

PRE-CONFERENCE COURSES
FEBRUARY 15-19

CONFERENCE
FEBRUARY 19-22

POST-CONFERENCE COURSES
FEBRUARY 23-25

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 19-22, 2012

16TH ANNUAL INTERNATIONAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

KNOWLEDGE TRANSLATED
INTO RESULTS



GET BUSINESS RESULTS!

GO BEYOND THEORY.

We'll show you how to successfully "transfer knowledge into results" by using ITIL, ISO 20000, PRINCE2, PMBOK, Six Sigma, COBIT, Lean IT, Social IT...and more!

ATTEND *"THE BEST CONFERENCE IN THE INDUSTRY!"*

*"THIS
CONTINUES
TO BE MY
ORGANIZATION'S
CONFERENCE OF
CHOICE..."*

Pink's annual conference is recognized as the industry's #1 event!

Now in its 16th hugely successful year, our annual event is globally recognized as the world's premier IT Service Management conference.

Our program is content-rich and comprehensive – 15 tracks, 160+ sessions, covering a vast array of subjects from all across the ITSM spectrum.

There is something for everyone – strategic, tactical, operational – we've got you covered! In fact, this is one main reason why so many organizations bring entire teams!

This is *the* industry's can't-be-missed conference!

Who Should Attend?

Whether you're new or well advanced in your knowledge of ITIL® and IT Service Management – there's something for everyone in the dynamic program:

- C-Level, including CIOs/CTOs/CSOs
- IT Directors, VPs
- IT Service and Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors and Managers
- IT Auditors, IT Consultants
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to ITSM, ITIL, ISO, Lean IT, Six Sigma, PRINCE2®, PMBOK, COBIT®
- And, anyone who is interested in building and managing a truly business focused IT organization

About Pink Elephant

A global company with a proud and pioneering 30 year history, we're the world's #1 provider of IT Service Management and ITIL education, consulting and conferences.

Visit www.pinkelephant.com for more information.



Year after year, our attendees tell us: *Pink's conference is the industry's best!*

ITSM, ITIL, ISO, Lean IT, Six Sigma, PRINCE2, PMBOK, COBIT, Social IT, Cloud Computing, and more – we cover it all!

15 tracks, over 160+ dynamic sessions!

- **KNOWLEDGE TRANSLATED INTO RESULTS**
We'll show you how practitioners actually go beyond the theory in the certification courses to achieve results. Numerous lucrative case studies are on hand to share details of their success stories
- **THE WORLD'S BEST EXPERTS!**
We gather the world's best and challenge them to give you tried and true practical guidance – not just theory from the books!
- **WE RAISE THE BAR – OTHERS FOLLOW**
We have the most content-rich, compelling conference program in the industry! From team case studies to industry experts to academics, no other event can match Pink's electrifying program
- **UNIVERSITY BUSINESS SCHOOL PROFESSORS**
A unique offering that brings fresh perspectives on today's most pressing IT management challenges and business trends
- **NON-STOP LEARNING!**
Choose from pre- or post-conference courses, breakfast clubs, pre-conference optimizers, general sessions, team case studies, open forum discussions – from early morning until evening – the learning never stops
- **FREE HALF-DAY WORKSHOPS**
That's right – we offer a variety of free half-day workshops as part of our conference program
- **PINK'S CONSULTANTS ARE TOP NOTCH!**
Our program includes many sessions with unbeatable content from Pink's world renowned expert consultants, considered by many to be #1 in the industry!



"We always send a team and this time we sent a team of 12...without exception, everyone agreed it was a great educational investment – as always! Attending Pink's annual event pays for itself many times over because of the numerous insights we all gain..."

The Most Comprehensive & Content-Rich Program In The Industry!

TRACK 1: Leadership & The ABCs Of ITSM

One main reason why major change implementations fail is because leaders don't effectively address the ABCs (Attitude, Behavior and Culture) – the “people side” of change. Speakers in this track will provide proven and practical how-tos for effectively managing and leading people through the process of change.

TRACK 2: Strategic IT Management

Find out how to apply a strong IT business strategic perspective from pioneering and innovative CIOs, industry experts, and the foremost academic authorities.

TRACK 3: Beyond Theory: Making ITSM “Real”

There's the theory in the books and certification programs, then there's the real-world! This track features IT practitioners who have been successful in applying a “fit for purpose” approach to ITSM, and experts who help others achieve successful results.

TRACK 4: IT Business School

Leading academics will discuss their latest research and findings, and show you how to apply the most important lessons taught in business schools and MBA programs to IT management.

TRACK 5: ITSM Project Management Best Practices

Project Management continues to be a critical function in all organizations. Whether or not an IT project succeeds depends to a large degree on how effectively project management best practices are applied. Attend these sessions to find out how to achieve successful outcomes.

TRACK 6: The IT Situation Room

Join us in the Situation Room to address a wide range of today's most pressing business and IT subjects. Meet the “insiders” and get up-to-date with all the very latest information, trends and news you need to know to make informed decisions about how to successfully manage your IT operation and develop effective business plans.

TRACK 7: Service Support & Operations

The Service Desk, and closely related operational processes, continue to be major focus areas for many of today's IT organizations. What do IT support managers need to know to achieve operational excellence? Find out from leading support industry experts and case study practitioners featured in this track.

TRACK 8: Social Media Risks & Opportunities

There's no escaping it, social media is here to stay! Personally, you may decide not to engage but there's no denying that social media in the business realm is revolutionizing marketing and customer service. Where does (and should!) IT fit in? Speakers in this track will show you how to lead the way and be a value-added enabler to your business.

