Pink*LINK* N E W S L E T T E R

Welcome To Another Issue Of Pink*LINK*

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

Good-Bye ITIL V2!

The Office of Government Commerce (OGC) officially announced that the ITIL V2 courses are retiring between June 2010 and June 2011. Specific course retirement dates are:

Course	Retirement
ITIL IT Service Management Essentials	June 30, 2010
V2-V3 Foundations Bridging Course	December 31, 2010
ITIL Service Manager Program	August 31, 2010
V2 Practitioners	December 31, 2010
V2-V3 Service Manager Bridging Course	June 30, 2011

To read more information from the OGC about course retirement, visit: http://www.apmgroup.co.uk/home/News/30Oct09_OGC_Announcement_on_ITIL_V2_withdrawal.asp.

To view our 2010 education schedule-at-a-glance, look at the flip over page in this newsletter.

Last Round Of ITIL Service Manager Program Courses!

The ITIL V2 Service Manager Program will retire **August 31, 2010** (read more above). Taking the program is still the fastest way to achieve "ITIL Expert" certification – the highest qualification in the V3 certification scheme.

Register now for the **LAST round of ITIL Service Manager courses**:

Location	Dates
Toronto	Classroom: March 8-12; Classroom: March 22-26; Exams: April 8-9
Chicago	Classroom: April 12-16; Classroom: April 26-30; Exams: May 13-14
Washington D.C.	Classroom: May 3-7; Classroom: May 17-21; Exams: June 3-4
San Francisco	Classroom: July 19-20; Classroom: August 2-6; Exams: August 19-20

The ITIL Service Manager is no longer the highest qualification in ITIL. The ITIL Expert certification has replaced it.

What's the fastest way to achieve "ITIL Expert" certification?

If you passed the V2 Foundation exam, you get 1.5 credits. If you passed the ITIL Service Manager exams, you get 17 credits. If you passed the V2-V3 Service Manager Bridging exam, you get 5 credits. Congratulations, you have 22 credits and are now an "ITIL Expert."

Pre- & Post-Conference Courses
Get certified by the world's #1 ITIL educator!

Pre-Conference Courses

Foundation Level Certification

ITIL Foundations	February 19-21, 2010

Practitioner Level Certification

ITIL Practitioner: Operational Support & Analysis	February 18-21, 2010
ITIL Practitioner: Release, Control & Validation	February 18-21, 2010
ITIL Practitioner: Service Offerings & Agreements	February 18-21, 2010
ITIL Practitioner: Planning, Protection & Optimization	February 18-21, 2010
ITIL Practitioner: How To Define & Implement Processes According To ITIL Best Practices	February 19-21, 2010
ITIL Practitioner: How To Define & Implement A CMDB According To ITIL Best Practices	February 20-21, 2010
NEW! ITIL Process Clinic – Incident Management	February 21, 2010
ITIL Process Clinic – Problem Management	February 21, 2010
ITIL Process Clinic – Change Management	February 21, 2010

Manager Level Certification

ITIL Manager: Service Strategy	February 18-21, 2010
ITIL Manager: Service Design	February 18-21, 2010
ITIL Manager: Service Transition	February 18-21, 2010
ITIL Manager: Service Operation	February 18-21, 2010
ITIL Manager: Continual Service Improvement	February 18-21, 2010
NEW! Managing Across The Lifecycle	February 17-21, 2010
ITIL Manager: V2-V3 Service Manager Bridging Course	February 17-21, 2010
NEW! Continual Service Improvement One-Day Workshop	February 21, 2010
NEW! Executive Strategic Workshop	February 21, 2010

Post-Conference Courses

Foundation Level Certification

ITIL Foundations	February 25-27, 2010
COBIT® Fundamentals	February 25-26, 2010

Practitioner Level Certification

Defining The Structure Of An Organizational Service Catalog	February 25, 2010
Plan To Succeed! ITSM Project Risk Detection & Mitigation Workshop	February 25, 2010
ITIL Practitioner: How To Conduct An IT Service Management Process Assessment	February 25-26, 2010
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices	February 25-27, 2010

Manager Level Certification

The Implementation Road Map For IT Service Management	February 25-27, 2010

SAVE!
Attend the conference and a pre- or post-conference course and save 10%!

14th Annual International
IT Service Management Conference & Exhibition
Las Vegas • Bellagio Hotel • February 21-24, 2010

Attend "the best conference in the industry!"

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 content-rich program!

Our next conference has the best program ever! What's new?

