



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

**Sample Itinerary For Beginner Level – Sample 1**

This itinerary represents only one option for IT professionals with a beginner level of ITSM and ITIL knowledge. The conference program includes 14 tracks with 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
<b>Sunday, February 21, 2010</b>	
8:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
4:15 p.m. – 5:15 p.m.	<b>Primer Session: Conference Optimizer</b> <i>Exhibition Hall Optimizer</i> Rob England, The IT Skeptic
5:00 p.m. – 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>
<b>Monday, February 22, 2010</b>	
7:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking, Exhibition Showcase Open</b>
7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> <i>An Introduction To ITIL</i> Mark Hamilton, IT Management Consultant, Pink Elephant
8:30 a.m. – 10:00 a.m.	<b>Conference Welcome &amp; Opening Keynote: Chris Gardner – Start Where You Are</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>
10:20 a.m. – 11:35 a.m.	<b>Track 4</b> <i>The Early Years Of ITIL At Almac</i> Sarah Toms, Service Support Manager, Almac Group
11:00 a.m. – 3:00 p.m.	<b>Exhibition Showcase Open</b>
11:35 a.m. – 11:55 a.m.	<b>Break</b>
11:35 a.m. – 2:40 p.m.	<b>Concurrent Networking Lunch &amp; Breakout Sessions</b>
11:55 a.m. – 1:10 p.m.	<b>Track 4</b> <i>What IT Managers Need To Know About Process Maturity</i> Terry Sherman, IT Management Consultant, Pink Elephant
1:10 p.m. – 1:25 p.m.	<b>Break</b>
1:25 p.m. – 2:40 p.m.	<b>Track 8</b> <i>7 Tips For Creating &amp; Managing A World Class ITIL Service Desk</i> Jim McKennan, IT Management Consultant, Pink Elephant
2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 4</b> <i>The Magnificent Seven – Part 2: Seven Tips From Seven Managers For Successful ITIL Start Up</i> Facilitated by Jack Probst, Principal Consultant, Pink Elephant
4:15 p.m. – 4:30 p.m.	<b>Break</b>
4:30 p.m. – 5:45 p.m.	<b>ITIL Awards &amp; Afternoon Keynote: Allan Pease – Easy Peasey – People Skills For Life</b>



6:00 p.m. – 7:30 p.m.	<b>Networking Reception</b>
<b>Tuesday, February 23, 2010</b>	
7:00 a.m. – 7:00 p.m.	<b>Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking, Exhibition Showcase Open</b>
7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> <i>“Dr.” Jim’s Q&amp;A Forums</i> Jim McKennan, IT Management Consultant, Pink Elephant
8:30 a.m. – 10:00 a.m.	<b>ITIL Awards &amp; Morning Keynote: Award Winners – Q&amp;A Panel Discussion</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>
10:20 a.m. – 11:35 a.m.	<b>Track 6</b> <i>Are You Ready To Move From Good To Great?</i> Catherine McGregor, Department Manager of Process Support Services (Retired), BMO Financial Group
11:00 a.m. – 3:00 p.m.	<b>Exhibition Showcase Open</b>
11:35 a.m. – 11:55 a.m.	<b>Break</b>
11:35 a.m. – 2:40 p.m.	<b>Concurrent Networking Lunch</b>
11:55 a.m. – 1:10 p.m.	<b>Track 5</b> <i>Process Management &amp; Improvement</i> Valinda Rose, Enterprise Process Innovation Project Manager, Brigham Young University
1:10 p.m. – 1:25 p.m.	<b>Break</b>
1:25 p.m. – 2:40 p.m.	<b>Track 7</b> <i>The Magnificent Seven – Part 3: Seven Tips From Seven IT Professionals For Successful Tool Implementation</i> Facilitated by Brenda Iniguez, Strategic Business Development, Pink Elephant
2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 8</b> <i>Building A Successful Online Request Center: A Two Year Journey</i> Bob Grinsell, Request Management Administrator, Blue Cross Blue Shield Minnesota
4:15 p.m. – 4:45 p.m.	<b>Passport Prize Giveaway In General Session Room</b>
4:45 p.m. – 6:00 p.m.	<b>ITIL Awards &amp; Afternoon Keynote: Allan Pease – People Skills For Life</b>
<b>Wednesday, February 24, 2010</b>	
7:00 a.m. – 4:30 p.m.	<b>Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> Focus Group: <i>How To Set Up &amp; Manage A CMDB</i>
8:30 a.m. – 10:00 a.m.	<b>ITIL Awards &amp; Morning Keynote: The Magnificent Seven – Part 4: Seven Tips From Seven Pinkers For How To Use ITIL To Go From Good To Great</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>
10:20 a.m. – 11:35 a.m.	<b>Track 4</b> <i>Conducting A Readiness Assessment Before Process Deployment</i> Gary Case, Principal Consultant, Pink Elephant
11:35 a.m. – 12:15 p.m.	<b>Networking Lunch In Clinics</b>
12:15 p.m. – 4:15 p.m.	<b>Track 14</b> <i>Chose from one of 10 ITSM and ITIL Process Clinics (e.g.: Change Management Clinic)</i>

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