



3-4 JUNE 2015

OLYMPIA, LONDON

SITS15: UK's leading ITSM Show unveils its Keynote line-up

ITSM thought leaders from around the world are set to host Keynotes at this year's SITS – The IT Service Management Show, which takes place at the new venue of Olympia National, in London, on 3-4 June.

Running throughout the two day show, SITS' free conference programme is renowned for attracting inspirational big names from across the industry. And this year is no exception – with experts from Forrester, Cherwell Software, and TOPdesk now confirmed. They join IT support consultant Noel Bruton, independent ITSM industry writer Stephen Mann, and service management consultant Karen Ferris – who received a Lifetime Achievement Award from itSMF Australia last year for her contribution to the industry.

They'll be using the latest trends and insights to highlight the true value of front-line service desk staff, and the importance of investing in, and enhancing, IT leadership skills. The consumerisation of IT, equality in the workplace, productivity, and building customer engagement are all key talking points for 2015.

Does your business really need a service desk?

The consumerisation of IT means that anyone in the business can now source powerful cloud services and hardware to fuel their productivity. But the real challenge isn't the consumerisation of IT, it's the consumerisation of Service. This panel session (hosted by Stephen Mann) will discuss whether the service desk has grasped how fundamentally IT consumption has changed and whether it is responding to consumerisation quickly enough to remain a critical service to the business.

Growing a culture of trust, teamwork and fun

Wolter Smit, co-founded and built TOPdesk, from the confines of what can be best described as a broom cupboard to a successful multinational with over 500 employees. So what does he identify as the secret to his success over the last twenty years? Nothing less than fostering a trusting and happy workforce. In this inspiring Keynote, he'll outline his methods for building trust within a team to enable both productive and enjoyable work.

Why we should champion equality in the IT workplace

According to the latest research by e-skills UK, in 2013 less than one in six of the 1.1million people working as IT specialists in the UK were women (16%). That figure is likely to remain static unless the underlying issues behind gender inequality in IT is addressed. This panel session (hosted by Karen Ferris) will explore the definition of equality and the root causes of inequality in the IT industry. Exploring the question of whether IT is limited by stereotypical gender roles, and whether there is an open enough approach to demographics, such as age and ethnicity, the panel will discuss the ethical and operational benefits of championing equality – for all.

Happy staff = happy customers: building the enabled workforce

In the age of the customer, every employee within a company must be 'obsessed' with winning, retaining and serving customers. But how can staff deliver this service, if they themselves are demotivated and lacking support. This keynote, hosted by Forrester's David Wheable and David Johnson (principal consultant and principal analyst respectively), will explain how customer facing employees can deliver against heightened customer expectations.

Using the service desk to market IT to your customers

With 38% of IT spending happening outside the consolidated technology budget, IT organisations now find themselves competing for their business' business. To do so, IT must urgently improve their engagement with customers to more closely understand their needs and wants. Former Gartner analyst Jarod Greene (now vice president of product marketing at Cherwell Software) will demonstrate techniques for marketing 'the value of the service' to the business and its customers.

Morphing from technician into manager

The natural tendency to reward long-serving technicians with managerial positions, means the IT industry frequently selects its leaders from a pool of service desks workers who might not be suited to the role. Starting with the mental leap needed to move from technician to manager, Noel Bruton will discuss processes for managing former colleagues, the pitfalls of missing the difference between 'boss' and 'manager'; and outline a new 'to-do list' for the managerial working day.

"Diversified UK's annual SITS – The IT Service Management Show has forged a deserved place for itself at the heart of the UK's IT user support industry," says Bruton. "Its mix of vendor showcase and training opportunities, and its broad agenda from philosophies through strategies to pure technique, make it – in my view – an essential, must-attend event for IT support professionals and decision-makers."

Save the date

SITS is a vital business forum for sharing ideas and innovations within the ITSM community. The event is the highlight of the year for over four thousand ITSM professionals looking to source the latest top end technologies on the market and refresh their management skills. The show combines six Keynotes, 36 seminars (in three dedicated theatres), in-depth roundtable discussions, and breakfast briefings, with a central exhibition featuring over 80 vendors, consultancies and service providers.

Event organiser Diversified Communications UK is urging prospective visitors wishing to attend this year's conference sessions to take advantage of the advance booking option when pre-registering at www.eventdata.co.uk/Visitor/SITS.aspx?TrackingCode=105SITS.

New for 2015, SITS – The IT Service Management Show has partnered with InGo. This award-winning event marketing web app enables SITS15 registrants to invite their own key social media contacts to attend the show with them.

SITS15 attendees also benefit from free access to Infosecurity Europe 2014, Europe's No.1 information security event, co-located at Olympia.

For further information and to register for a free visitor pass, please visit www.ITSMShow.com and quote priority code 105SITS (direct link: <http://www.eventdata.co.uk/Visitor/SITS.aspx?TrackingCode=105SITS>).

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Notes:

SITS was shortlisted for Best UK Trade Show Exhibition (under 2,000m2) at the Association of Event Organisers (AEO) Excellence Awards in 2012.

High resolution imagery is available upon request:

<http://www.itsmshow.com/wp-content/uploads/Noel-Bruton-Keynote-2014.jpg>

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