- **Several FREE Half-Day Workshops** to choose from that provide very specific "how to implement ITIL" guidance

- **Team Case Studies** – There are several teams presenting multiple sessions so that you get many different perspectives about how to successfully implement ITSM and ITIL processes. All the teams have many years of ups and downs and lessons learned to share with you. No need to reinvent the wheel – learn what others have done to tackle similar issues

- **Numerous advanced case studies;** each with several years of ITIL experience. These very experienced managers give you an "advanced" perspective of ITIL beyond just "the honeymoon" period!!

- **More CIOs than ever**, which means you get many senior managers talking about strategic issues, including costing/charge-backs and how to add true business value

- **Many new interactive and participative sessions** – not your typical "death by PowerPoint" breakouts

- And, more...

"Excellent! This conference is 'first class' in every way. This is the sixth time I have attended this conference and it gets better every year!"

"...Truly the best conference I have attended."

REGISTER TODAY!
Only a few weeks left

Others Try, But No One Surpasses Pink Elephant's Conference Program!

14 Tracks, 150+ Powerful Sessions

An Extraordinary Education Experience...

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.

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.

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.

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.

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.

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.

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.

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; Henry White, Cisco Systems, Inc.

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.

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

Chris McDonald · Stephen Wrenn · Dr. George Westerman · Steve Bozzo

Mary Jo McElroy · Scott Supman · Kim Liston · Dave Lauer

Troy Gundersen · Valinda Rose · Elaine Lauritzen · Darren Dunn

Jim McKennan · Cathy Kirch · Stewart Crymble · Bob Grinsell

Brian Gibbons · Kirk Weisler · Sherri Cassidy · Russell Barrett
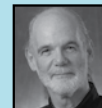
Ernie Nielsen · Debra Krar · Graham Price · Catherine McGregor

Jennifer Wels · Terry Sherman · Sarah Toms · Nikki Foster

Rodrigo Flores · Mike Sparks · Cliff McMillan · Henry White

David Ratcliffe · Gary Case · Troy DuMoulin · George Spalding

NEW! ITIL Process Improvement Toolkit

It's quick, easy and very affordable! Speed up your ITIL process implementation project – for only US$2,495!

Pink's new ITIL Process Improvement Toolkit provides you with everything you need:

- Detailed step-by-step guidance for one process
- Implementation-ready process design
- How-to documents, forms and templates – no need to reinvent the wheel!
- Process maturity assessments for your chosen process, plus two other interrelated processes
- And, more!

With this invaluable resource, you can generate quick-wins and show measurable results in less than two weeks!

To learn more, visit our website or contact 1-888-273-PINK.

Featured White Papers:

Anatomy Of A Service: A Practical Guide To Defining IT Services

Do you understand what a service really is?

Read Jack Probst's paper to learn why one of IT's most important goals is to manage and deliver value through services to the business. An easy concept to appreciate, right? Yes, but only if you understand what a service is and can easily define it to your business colleagues.

Situational ITSM Leadership

Are you limiting your chances of ITSM success because of your leadership style? Does it fit the purpose of your implementation project? Find out in this highly informative white paper written by Troy DuMoulin — one of the world's foremost ITSM experts.

Read Troy's blog — one of the industry's most popular and informative blogs by visiting http://blogs.pinkelephant.com/troy

To request these white papers, contact info@pinkelephant.com.

To receive monthly white papers online, sign up for PinkLink by visiting our website.

Save On ITIL Education!

You can save up to 40% by taking advantage of the following 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

Visit our website to learn more on ways to save on education.

Stay Connected

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

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

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

Get Certified At Your Computer!

Learn from anywhere at anytime for up to 12 months; certification courses include online exam. Save on team training with HUGE volume discounts.

Choose from:

- ITIL Overview Self-Paced Online
- ITIL Foundations Self-Paced Online
- ITIL Foundations Instructor-Led Online
- ITIL V2-V3 Foundations Bridging Course Self-Paced Online

