

Welcome To Another Issue Of PinkLINK

This quarterly newsletter from Pink Elephant provides valuable information about current industry trends and updates about our products and services.

Fall 2009



NEW! ITIL Process Improvement Toolkit

Quick. Easy. Very Affordable!

Speed up your ITIL process implementation project – **for only \$2,495!**

Pink's new ITIL Process Improvement Toolkit combines online resources, along with implementation-ready process design and how-to documents and templates to support your process improvement projects.

Here's what you get with your toolkit:

- Online access to 3 process assessments: You choose a process of your focus and we recommend two other complementary processes
- A detailed whitepaper on how to conduct an ITIL process assessment, along with valuable guidance about process maturity and integration
- Online access to a Readiness For Change survey covering 22 critical success factors – and a Risk Management template to help you address key risk areas identified by the survey
- Ready-to-use documents and templates specific to your chosen process: project charters and plans, overview presentations, process policies, road maps, role descriptions and forms; procedure documents, lists of critical success factors, key performance indicators and metrics
- And, more!

Call 1-888-273-PINK for more details and to arrange a demonstration.

Pink Elephant is
the world's #1 ITIL®
consulting, education
and conference
service provider.



For more
details about all
Pink Elephant
services, visit

www.pinkelephant.com

or call 1-888-273-PINK.

NEW! Get FREE Online Courses

Pink offers you two opportunities to get FREE online ITIL education:

1. Not yet V3 certified, but want to take an Intermediate certification course at an upcoming Regional Education Symposium? Get a FREE Online V2-V3 Bridging Course when you register.
2. Take a V3 Foundations Course – either public or onsite – and get a FREE V3 Self-Paced Online Foundations Course, which you can use to reinforce key concepts and take advantage of the “Ask-The-Expert” feature.

To learn more about these special offers, call 1-888-273-PINK.

NEW! Online ITIL Education

Get ITIL certified at your computer!

There are many benefits to taking our online ITIL training: It's **cost effective** because there are no travel expenses; you can **learn from home or your office**; and you can complete a course **according to your schedule**.

PLUS, Pink gives you extras that no one else does – you receive **12 months FREE! "Ask-The-Expert"** – contact our ITIL Experts anytime with your most pressing implementation questions – it's like getting free consulting!

We offer the following online courses:

- ITIL Foundations Self-Paced Online
- ITIL Foundations Instructor-Led Online
- **NEW!** ITIL V2-V3 Foundations Bridging Course Self-Paced Online
- **NEW!** ITIL Awareness Overview Self-Paced Online

Visit our website or contact our Customer Service Center at 1-888-273-PINK for more information.

Featured White Paper: CSI – Bringing It To Life!



CSI: Bringing It To Life! is a new white paper from Pink's Gary Case – one of the world's foremost ITIL authorities. Gary outlines the scope of Continual Service Improvement (CSI) and where to start improvement initiatives. He also describes two key roles involved: CSI Analyst and CSI Manager. To read Gary's white paper please visit: <https://www.pinkelephant.com/ResourceCenter/PinkPapers/?LangType=1033>.

WANT TO LEARN MORE?

Get a management-focused look inside CSI and earn valuable ITIL credits while networking with colleagues and our own ITIL Experts!

Take the four-day **ITIL Manager: Continual Service Improvement certification course** at one of our upcoming Regional Education Symposiums:

Orlando, FL – December 8-11, 2009



Stay Connected

Receive notifications about ITIL news, special offers, and free white paper downloads.

Sign up for PinkLINK and regular e-bulletins by visiting www.pinkelephant.com or by calling 1-888-273-PINK.

Follow us on Twitter – <http://twitter.com/theitilexperts>

Save On ITIL Education!

Pink offers many ways to save on ITIL certification courses! You can save up to 40% off our regular prices with these special offers.

