



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

Sample Itinerary For Service Desk Management – Sample 1

This itinerary represents only one option for IT professionals with a Service Desk Management 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
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 Groups: Choose between 5 (e.g.: ITIL In Government)</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>Focus Group: The Role Of Problem Manager</i>
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 6 <i>Release Management: In Good Hands</i> Cathy A. Kirch, ITIL Expert & Process Consultant, Allstate Insurance
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 6 <i>The Dirty Dozen Of Common Survey Mistakes</i> Fred Van Bennekom, Principal, Great Brook
1:10 p.m. – 1:25 p.m.	Break
1:25 p.m. – 2:40 p.m.	Track 8 <i>7 Tips For Creating & Managing A World Class ITIL Service Desk</i> Jim McKennan, IT Management Consultant, Pink Elephant
2:40 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Track 8 <i>Measuring Service Effectiveness</i> Fred Van Bennekom, Principal, Great Brook
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
6:00 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>What IT Managers Need To Know About Process Maturity</i> Terry Sherman, IT Management Consultant, 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 2 <i>Team Work: How To Create Good Vibrations!</i> Kirk Weisler, Chief Morale Officer, Team Dynamics
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 4 <i>Finding The Right Prescription For Service Portfolio Management</i> Jenny Czajkowski, Chief Planning, Evaluation, and Communications Office, Center for Information Technology, National Institutes of Health/HHS
1:10 p.m. – 1:25 p.m.	Break
1:25 p.m. – 2:40 p.m.	Track 8 <i>What A “Service-Driven” Culture Means At OhioHealth</i> Kim Liston, Vice President, IT Customer Service, OhioHealth
2:40 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Track 8 <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.	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>“Dr.” Jim’s Q&A Forums</i> Jim McKennan, IT Management Consultant, 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 8 <i>The Biggest Mistakes IT Organizations Make Implementing Problem Management & How To Avoid Them</i> Jim McKennan, IT Management Consultant, 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.: Incident Management Clinic)</i>

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