



**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 Project/Program Managers**

This itinerary represents only one option for ITIL<sup>®</sup> and ITSM Project/Program Managers. The conference program includes 15 tracks with over 160 sessions, which can be personally customized to fit your specific interests and organizational needs.

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<b>Pre-Conference Courses: February 16-20</b>	
Choose from these options for Project/Program Managers:	
<ul style="list-style-type: none"> <li>• <i>ITIL Foundations (Certification Course)</i> February 18-20</li> <li>• <i>PRINCE2<sup>®</sup> Foundation</i>, Project Management (project management certification) February 16-18</li> <li>• <i>PRINCE2 Practitioner</i>, Project Management (project management certification) February 19-20</li> <li>• <i>Developing A Vision &amp; Strategy For IT Service Management</i>, February 19-20</li> <li>• <i>How To Define &amp; Implement Processes According To ITIL Best Practices</i>, February 18-20</li> <li>• <i>How To Define &amp; Implement A CMDB According To ITIL Best Practices</i>, February 19-20</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>Conference Optimizer</b> <i>Networking Focus Group: The Role Of Project/Program Manager</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>ITSM Program &amp; Project Management Forums</i> Moderated By: Graham Price, Principal Consultant & Zahra Rahemtulla, IT Management Consultant, 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, International 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 10</b> <i>Project Management Office (PMO): Conceptualization To Execution</i> Dr. Harold Kerzner, Executive Director, International Institute For Learning



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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 10</b> <i>Recovering Troubled Projects</i> Dr. Harold Kerzner, Executive Director, International Institute For Learning & Adjunct Faculty of Systems Management, Baldwin-Wallace College
4:15 p.m. – 4:30 p.m.	<b>Break</b>
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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>
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Choose from these options for Project/Program 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> <li>• <i>How To Define &amp; Implement A Service Catalog According To ITIL Best Practices</i>, February 24-26</li> </ul>	

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**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 Project/Program Managers**

This itinerary represents only one option for ITIL<sup>®</sup> and ITSM Project/Program Managers. 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.

<b>Pre-Conference Courses: February 16-20</b>	
Choose from these options for Project/Program Managers:	
<ul style="list-style-type: none"> <li>• <i>ITIL Foundations (Certification Course)</i> February 18-20</li> <li>• <i>PRINCE2<sup>®</sup> Foundation</i>, Project Management (project management certification) February 16-18</li> <li>• <i>PRINCE2 Practitioner</i>, Project Management (project management certification) February 19-20</li> <li>• <i>Developing A Vision &amp; Strategy For IT Service Management</i>, February 19-20</li> <li>• <i>How To Define &amp; Implement Processes According To ITIL Best Practices</i>, February 18-20</li> <li>• <i>How To Define &amp; Implement A CMDB According To ITIL Best Practices</i>, February 19-20</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>Conference Optimizer</b> <i>Networking Focus Group: The Role Of Project/Program Manager</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>ITSM Program &amp; Project Management Forums</i> Moderated By: Graham Price, Principal Consultant & Zahra Rahemtulla, IT Management Consultant, 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, International 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 10</b> <i>Project Management Office (PMO): Conceptualization To Execution</i> Dr. Harold Kerzner, Executive Director, International Institute For Learning



	& Adjunct Faculty of Systems Management, Baldwin-Wallace College
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 10</b> <i>Recovering Troubled Projects</i> Dr. Harold Kerzner, Executive Director, International Institute For Learning & Adjunct Faculty of Systems Management, Baldwin-Wallace College
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>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.	<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 10</b> <i>How To Avoid The Dead Cat Syndrome: Production Handover</i> Rob England, The IT Skeptic
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 6</b> <i>The Architecture Of Lean IT Value Streams</i> Charles T. Betz, Enterprise Architect, Wells Fargo
1:10 p.m. – 1:25 p.m.	<b>Break</b>
1:25 p.m. – 2:40 p.m.	<b>Track 9</b> <i>Lessons Learned From Implementing A Global eBonded ITIL Service Desk</i> Dave Davis, Program/Project Manager, AT&T
2:40 p.m. – 3:00 p.m.	<b>Break</b>
3:00 p.m. – 4:15 p.m.	<b>Track 10</b> <i>ITIL Planning Concepts For Project Managers</i> Marisa Oldnall, Executive Consultant, CGI
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 10</b> <i>Managing Successful Projects With PRINCE2</i> Graham Price, 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 Project/Program Managers are: <ul style="list-style-type: none"> <li>• <i>Making ITSM Real</i>, Rob England, The IT Skeptic</li> <li>• <i>The DNA Of ITSM</i>, Dr. Stuart Galup, Associate Professor of Information Technology, Florida Atlantic University</li> <li>• <i>ITSM Strategic Road Map</i>, Troy DuMoulin, AVP, Product Strategy, Pink Elephant</li> <li>• <i>Continuous Improvement</i>, Gary Case, Principal Consultant, Pink Elephant</li> <li>• <i>Release Management</i>, Zahra Rahemtulla, IT Management Consultant, Pink Elephant</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!
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