Public Education – Special Offers			
Type Of Pass/Ticket	Fee (US\$)	# Of Attendees	Applicable Courses
Personal Education Pass	\$5,290	Individual	Any courses on public schedule within 12 months (no limit)
Team Education Pass	\$24,995	Up to 6	Any courses on public schedule within 12 months (no limit)
Foundations Team Ticket	5 for \$7,980 / 10 for \$14,965	5 or 10	Any ITIL V3 Foundations course on public schedule within 12 months
Practitioner Team Ticket	\$7,910	Up to 4	ITIL V3 Intermediate (Capability) courses on public schedule within 12 months – must take all 4 courses
Management Team Ticket	\$8,985	Up to 5	ITIL V3 Intermediate (Lifecycle) courses on public schedule within 12 months – must take all 5 courses

Call 1-888-273-PINK for more details.

Bring Us Onsite!

Bring the industry's #1 ITIL education and consulting service provider to your organization!



All of Pink's courses can be presented onsite at your location. There are many benefits to bringing Pink to your location, including:

- Cost and time savings
- The highest exam pass rates in the industry
- Direct access to the industry's best consultants
- An excellent team-building exercise
- A well-planned, company-specific approach to consistent knowledge building

Call 1-888-273-PINK for more information.

Regional Education Symposiums

An ITIL Education First!

All 9 ITIL 'Intermediate' Courses Delivered Under One Roof!

Go beyond just Foundation Level education! Attend Pink's Regional Education Symposiums and take a 'deep-dive' into ITIL. Choose a Lifecycle or Capability certification course and take advantage of all our extras.

4 Capability Certification Courses (for a deep-dive practitioner view of ITIL processes)

1. Operational Support & Analysis
2. Release, Control & Validation
3. Planning, Protection & Optimization
4. Service Offerings & Agreements

5 Lifecycle Certification Courses (for a management level view of ITIL processes)

1. Service Strategy
2. Service Design
3. Service Transition
4. Service Operation
5. Continual Service Improvement

All 5 ITIL Manager and all 4 ITIL Practitioner Courses are offered concurrently at:

Locations	Dates
Orlando, FL	December 7-11, 2009
Las Vegas, NV	February 17-21, 2010

All 4 ITIL Practitioner Courses are also offered concurrently at:

Locations	Dates
Chicago, IL	September 21-25, 2009
San Francisco, CA	October 19-23, 2009
Washington, DC	November 9-13, 2009
Toronto, ON	January 25-29, 2010

Not V3 Foundations certified? Call us at 1-888-273-PINK to find out how to get a FREE! online V2-V3 Foundations Bridging Course when you register for a Regional Education Symposium course.

Look in this newsletter to learn how to save 40% with Personal Passes and Team Tickets.

14th Annual International IT Service Management Conference & Exhibition

Las Vegas • Bellagio Hotel • February 21-24, 2010

Attend "the best conference in the industry!"

NOW 14 Content-Rich Tracks!

Pink's annual conference is widely acknowledged as the world's #1 ITSM and ITIL event.

Whether you're a beginner or well advanced, there's something for everyone in our dynamic 14 track, 150+ session program!

Here are some testimonials from the 13th Annual International IT Service Management Conference & Exhibition, presented in February 2009:

"I can't imagine a conference better than this one."

"This is the one event I try never to miss."

"Truly the best conference I have attended."

"As always, this is one of the best events that I attend on a yearly basis. The staff and speakers are always amazing. Excellent job!"

"You did an awesome job with the conference. It gets better every year."

"I was delighted by the conference and returned energized and much better educated."

Don't Miss The Last Early Bird!

Register for the conference before November 18th to take advantage of the last early bird special offer.

- Stay at the world famous Bellagio Hotel for only \$99 a night – that's a savings of over \$350
- No risk policy – you can cancel at anytime before December 31, 2009

LAST EARLY BIRD!

Deadline Ends November 18th

Save over \$350! Get 3 hotel nights at the world famous Bellagio Hotel for only \$99 per night.

Join Us At Pink's Annual Conference... An Extraordinary Education Experience!

14 Tracks, 150+ Powerful Sessions

Here's a sample of some of our exciting speakers and sessions:

If you're looking for a strategic IT business perspective, join these leading edge CIOs, academics and business leaders: Chris McDonald, Stantec Corporation; Stephen Wrenn, CVS Corporation; Dr. George Westerman, MIT Sloan School Of Management; Steve Bozzo, 1-800-FLOWERS.



