be problematic. There are often concerns over costs, time out of the office, and how what you learn at the event might not turn into positive outcomes for your company.

So you know you want to attend ITSM18. You think it will benefit you on both a personal and professional level, but how on earth do you articulate this to your boss in a way that elicits the response "Your ITSM18 attendance request is approved"?

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Get informed

Familiarise yourself with the **ITSM18 schedule** and speakers before you discuss the conference with your boss. Determine which sessions best align or contribute to you and your organisation's short-term and long-term goals and objectives.

ITSM18 provides over 40 learning opportunities, covering a wide range of topics from service design to cynefin, to SLAs and major incident management, to mentoring. So you can choose which content is right for you and your organisation to build a targeted schedule of what you plan to attend and learn. For instance, is there a presentation that will address a problem your team is working to solve? If so, make sure you clearly highlight this to your boss – whilst we work hard to bring you two full days of practical content, sometimes it can just be one session that seals the deal with your manager.

Know your costs

We fully appreciate that once you price up event tickets, travel, hotel, and meals, attending a conference can get expensive quickly. Unfortunately, great value learning and networking opportunities very rarely present themselves for free. It's the conference equivalent of buying cheap batteries – you end up spending more by having to replace them frequently, rather than purchasing the more expensive, better quality ones that last longer in the first place. Free conferences don't often promise exceptional presentation content, or draw in the big names that help take the networking opportunities from good to great.

So articulate this to your boss and also do your research to book travel as far in advance as possible to secure discounts. At the time of writing this, here are some of the deals available:

Options close to the conference venue include:

- **Travelodge Liverpool Street -** £65 per night *(direct)*
- **Point A London Liverpool Street** £87 per night *(via expedia)*
- **Ibis London City** £84 per night (via expedia)
- **Travelodge London Central City** £60 per night *(direct)*
- **Malmaison London** £146.50 per night *(via hotels.com)*
- **Holiday Inn Express, London City** £106 per night *(direct)*

Advanced purchase tickets based on varying times of travel:

- **Birmingham > London** Advanced singles from £49
- **Brighton > London** Advanced singles from £24
- **Bristol > London** Advanced singles from £42
- **Edinburgh > London** Advanced singles from £26.50
- **Leeds > London** Advanced singles from £29
- **Manchester > London** Advanced singles from £60
- **Newcastle > London** Advanced singles from £20.50
- **Reading > London** Advanced singles from £24.40

Return flights with various airlines:

- **Belfast > London** £28 Stansted/Luton *(Ryanair)* or £53 City/Heathrow *(Aer Lingus)*
- **Berlin > London** £42 Stansted/Luton *(Ryanair)* or £83 City/Heathrow *(British Airways)*
- **Boston > London** £370 Gatwick *(Norwegian Air)*
- **Edinburgh > London** £30 Stansted/Luton *(Ryanair)* or £74 City/Heathrow *(British Airways)*
- **Dublin > London** £31 Stansted/Luton *(Ryanair)* or £61 City/Heathrow *(Aer Lingus)*
- **Helsinki > London** £121 Heathrow *(British Airways)*
- **Manchester > London** £107 Heathrow *(British Airways)*
- **Oslo > London** £29 Stansted/Luton *(Ryanair)* or £62 City/Heathrow *(SAS)*
- **Paris > London** £76 Stansted/Luton *(Easyjet)* or £76 City/Heathrow *(Air France)*

If you're travelling by plane, it's worth looking to book via Expedia. Booking your hotel and flight together can help secure further discounts.

As of time of writing, many of the above journeys even offer first class tickets under £30.

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Bring the team

Plus, it's worth remembering that you don't have to go it alone at ITSM18. Oftentimes, conferences provide more value to a company when they send a small team, or a selection of employees from cross-functional teams as this boosts collaboration and maximises on learning potential. We offer discounts if more than one person from a company attends the conference, simply contact **conference@itsmf.co.uk** or **0118 918 6500** for more information.

Post event

Share a plan on how you plan to report back on what you've learned post conference. This could be a one-page document that summarises your key takeaways, five minutes of talking time at your next meeting, or a short post-conference report. We've created a template that might work well for this, which you can download for free here: **Conference Summary Report.**

We'll also be providing all delegates with post-conference information that outlines the key takeaways from each presentation. So not only will you also get to see learnings from sessions you were unable to attend, it could also work as the basis for your post-event feedback too.

In addition, you'll be able to find session slides available at **https://www.slideshare.net/itSMFUK.**

Draft your request

Whilst we always encourage attendees to seek their manager's approval face-to-face, this is not always possible. Or even if it is, it's often sensible to follow up any in-person meeting with a written request to ensure that no important details are forgotten.

A written request should provide an overview of the conference and how it best meets your personal and professional goals and objectives. We've created a useful template for this which you can edit to your own requirements. You can download it here: **ITSM18 Justification Letter.**

Other resources

To help with your request, here's a list of some useful resources:

- Conference Schedule
- Conference Summary Report
- ITSM18 Justification Letter

Book your place now at www.**itsmf**.co.uk

For more information contact us on:

- **E:** conference@itsmf.co.uk
- **T:** 0118 918 6500
- Twitter #ITSM18

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