



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

**Back to school – Sample Itinerary for those who want to spend the conference attending sessions delivered by IT management professors from several highly ranked business schools.**

This itinerary represents only one option. 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 workshops 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.

<b>Pre-Conference Courses: February 16-20</b>	
Choose from several pre-conference courses. Visit the conference website for a full listing.	
<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>Conference Optimizer</b> <i>Choose from several industry and subject specific focus groups</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>Choose from several subject specific sessions</i>
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 4</b> <i>Jumpstarting Innovation In IT</i> Dr. George Westerman, Research Scientist, Center For Information Systems Research, MIT Sloan School of Management
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>Management Of Change For ITSM: Hitting The Sweet Spot</i> Dr. Sue Conger, Associate Professor, Director of IT & IT Service Management Programs, University of Dallas
1:10 p.m. – 1:25 p.m.	<b>Break</b>
1:25 p.m. – 2:40 p.m.	<b>Track 10</b> <i>Dr. Kerzner's 16 Points To Project Management Maturity</i> Dr. Harold Kerzner, Executive Director, International Institute For Learning & Adjunct Faculty of Systems Management, Baldwin-Wallace College



2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 4</b> <i>Taking Charge Of The Value Conversation</i> Dr. George Westerman, Research Scientist, Center For Information Systems research, MIT Sloan School of Management
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>Choose from several subject specific sessions</i>
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 4</b> <i>An Overview Of Six Sigma Management In Service Organizations</i> Dr. Howard Gitlow, Executive Director, Institute For Study of Quality & Professor, School Of Business Administration, University of Miami
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>The DNA Of ITSM</i> Dr. Stuart Galup, Associate Professor of Information Technology, Florida Atlantic University
1:10 p.m. – 1:25 p.m.	<b>Break</b>
1:25 p.m. – 2:40 p.m.	<b>Track 4</b> <i>An Integrated IT Educational Experience For The “New” IT Professional</i> Dr. Ramesh Venkataraman, Chair, MSIS Program, Kelley School of Business, Indiana University
2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 4</b> <i>How To Develop Business Focused Education &amp; 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.	<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> Choose from several subject specific focus groups.
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 4</b> <i>Leading Change</i> Gary Case, 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 IT Business School are: <ul style="list-style-type: none"><li>• <i>The DNA Of ITSM</i>, Dr. Stuart Galup, Associate Professor of Information Technology, Florida Atlantic University</li><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></ul>
4:15 p.m.	Conference Ends! See You Next Year!
<b>Post-Conference Courses: February 24-26</b>	
Choose from several post-conference courses. Visit the conference website for a full listing.	

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