Chris McDonald



Stephen Wrenn



Dr. George Westerman



Steve Bozzo

If you're looking for award winning, value-added ITSM case studies, there are numerous seasoned IT practitioners on hand including multiple sessions from last year's ITIL Project Of The Year, OhioHealth: Mary Jo McElroy, Scott Supman, Kim Liston, & Dave Lauer.



Mary Jo McElroy



Scott Supman



Kim Liston



Dave Lauer

If you've moved beyond the early years of ITIL and are looking for more advanced sessions, join these highly experienced professionals: Troy Gundersen, Valinda Rose & Elaine Lauritzen, Brigham Young University; Darren Dunn, Bell Aliant.



Troy Gundersen



Valinda Rose



Elaine Lauritzen



Darren Dunn

If you're looking to learn more about the Service Desk, and Incident, Problem, Configuration, Change & Release Management processes, join these seasoned veterans: Jim McKennan, Pink Elephant; Cathy Kirch, Allstate Insurance; Stewart Crymble, Bank of Montreal Financial Group; Bob Grinsell, Blue Cross Blue Shield Minnesota.



Jim McKennan



Cathy Kirch



Stewart Crymble



Bob Grinsell

If you're looking to understand more about the people-side of IT, join these industry experts and successful IT managers: Brian Gibbons, State Farm Insurance; Kirk Weisler, Team Dynamics; Sherri Cassidy, Progress Energy; Russell Barrett, BNP Paribas, North America.



Brian Gibbons



Kirk Weisler



Sherri Cassidy



Russell Barrett

If you're looking to learn more about project and program management and how to successfully lead ITSM projects, learn from these project directors/managers and leading experts: Ernie Nielsen, Brigham Young University; Debra Krar, PMI Southern Ontario Chapter; Graham Price, Pink Elephant; Catherine McGregor (retired), Bank of Montreal Financial Group.



Ernie Nielsen



Debra Krar



Graham Price

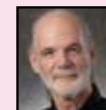


Catherine McGregor

If you're starting your ITIL journey, get proven practical guidance from these experienced IT professionals: Jennifer Wels & Terry Sherman, Pink Elephant; Sarah Toms, Almac Group; Nikki Foster, McKesson Corporation.



Jennifer Wels



Terry Sherman



Sarah Toms



Nikki Foster

If you're looking to understand more about Service Level Management, Service Catalog and related processes, join these IT practitioners: Rodrigo Flores, newScale, Inc; Mike Sparks, Allstate Insurance; Cliff McMillan, Progress Energy; Fred Van Bennekom, Great Brook.



Rodrigo Flores



Mike Sparks



Cliff McMillan



Fred Van Bennekom

If you're looking to learn from the world's most respected ITIL and ITSM luminaries, join these leading authorities: David Ratcliffe, Gary Case, Troy DuMoulin & George Spalding from Pink Elephant.



David Ratcliffe



Gary Case



Troy DuMoulin



George Spalding

And many, many more exciting speakers and subjects...