Courses	January	February	March	April	May	June
NEW! ITIL Overview Self-Paced Online	Learn at your own pace through your computer from anywhere at anytime. Contact 1-888-273-PINK for details.					
Foundation Level Certification						
NEW! V2-V3 Foundations Bridging Course 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 Self-Paced Online *(Official ITIL V3 Foundation Certification)*						
NEW! ITIL Foundations Instructor-Led Online *(Official ITIL V3 Foundation Certification)*		8 – 11 Eastern Time			17 – 20 Eastern Time	
ITIL Foundations Public Classroom *(Official ITIL V3 Foundation Certification)*	20 – 22 Houstin, TX	1 – 3 Toronto, ON	3 – 5 Chicago, IL	6 – 8 Philadelphia, PA	5 – 7 San Diego, CA	2 – 4 Seattle, WA
	20 – 22 Phoenix, AZ	8 – 10 Washington, DC	8 – 10 San Francisco, CA	7 – 9 Phoenix, AZ	17 – 19 Washington, DC	7 – 9 Winnipeg, MB
	27 – 29 Philadelphia, PA	10 – 12 Edmonton, AB	10 – 12 Dallas, TX	12 – 14 Boston, MA	19 – 21 Vancouver, BC	9 – 11 Atlanta, GA
		19 – 21 Las Vegas, NV	22 – 24 Ottawa, ON	14 – 16 Calgary, AB	25 – 27 Raleigh, NC	23 – 25 San Francisco, CA
		25 – 27 Las Vegas, NV	29 – 31 New York, NY	28 – 30 Toronto, ON	26 – 28 Houston, TX	28 – 30 Chicago, IL
COBIT Fundamentals		25 – 26 Las Vegas, NV		29 – 30 Washington, DC		21 – 22 Toronto, ON
Practitioner Level Certification						
NEW! ITIL Process Clinic – Incident Management		21 Las Vegas, NV				
ITIL Process Clinic – Problem Management		21 Las Vegas, NV				
ITIL Process Clinic – Change Management		21 Las Vegas, NV				
Defining The Structure Of An Organizational Service Catalog		25 Las Vegas, NV				
Plan To Succeed! ITSM Project Risk Detection & Mitigation Workshop		25 Las Vegas, NV				
ITIL Practitioner: Operational Support & Analysis *(Official ITIL V3 Capability Certification)*	26 – 29 Toronto, ON	18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
ITIL Practitioner: Release, Control & Validation *(Official ITIL V3 Capability Certification)*	26 – 29 Toronto, ON	18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
ITIL Practitioner: Service Offerings & Agreements *(Official ITIL V3 Capability Certification)*	26 – 29 Toronto, ON	18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
ITIL Practitioner: Planning, Protection & Optimization *(Official ITIL V3 Capability Certification)*	26 – 29 Toronto, ON	18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
ITIL Practitioner: How To Conduct An IT Service Management Process Assessment		25 – 26 Las Vegas, NV			20 – 21 Washington, DC	
ITIL Practitioner: How To Define & Implement A CMDB According To ITIL Best Practices		20 – 21 Las Vegas, NV	25 – 26 Toronto, ON		20 – 21 Washington, DC	
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices *(Official ITIL V3 Complementary Guidance Course)*		25 – 27 Las Vegas, NV	22 – 24 Toronto, ON		17 – 19 Washington, DC	
ITIL Practitioner: How To Define & Implement Processes According To ITIL Best Practices		19 – 21 Las Vegas, NV				
Manager Level Certification						
NEW! Executive Strategic Workshop		21 Las Vegas, NV				
ITIL Manager: Service Strategy *(Official ITIL V3 Lifecycle Certification)*		18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
ITIL Manager: Service Design *(Official ITIL V3 Lifecycle Certification)*	26 – 29 Toronto, ON	18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
ITIL Manager: Service Transition *(Official ITIL V3 Lifecycle Certification)*		18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
ITIL Manager: Service Operation *(Official ITIL V3 Lifecycle Certification)*		18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
ITIL Manager: Continual Service Improvement *(Official ITIL V3 Lifecycle Certification)*		18 – 21 Las Vegas, NV		20 – 23 Chicago, IL		22 – 25 San Francisco, CA
The Implementation Road Map For IT Service Management		25 – 27 Las Vegas, NV				
ITIL Manager: V2 - V3 Service Manager Bridging Course *(Official ITIL V3 "Expert" Certification)*		17 – 21 Las Vegas, NV	22 – 26 Washington, DC	19 – 23 Chicago, IL		21 – 25 San Francisco, CA
ITIL Manager: ITIL Service Manager Program *(Official ITIL V2 "Manager" Certification)*			Classroom: March 8 – 12 Classroom: March 22 – 26 Exams: April 8 – 9 Toronto, ON	Classroom: April 12-16 Classroom: April 26-30 Exams: May 13-14 Chicago, IL	Classroom: May 3 – 7 Classroom: May 17 – 21 Exams: June 3 – 4 Washington, DC	
NEW! Managing Across The Lifecycle *(Official ITIL V3 "Expert" Certification)*		17 – 21 Las Vegas, NV	29 – 2 Washington, DC		10 – 14 Toronto, ON	
Conference & Special Events						
14th Annual International IT Service Management Conference & Exhibition		21 – 24 Las Vegas, NV				

Bring us on-site. All of Pink's courses can be delivered at your location. For course descriptions and more details visit our website.

**2 Featured ITSM
White Papers!**

Look Inside

LAS VEGAS ▸ BELLAGIO HOTEL ▸ FEBRUARY 21-24, 2010

14TH ANNUAL INTERNATIONAL

IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION

IT BUSINESS INTEGRATION: *Good Vibrations*

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