



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

Sample Itinerary For CIOs & Senior IT Managers – Sample 1

This itinerary represents only one option for IT professionals with a CIO and senior IT management focus. 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
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>How To Successfully Network At This Conference</i> Kirk Weisler, Chief Morale Officer, Team Dynamics
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
7:15 a.m. – 8:20 a.m.	Breakfast Club <i>The Executive Club:</i> Brenda Iniguez, Strategic Business Development, Pink Elephant
8:30 a.m. – 10:00 a.m.	Conference Welcome & Opening Keynote: Chris Gardner – Start Where You Are
10:00 a.m. – 10:20 a.m.	Break
10:20 a.m. – 11:35 a.m.	Track 1 <i>An IT Executive's View Of ITSM & ITIL</i> Robert Turner, Senior VP, Capital One Financial Corporation
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 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 1 <i>ITIL: Strategically Speaking</i> Stephen Wrenn, VP, ITSM & Process Excellence, CVS Corporation
2:40 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Track 1 <i>Chargeback Arrangement Delivers For 1-800-FLOWERS</i> Steve Bozzo, CIO, 1-800-FLOWERS
4:15 p.m. – 4:30 p.m.	Break
4:30 p.m. – 5:45 p.m.	ITIL Awards & Afternoon Keynote: Allan Pease – Body Language
5:45 p.m. – 7:30 p.m.	Networking Reception



Tuesday, February 23, 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> Brenda Iniguez, Strategic Business Development, Pink Elephant
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>The Real Business Of IT: How CIOs Create & Communicate Value</i> Dr. George Westerman, Research Scientist, Center For Information Systems Research, MIT Sloan School of Management
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 <i>The Executive Club:</i> Brenda Iniguez, Strategic Business Development, Pink Elephant
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 3 <i>Made To Stick</i> Jack Probst, Principal Consultant, Pink Elephant
11:35 a.m. – 12:15 p.m.	Networking Lunch
12:15 p.m. – 4:15 p.m.	Track 14 <i>Chose from one of 10 ITSM and ITIL Process Clinics (e.g.: IT Strategic Road Map Clinic)</i>

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