



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

**Sample Itinerary For CIOs & Senior IT Managers**

This itinerary represents only one option for IT professionals with a CIO and Senior IT Manager level of ITSM and ITIL<sup>®</sup> 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 with you during the conference as a handy reference.

<b>Pre-Conference Courses: February 17-20</b>	
Choose from these options for CIOs and Senior IT Managers:	
<ul style="list-style-type: none"> <li>• <i>Service Strategy</i> (ITIL certification course) February 17-20</li> <li>• <i>Service Design</i> (ITIL certification course) February 17-20</li> <li>• <i>Planning, Protection &amp; Optimization</i>, (ITIL certification course) February 17-20</li> <li>• <i>Developing A Vision &amp; Strategy For IT Service Management</i>, February 19-20</li> <li>• <i>Executive Strategic Seminar</i>, February 20</li> </ul>	
<b>Date &amp; Time</b>	<b>Track &amp; Session</b>
<b>Saturday, February 19, 2011</b>	
12:00 p.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
<b>Sunday, February 20, 2011</b>	
8:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
4:15 p.m. – 5:15 p.m.	<b>Focus Groups:</b> <i>Choose from several industry or subject specific concurrent networking forums</i>
5:00 p.m. – 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>
<b>Monday, February 21, 2011</b>	
7:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> <i>The Executive Club:</i> Moderated By: Brenda Iniguez, Strategic Business Development, Pink Elephant
8:30 a.m. – 10:00 a.m.	<b>Conference Welcome &amp; Opening Keynote: Captain Michael Abrashoff – It's Your Ship</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>
10:20 a.m. – 11:35 a.m.	<b>Track 10</b> <i>What Executives Need To Know About Project Management</i> Dr. Harold Kerzner, Executive Director, Institute For Learning & Adjunct Faculty of Systems Management, Baldwin-Wallace College
11:00 a.m. – 3:00 p.m.	<b>Exhibition Showcase Open</b>
11:35 a.m. – 11:55 a.m.	<b>Break</b>
11:35 a.m. – 2:40 p.m.	<b>Concurrent Networking Lunch &amp; Breakout Sessions</b>



11:55 a.m. – 1:10 p.m.	<b>Track 1</b> <i>The Good Hands Have A Green Thumb</i> Sandy Figurski, Assistant VP Of Infrastructure Services, Allstate Insurance Company
1:10 p.m. – 1:25 p.m.	<b>Break</b>
1:25 p.m. – 2:40 p.m.	<b>Track 4</b> <i>The Balanced Scorecard</i> Troy DuMoulin, AVP, Product Strategy, Pink Elephant
2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 1</b> <i>Lessons Learned From The Economic Downturn</i> Dr. Lew Temares, CIO, University of Miami
4:15 p.m. – 4:30 p.m.	<b>Break</b>
4:30 p.m. – 5:45 p.m.	<b>ITIL Awards &amp; Afternoon Keynote</b>
6:00 p.m. – 7:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>
<b>Tuesday, February 22, 2011</b>	
7:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> <i>The Executive Club</i> Moderated By: Brenda Iniguez, Strategic Business Development, Pink Elephant
8:30 a.m. – 10:00 a.m.	<b>ITIL Awards &amp; Morning Keynote: Captain Michael Abrashoff – Leadership Forum</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>
10:20 a.m. – 11:35 a.m.	<b>Track 1</b> <i>A Strategic Look At Problem Management</i> David Ratcliffe, President, Pink Elephant
11:00 a.m. – 3:00 p.m.	<b>Exhibition Showcase Open</b>
11:35 a.m. – 11:55 a.m.	<b>Break</b>
11:35 a.m. – 2:40 p.m.	<b>Concurrent Networking Lunch &amp; Breakout Sessions</b>
11:55 a.m. – 1:10 p.m.	<b>Track 4</b> <i>How To Use IT Governance To Drive IT Business Alignment</i> Dr. John Beachboard, Professor of Computer Information Systems, Idaho State University
1:10 p.m. – 1:25 p.m.	<b>Break</b>
1:25 p.m. – 2:40 p.m.	<b>Track 1</b> <i>McGraw Hill's "CIO Invoice" Process</i> Greg Parris, Senior Director of Finance, Corporate Information Technology, The McGraw Hill Companies
2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 1</b> <i>Dashboards &amp; Scorecards At U Of M</i> Dr. Howard Gitlow, Executive Director, Institute For Study of Quality & Professor, School of Business Administration, University of Miami
4:15 p.m. – 4:45 p.m.	<b>Prize Giveaway In General Session Room</b>
4:45 p.m. – 6:00 p.m.	<b>ITIL Awards &amp; Afternoon Keynote: Malcolm Fry – Everything I Learned About Surviving ITSM Implementations, I Learned From Jimmy Buffett</b>
6:00 p.m. – 7:30 p.m.	<b>Networking Reception</b>
<b>Wednesday, February 23, 2011</b>	
7:00 a.m. – 4:30 p.m.	<b>Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>



7:15 a.m. – 8:20 a.m.	<b>Breakfast Club</b> <i>The Executive Club:</i> Moderated By: Brenda Iniguez, Strategic Business Development, Pink Elephant
8:30 a.m. – 10:00 a.m.	<b>ITIL Awards &amp; Morning Keynote</b>
10:00 a.m. – 10:20 a.m.	<b>Break</b>
10:20 a.m. – 11:35 a.m.	<b>Track 1</b> <i>The Role Of Executive Sponsor</i> Jack Probst, Principal Consultant, Pink Elephant
11:35 a.m. – 12:15 p.m.	<b>Networking Lunch For Workshops</b>
12:15 p.m. – 4:15 p.m.	<b>Track 15 – FREE ½ Day Workshops</b> Choose from several. Our recommendations for CIOs and Senior IT Managers are: <ul style="list-style-type: none"> <li>• <i>Value Transformation: Increasing The Capacity Of IT Services Organizations To Choose &amp; Deliver Winning Customer Value Propositions</i>, Dr. Lynn Phillips, PhD, Founder &amp; Managing Director, Reinventures LLC</li> <li>• <i>ITSM Strategic Road Map</i>, Troy DuMoulin, AVP, Product Strategy, Pink Elephant</li> <li>• <i>Supplier Management</i>, Anil Dissanayake, IT Management Consultant, Pink Elephant</li> <li>• <i>The DNA Of ITSM</i>, Dr. Stuart D. Galup, Associate Professor of Information Technology, Florida Atlantic University</li> </ul>
4:15 p.m.	Conference Ends! See You Next Year!
<b>Post-Conference Courses: February 24-26</b>	
Choose from these options for CIOs and Senior IT Managers: <ul style="list-style-type: none"> <li>• <i>The Implementation Road Map For IT Service Management</i>, February 24-26</li> <li>• <i>How To Conduct An IT Service Management Process Assessment</i>, February 24-25</li> </ul>	

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