



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

Sample Itinerary For Service Desk Management

This itinerary represents only one option for IT professionals with a Service Desk Management 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, but not included in this document. 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 for future reference.

Pre-Conference Courses: February 17-20	
Choose from these options for Service Desk Management:	
<ul style="list-style-type: none"> • <i>ITIL Foundations certification course</i>, February 18-20 • <i>Continual Service Improvement</i> (ITIL certification course) February 17-20 • <i>Operational, Support & Analysis</i> (ITIL certification course) February 17-20 • <i>Release, Control & Validation</i> (ITIL certification course) February 17-20 • <i>Service Operation</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>What IT Managers Need To Know About Process Maturity</i> Terry Sherman, IT Management Consultant, 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>IT Support & Service Desk Forums</i> Facilitated by: Charlie Miles & Jim McKennan, IT Management Consultants, Pink Elephant
8:30 a.m. – 10:00 a.m.	Conference Welcome & Opening Keynote: Captain Michael Abrashoff – <i>It's Your Ship</i>
10:00 a.m. – 10:20 a.m.	Break
10:20 a.m. – 11:35 a.m.	Track 13 <i>Service Catalog: Too Much Or The Answer?</i> <i>Q&A Panel Discussion</i> Moderated By: Chris Dancy, Founder, ServiceSphere
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 9 <i>A 100 Day Plan For Turning A Help Desk Into An ITSM Service Desk</i> Lee Weekley, Service Delivery Manager, Serco-NA
1:10 p.m. – 1:25 p.m.	Break
1:25 p.m. – 2:40 p.m.	Track 4 <i>The Balanced Scorecard</i> Troy DuMoulin, AVP, Product Strategy, Pink Elephant
2:40 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:15 p.m.	Track 8 <i>Retooling: Switching Tools In A Tool Centric Culture</i> Brian Newcomb, Associate Director IT, Ohio State University
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
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>IT Support & Service Desk Forums</i> Moderated By: Charlie Miles & Jim McKennan, IT Management Consultants, 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 2 <i>People Management Best Practices At U Of M</i> Dr. Lew Temares, CIO, University of Miami
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 9 <i>Changes In Attitudes, Changes In Latitudes At Clark County</i> Carolyn Dugas, IT Customer Support Supervisor, Clark County of Nevada
1:10 p.m. – 1:25 p.m.	Break
1:25 p.m. – 2:40 p.m.	Track 4 <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.	Break
3:00 p.m. – 4:15 p.m.	Track 9 <i>Problem Management – More Complex Than People Think?</i> Aale Roos, Managing Director, Pohjoisviitta Oy
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 2 <i>Talking 'Bout mY Generation!</i> Brenda Iniguez, Strategic Business Development, 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 Service Desk Management 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>Release Management</i>, Zahra Rahemtulla, 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 Service Desk Management: <ul style="list-style-type: none"> • <i>ITIL Foundations certification course</i>, February 24-26 • <i>CobiT® Fundamentals</i>, February 24-25 • <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.