



**14th Annual International
IT Service Management Conference & Exhibition
IT Business Integration: Good Vibrations**
Bellagio Hotel • Las Vegas • February 21-24, 2010

Sample Itinerary For Advanced Level – Sample 1

This itinerary represents only one option for IT professionals with an advanced level of ITSM and ITIL knowledge. The conference program includes over 150 sessions, which can be personally customized to fit your specific interests and organizational needs.

Pre- and post-conference workshops are also available, but not included in this document. This covers a wide range of subjects and management perspectives. Visit our [conference website](#) to view the full conference program, including session descriptions and course outlines

You can also print this itinerary and keep it on hand for future reference.

Date & Time	Track & Session
Sunday, February 21, 2010	
8:00 a.m. – 7:00 p.m.	Registration, Information & Customer Service Desk Open
4:15 p.m. – 5:15 p.m.	Conference Optimizer <i>Networking Industry Focus Group: Choose from 5 (e.g.: ITIL In Financial Services)</i>
5:00 p.m. – 7:00 p.m.	Welcome Reception & Exhibition Showcase Open
Monday, February 22, 2010	
7:00 a.m. – 7:00 p.m.	Registration, Information & Customer Service Desk Open
7:00 a.m. – 8:30 a.m.	Breakfast & Networking, Exhibition Showcase Open
7:15 a.m. – 8:20 a.m.	Breakfast Club <i>The Executive Club</i> Facilitated by Brenda Iniguez, Strategic Business Development, Pink Elephant
8:30 a.m. – 10:00 a.m.	Conference Welcome & Opening Keynote: Chris Gardner – <i>Start Where You Are</i>
10:00 a.m. – 10:20 a.m.	Break
10:20 a.m. – 11:35 a.m.	Track 10 <i>So, You've Got A Service Catalog – Now What?</i> Kai Holthaus, Director of Product Management, McKesson Corp.
11:30 a.m. – 7:30 p.m.	Exhibition Showcase Open
11:35 a.m. – 11:55 a.m.	Break
11:35 a.m. – 2:40 p.m.	Concurrent Networking Lunch & Breakout Sessions
11:55 a.m. – 1:10 p.m.	Track 1 <i>ITSM & ITIL: How Allstate Has “Made It Stick”</i> Pete Corrigan, VP Infrastructure Services, Allstate Insurance
1:10 p.m. – 1:25 p.m.	Break
1:25 p.m. – 2:40 p.m.	Track 3 <i>First, Break All The Rules</i> Jack Probst, Principal Consultant, Pink Elephant
2:40 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Track 5 <i>Fuelling A Strong Change & Release Management Integrated Process At BP</i> Haskell Moore, Change & Release Manager, BP North America
4:15 p.m. – 4:30 p.m.	Break
4:30 p.m. – 5:45 p.m.	ITIL Awards & Afternoon Keynote: Allan Pease – <i>Body Language</i>



6:00 p.m. – 7:30 p.m.	Networking Reception & Exhibition Showcase Open
Tuesday, February 23, 2010	
7:00 a.m. – 7:00 p.m.	Information & Customer Service Desk Open
7:00 a.m. – 8:30 a.m.	Breakfast & Networking, Exhibition Showcase Open
7:15 a.m. – 8:20 a.m.	Breakfast Club <i>“Great” Books For Breakfast</i> Kirk Weisler, Chief Morale Officer, Team Dynamics
8:30 a.m. – 10:00 a.m.	ITIL Awards & Morning Keynote: Award Winners – Q&A Panel Discussion
10:00 a.m. – 10:20 a.m.	Break
10:20 a.m. – 11:35 a.m.	Track 1 <i>Cultural Transformation & Organizational Maturity</i> Jack Probst, Principal Consultant, Pink Elephant
11:00 a.m. – 3:00 p.m.	Exhibition Showcase Open
11:35 a.m. – 11:55 a.m.	Break
11:35 a.m. – 2:40 p.m.	Concurrent Networking Lunch & Breakout Sessions
11:55 a.m. – 1:10 p.m.	Track 3 <i>Good To Great: Why Some Companies Make The Leap...And Others Don't</i> Troy DuMoulin, AVP, Product Strategy, Pink Elephant
1:10 p.m. – 1:25 p.m.	Break
1:25 p.m. – 2:40 p.m.	Track 1 <i>The Fine Art Of IT Costing – What It Really Means</i> William Miller, Associate Vice President, Nationwide Insurance
2:40 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Track 1 <i>Turning IT Risk Management Into Business Value</i> Dr. George Westerman, Research Scientist, Center For Information Systems Research, MIT Sloan School of Management
4:15 p.m. – 4:45 p.m.	Passport Prize Giveaway In General Session Room
4:45 p.m. – 6:00 p.m.	ITIL Awards & Afternoon Keynote: Allan Pease: Easy Peasey – People Skills For Life
Wednesday, February 24, 2010	
7:00 a.m. – 4:30 p.m.	Information & Customer Service Desk Open
7:00 a.m. – 8:30 a.m.	Breakfast & Networking
7:15 a.m. – 8:20 a.m.	Breakfast Club Focus Group: <i>Stuck In The Mud: How To Keep Moving Forward</i>
8:30 a.m. – 10:00 a.m.	ITIL Awards & Morning Keynote: The Magnificent Seven – Part 4: Seven Tips From Seven Pinkers For How To Use ITIL To Go From Good To Great
10:00 a.m. – 10:20 a.m.	Break
10:20 a.m. – 11:35 a.m.	Track 1 <i>How To Use The Service Catalog As A Strategic Tool To Achieve IT Business Integration</i> Rodrigo Flores, CTO & Founder, newScale, Inc & Troy DuMoulin, AVP, Product Strategy, Pink Elephant
11:35 a.m. – 12:15 p.m.	Networking Lunch In Clinics
12:15 p.m. – 4:15 p.m.	Track 14 <i>Chose from one of 10 ITSM and ITIL Process Clinics (e.g.: Continuous Improvement Clinic)</i>

Note: Sessions are subject to change. Please visit our website for the latest updates to the conference schedule.