



**15th Annual International
IT Management Conference & Exhibition**
Changes In Latitudes, Changes In Attitudes
Bellagio Hotel • Las Vegas • February 20-23, 2011

Sample Itinerary For Beginner Level

This itinerary represents only one option for IT professionals with a beginner level of ITSM and ITIL[®] knowledge. The conference program includes 15 tracks with over 160 sessions, which can be personally customized to fit your specific interests and organizational needs.

Pre- and post-conference courses are also available. These cover 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 at the conference for easy reference.

Pre-Conference Courses: February 17-20	
Choose from these options for beginner level:	
<ul style="list-style-type: none"> • <i>ITIL Foundations (Certification Course)</i> February 18-20 • <i>Operational, Support & Analysis</i>, (ITIL certification course) February 17-20 • <i>Release, Control & Validation</i> (ITIL certification course) February 17-20 • <i>How To Define & Implement Processes According To ITIL Best Practices</i>, February 18-20 • <i>How To Define & Implement A CMDB According To ITIL Best Practices</i>, February 19-20 	
Date & Time	Track & Session
Saturday, February 19, 2011	
12:00 p.m. – 7:00 p.m.	Registration, Information & Customer Service Desk Open
Sunday, February 20, 2011	
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>An Introduction To ITIL</i> Pierre Bernard, Manager, Education Product Portfolio, Pink Elephant
5:00 p.m. – 7:00 p.m.	Welcome Reception & Exhibition Showcase Open
Monday, February 21, 2011	
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>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.	Conference Welcome & Opening Keynote: Captain Michael Abrashoff – It's Your Ship
10:00 a.m. – 10:20 a.m.	Break
10:20 a.m. – 11:35 a.m.	Track 8 <i>The Coconut Telegraph – Part 1: Five Tips For Successful Tool Implementation</i> Moderated By: Brenda Iniguez, Strategic Business Development, Pink Elephant
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 7 <i>Case Study: Team Northwestel – Part 1</i> Barb Szabo, Vice President, Northwestel
1:10 p.m. – 1:25 p.m.	Break



1:25 p.m. – 2:40 p.m.	Track 7 <i>Case Study: Team Northwestel – Part 2</i> Eva Wieckowski, Associate Director, Business Evolution Program, Northwestel
2:40 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Track 7 <i>Case Study: Team Northwestel – Part 3</i> Wes Brandvold, Change Manager, Northwestel
4:15 p.m. – 4:30 p.m.	Break
4:30 p.m. – 5:45 p.m.	ITIL Awards & Afternoon Keynote
6:00 p.m. – 7:30 p.m.	Networking Reception & Exhibition Showcase Open
Tuesday, February 22, 2011	
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 Coconut Telegraph Part 3: Five Tips For Successful ITIL Start Up</i> Gary Case, Principal Consultant, Pink Elephant
8:30 a.m. – 10:00 a.m.	ITIL Awards & Morning Keynote: Captain Michael Abrashoff – Leadership Forum
10:00 a.m. – 10:20 a.m.	Break
10:20 a.m. – 11:35 a.m.	Track 7 <i>ITIL Process Maturity AT BYU – Part 1</i> Elaine Lauritzen, ITIL Expert & Managing Director, Production Services, Brigham Young University
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 7 <i>ITIL Process Maturity AT BYU – Part 2</i> Elaine Lauritzen, ITIL Expert & Managing Director, Production Services, Brigham Young University
1:10 p.m. – 1:25 p.m.	Break
1:25 p.m. – 2:40 p.m.	Track 5 <i>Case Study: Team CVS – Part 2</i> Nina McLaughlin, Director, Enterprise Project Management Office, CVS Caremark
2:40 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Track 4 <i>How To Develop Business Focused Education & Training Plans</i> Tony Gerth, Clinical Associate Professor, Operations & Decision Technologies, Kelley School of Business, Indiana University
4:15 p.m. – 4:45 p.m.	Prize Giveaway In General Session Room
4:45 p.m. – 6:00 p.m.	ITIL Awards & Afternoon Keynote: Malcolm Fry – Everything I Learned About Surviving ITSM Implementations, I Learned From Jimmy Buffett
6:00 p.m. – 7:30 p.m.	Networking Reception
Wednesday, February 23, 2011	
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 Choose from several subject specific focus groups.
8:30 a.m. – 10:00 a.m.	ITIL Awards & Morning Keynote
10:00 a.m. – 10:20 a.m.	Break
10:20 a.m. – 11:35 a.m.	Track 13



	<i>Industry Certifications – What's Important: For Whom & Why?</i> Pierre Bernard, Manager, Education Product Portfolio, Pink Elephant
11:35 a.m. – 12:15 p.m.	Networking Lunch For Workshops
12:15 p.m. – 4:15 p.m.	Track 15 – FREE ½ Day Workshops Choose from several. Our recommendations for beginner level knowledge are: <ul style="list-style-type: none"> • <i>Incident Management</i>, Charlie Miles, IT Management Consultant, Pink Elephant • <i>Problem Management</i>, Jim McKennan, IT Management Consultant, Pink Elephant • <i>Change Management</i>, Kristin Colburn, IT Management Consultant, Pink Elephant • <i>Service Catalog</i>, Jack Probst, Principal Consultant, Pink Elephant • <i>Making ITSM Real</i>, Rob England, The IT Skeptic • <i>The DNA Of ITSM</i>, Dr. Stuart Galup, Associate Professor of Information Technology, Florida Atlantic University
4:15 p.m.	Conference Ends! See You Next Year!
Post-Conference Courses: February 24-26	
Choose from these options for beginner level knowledge: <ul style="list-style-type: none"> • <i>ITIL Foundations (Certification Course)</i> February 24-26 • <i>The Implementation Road Map For IT Service Management</i>, February 24-26 • <i>How To Conduct An IT Service Management Process Assessment</i>, February 24-25 • <i>How To Define & Implement A Service Catalog According To ITIL Best Practices</i>, February 24-26 	

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