COURSES	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Foundation Level Certification				
ITIL Service Management Essentials (V2)	This course is delivered onsite only. Contact 1-888-273-PINK for details.			
NEW! ITIL Foundations Self-Paced Online (Official ITIL V3 Foundation Certification)	Learn at your own pace through your computer from anywhere at anytime. Contact 1-888-273-PINK for details.			
NEW! ITIL Foundations Instructor-Led Online (Official ITIL V3 Foundation Certification)		19 – 22 Eastern		7 – 10 Pacific
ITIL Foundations Public Classroom (Official ITIL V3 Foundation Certification)	23 – 25 Denver, CO; 29 – 1 Toronto, ON	5 – 7 San Francisco, CA; 14 – 16 New York, NY; 19 – 21 Chicago, IL; 21 – 23 Dallas, TX; 21 – 23 Winnipeg, MB; 28 – 30 Los Angeles, CA	2 – 4 Boston, MA; 9 – 11 Seattle, WA; 11 – 13 Philadelphia, PA; 18 – 20 Calgary, AB; 30 – 2 Toronto, ON	1 – 3 Atlanta, GA; 2 – 4 Washington, DC; 7 – 9 Raleigh, NC; 14 – 16 San Francisco, CA; 14 – 16 Vancouver, BC; 16 – 18 Chicago, IL
CobIT® Fundamentals			16 – 17 Washington, DC	
Practitioner Level Certification				
ITIL Practitioner Level Courses (V2)	These courses are delivered onsite only. Contact 1-888-273-PINK for details.			
NEW! ITIL Practitioner: How To Conduct An IT Service Management Process Assessment			16 – 17 Toronto, ON	
ITIL Practitioner: How To Define & Implement A CMDB According To ITIL Best Practices		1 – 2 Washington, DC		3 – 4 San Francisco, CA
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices (Official ITIL V3 Complementary Guidance Course)	28 – 30 Washington, DC		30 – 2 San Francisco, CA	
ITIL Practitioner: How To Define & Implement Processes According To ITIL Best Practices		26 – 28 San Francisco, CA		
NEW! ITIL Practitioner: Operational Support & Analysis (Official ITIL V3 Capability Certification)	21 – 25 Chicago, IL	19 – 23 San Francisco, CA	9 – 13 Washington, DC	7 – 11 Orlando, FL
NEW! ITIL Practitioner: Release, Control & Validation (Official ITIL V3 Capability Certification)	21 – 25 Chicago, IL	19 – 23 San Francisco, CA	9 – 13 Washington, DC	7 – 11 Orlando, FL
NEW! ITIL Practitioner: Service Offerings & Agreements (Official ITIL V3 Capability Certification)	21 – 25 Chicago, IL	19 – 23 San Francisco, CA	9 – 13 Washington, DC	7 – 11 Orlando, FL
NEW! ITIL Practitioner: Planning, Protection & Optimization (Official ITIL V3 Capability Certification)		19 – 23 San Francisco, CA	9 – 13 Washington, DC	7 – 11 Orlando, FL
Manager Level Certification				
NEW! ITIL Manager: Service Strategy (Official ITIL V3 Lifecycle Certification)				8 – 11 Orlando, FL
NEW! ITIL Manager: Service Design (Official ITIL V3 Lifecycle Certification)				8 – 11 Orlando, FL
NEW! ITIL Manager: Service Transition (Official ITIL V3 Lifecycle Certification)				8 – 11 Orlando, FL
NEW! ITIL Manager: Service Operation (Official ITIL V3 Lifecycle Certification)				8 – 11 Orlando, FL
NEW! ITIL Manager: Continual Service Improvement (Official ITIL V3 Lifecycle Certification)				8 – 11 Orlando, FL
Developing A Vision & Strategy For IT Service Management			2 – 3 Chicago, IL	
The Implementation Road Map For IT Service Management			4 – 6 Chicago, IL	
ITIL Manager: V2 - V3 Service Manager Bridging Course (Official ITIL V3 "Expert" Certification)		19 – 23 San Francisco, CA	2 – 6 Washington, DC	14 – 18 Toronto, ON
ITIL Manager: ITIL Service Manager Program (Official ITIL V2 "Masters" Certification)			San Francisco, CA Classroom: November 2 – 6 Classroom: November 16 – 20 Exams: December 7 – 8	
Conference & Special Events				
14th Annual International IT Service Management Conference & Exhibition February 21 – 24, 2010	Next Early Bird Discount Ends September 18th, 2009		Final Early Bird Discount Ends November 18th, 2009	

Pink Elephant's Last Minute Club

Save Up To 50%!

Stretch your training dollars! Check out our website weekly, every Friday afternoon, for the latest Last Minute Club offers.

PLUS! Look inside the newsletter for a chart showing several different types of team tickets and personal passes.



5575 North Service Road
Burlington, Ontario L7L 6M1

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Look Inside For Details

PinkLINK NEWSLETTER

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***Speed Up Your ITIL Process
Implementation!***

Quick, Easy & Affordable!

Look Inside For Details.