



**3-4 JUNE 2015**

OLYMPIA, LONDON

## **SITS15 – The IT Service Management Show opens at London’s Olympia tomorrow**

SITS15 – The UK’s leading IT Service Management Show, opens for business at 9.30am tomorrow at the new venue of Olympia London.

The annual go-to show for keeping up-to-date with the latest tools, technology and trends of this rapidly evolving industry, the two day exhibition and conference (Wednesday and Thursday, 3-4 June) is set to welcome over 4,000 IT professionals from across the UK’s ITSM and service desk communities.

Visitors to SITS15 will benefit from seeing the latest innovations from some of this industry’s leading specialist vendors, integrators, consultancies and service providers, plus enjoy exclusive Keynotes, briefings, and seminars hosted by ITSM thought leaders from around the world.

SITS’s much-anticipated Breakfast Briefings, which kick off at 8.30am on both days of the show, provide an unrivalled opportunity to discover the latest research and ideas on service delivery and enterprise service management (panellists include Jarod Greene and Tony Probert from Cherwell Software, Charles Araujo, and the SDI’s Karen Taylor on day one, and Brian Hendry (Axios Systems), Stephen Mann, Rebecca Beach, and the Scottish Government’s head of IT support services Graham Mitchell on day two).

The show’s 80+ exhibiting companies this year, include big name brands such as HP, Dell Software, Atlassian, BMC, Cherwell Software, Zendesk, LANDesk, Citrix, TOPdesk, and Knowledge Secure Systems (FastPass’ UK partner). Whilst AXELOS Global Best Practice, which owns the intellectual property of ITIL and other Best Practice products, is returning as headline sponsor of the show’s ‘hang out’ seating area.

“I attend lot of ITSM events around the world and SITS is truly unique,” says Ian Aitchison, ITSM product director at LANDesk. “It’s the only event where the show floor and exhibition is the centrepiece. It’s a true vendor showcase; only at SITS will you see 100 people watching a stand presentation. Other conferences are more presentation-led, and while SITS has all the seminar and thought-leadership content you would want, the heart of the event is still the exhibition, and that almost fairground-like energy it offers.”

“All the ITSM tools and community come together for one-time-only each year: SITS. You go into the hall and there is the marketplace in one hit. Plus you have the free education programme, which gets better every year, and the end result is high value for the vendors and high value for the visitors,” says Simon Kent, chief innovation officer at Sollertis.

“Simply put, SITS is one of the best industry events around, the interaction and energy are great,” says David Wheable, vice president and principal consultant at Forrester.

### **Key insights and hot topics for 2015**

For 2015, there’ll be exclusive Keynotes, seminars and case studies from Forrester, itSMF, BCS, Service Desk Institute, Daily Telegraph, Macmillan Cancer Support, Essex County Council and more. This year’s event will also bring a renewed focus on understanding the true value of front-line service desk staff, with ‘people’ centred seminars discussing everything from ITSM training and gamification to delivering a great customer experience. Highlights include:

- Putting people before technology and process: Stuart Rance, Optimal Service Management
- Getting value and ROI from ITSM training: Paul Wilkinson, GamingWorks
- Next-generation IT service skills: Duncan Watkins, Corporate Executive Board
- How to promote gamification within the business: Suresh GP, Taub Solutions
- Perfecting the service desk personality mix: Ian Connelly and Gregory Baylis-Hall, BCS – Service Management Specialist Group
- Are you delivering a service or an experience? David Wright, SDI

- The four P's of ITSM: People, People, People and People: Peter Hubbard, Pink Elephant
- Re-invigorating a tired service desk: John Fahey, STI Training

Visitors arriving at Olympia for show open (9.30am) will also benefit from first pick of this year's Hot Topic Roundtable Discussions (sponsored by TOPdesk). A central hub for sharing experiences and expertise between industry peers, it features expert facilitators leading topical discussions on a host of subjects from DevOps to self-service, from ITIL to cloud migration.

To view the full education programme, which includes six Keynotes and 36 seminars (in three dedicated theatres), please visit [www.itsmshow.com/seminars](http://www.itsmshow.com/seminars). Tickets are available to pre-book (£6 per session), or collect at the show free of charge (a limited number will be available from 9.30am on the day, on a first come basis from the Seminar Registration Desk).

### **Women in IT Week: 1-5 June**

To celebrate Women in IT Week – a new initiative aimed at inspiring more women to pursue careers in IT, the first day of the show will feature an essential keynote panel discussion on the importance of championing 'equality in the IT workplace'. Chaired by internationally-renowned IT trainer, Karen Ferris – who received a Lifetime Achievement Award from itSMF Australia last year, the session will be followed by a networking drinks reception (from 1.45pm, on 3 June).

To read the latest Women in IT Week blogs, written by inspiring female leaders within the IT community, please visit [www.serviceesk360.com/category/women-in-it](http://www.serviceesk360.com/category/women-in-it).

### **Register free in advance**

Free registration for this year's show closes at midnight tonight, after which a £35 door charge may apply. Advance registration will also ensure free access to Infosecurity Europe 2015, co-located at Olympia.

To register for a free visitor pass and pre-book conference sessions, please visit [www.ITSMShow.com](http://www.ITSMShow.com) and quote priority code 105SITS (direct link: [www.eventdata.co.uk/Visitor/SITS.aspx?TrackingCode=105SITS](http://www.eventdata.co.uk/Visitor/SITS.aspx?TrackingCode=105SITS)).

The SITS15 web app is available to download at <http://eventmobi.com/sits15>.

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### **Notes:**

*SITS was shortlisted for Best UK Trade Show Exhibition (under 2,000m<sup>2</sup>) at the Association of Event Organisers (AEO) Excellence Awards in 2012.*

*High resolution imagery is available upon request.*

*Diversified Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, Leamington Spa, and Nailsworth, Glos. Diversified UK's portfolio includes SITS – The IT Service Management Show; office\*; Casual Dining; lunch!; Natural & Organic Products Europe; Nordic Organic Food Fair and Natural Products Scandinavia in Malmö, Sweden; camexpo; Natural Products magazine; the Natural Beauty Yearbook; Geo Business; Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference in Philadelphia, USA; Euro Bus Expo; Coach and Bus Live; Best of Britain & Ireland; Route One; and Coach Monthly. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk)*

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