TRACK 9: CSI Through Balanced Scorecard, PDCA, Six Sigma & CMMI

Continual Service Improvement (CSI) in IT is an ongoing effort to improve services or processes. These efforts can seek incremental improvement over time, or breakthrough improvement all at once. To be truly effective, a deliberate CSI approach must be culturally embraced. Do you know how? Find out from successful IT managers and industry experts.

TRACK 10: Using Frameworks To Achieve Business Value, Outcomes & Results

Lean IT, ISO 20000, ISO 27002, ITIL, and more. How should IT organizations really be using these to successfully achieve true business value? And, which ones provide what benefits? The best minds in the industry are on hand to tell you.

TRACK 11: COBIT & IT Governance

Do you understand the importance of IT governance, but are having difficulty getting your people, processes and tools in sync? Attend these sessions to hear from leading industry experts and case studies about how to implement a sound IT governance framework, including COBIT.

TRACK 12: Tools & Technology

Case studies, suppliers, and industry experts show you what it really takes for successful process implementation and integration, for enabling better decision-making, and for monitoring service performance to identify continual improvement opportunities.

TRACK 13: Breakfast Clubs

Attention early risers! Our conference provides non-stop learning. Join our early morning sessions each day for value-added presentations and discussion forums that enable you to get a head start on your day. A varied line-up of speakers will be on hand from all walks of life to share insights, provide practical guidance, and highlight successes and lessons learned.

TRACK 14: Networking Focus Groups

You are not alone! Many others share common issues, challenges and questions, so there's no need to reinvent the wheel. Bring your most pressing questions and challenges to these networking sessions and focus groups to learn how others have tackled the ups and downs of ITIL and ITSM projects, and IT improvement initiatives.

TRACK 15: Half-Day Workshops

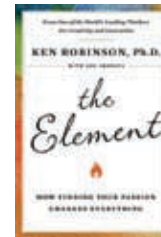
Industry Exclusive! Sessions in this track are half-day workshops – they are not your typical breakouts! Instead, an industry expert including Pink's highly respected consultants, will take participants through specific IT and business processes and provide valuable “how-tos” and a “health check.” It's like getting free consulting! At the end of the sessions, you'll have many take-aways that you can start implementing as soon as you get back to work. Choose from one of the many workshops, ranging from operational to strategic in focus.



“Awesome! Pink Elephant always features the most interesting, inspiring and entertaining speakers...”



Sir Ken Robinson, PhD
The Element: How Finding Your Passion Changes Everything



Knighthood by Queen Elizabeth for his outstanding achievements in the fields of education, creativity and innovation, Sir Ken is an internationally recognized and multi-award winning speaker who wows audiences everywhere. The videos of his famous 2006 and 2010 talks to the prestigious TED Conferences have been seen by an estimated 200 million people in over 150 countries.

What does it take to achieve personal success and feel like you are in your element? Sir Ken argues that it is not natural talent that drives personal success, but rather a delicate interplay among talent, passion, attitude and opportunity that brings people to achieve their highest levels of success and lead lives of meaning and purpose. Based on his newly released and highly acclaimed book *The Element: How Finding Your Passion Changes Everything*, Sir Ken takes audiences on a compelling tour of what can happen in all our lives when passion and talent meet. He draws on the personal stories of high achievers in many fields, including Sir Paul McCartney, Arianna Huffington, Matt Groening (creator of *The Simpsons*), Meg Ryan and renowned physicist Richard Feynman. With a wry sense of humor, Sir Ken helps audiences understand what it takes to find “The Element” in our own lives!



Nicholas Carr
The Shallows: What The Internet Is Doing To Our Brains



Is Google making us stupid?

When the hugely popular (and controversial!) author Nicholas Carr posed that question in an award winning essay, he tapped into a well of anxiety about how the Internet is changing us. He also crystallized one of the most important debates of our time: As we enjoy the Net's bounties, are we sacrificing our ability to read and think deeply? Nick says, yes! Nick will describe how human thought has been shaped through the centuries by “tools of the mind” – from the alphabet, to maps, to the printing press, the clock, and the computer. He interweaves a fascinating account of recent discoveries in neuroscience by such pioneers as Michael Merzenich and Eric Kandel and explains how our brains, the historical and scientific evidence reveals, are changing based on our experiences with the Net.

Nick's books have been translated into twenty languages. In addition to his most recent bestseller, *The Shallows: What the Internet Is Doing to Our Brains*, Nick is the author of two earlier books, *The Big Switch* (2008) and *Does IT Matter?* (2004).



Dr. Joanne Cantor – Outreach Director of the Center for Communication Research, University of Wisconsin–Madison
Conquer CyberOverload: Strategies For Sanity & Success



Do you own your gadgets? Or, do your gadgets own you? You may be very surprised by what Dr. Cantor has to say!

Dr. Cantor is a highly acclaimed expert in communication and psychology of media who helps people make the most of their time and their talents by effectively managing the technology in their lives. Although our digital devices – computers, smartphones, iPods, iPads, and such – are great tools, they often interfere with our ability to be creative and get things done, and they can add unnecessary stress to our lives. Dr. Cantor's session will give you very valuable insight into the effects of technology and provide simple, effective strategies for harnessing the power of the Internet Age without being overwhelmed by it.



David Ratcliffe & George Spalding
10 Things You Need To Do Starting Monday Morning!



A very popular closing keynote session each year, join David, Pink's President, and George, Pink's Executive Vice President – two of the world's foremost ITSM Experts – as they refer to the many informative case study and expert presentations from this conference. They will highlight ten critical actions you can easily put into play when you return to work after this highly educational event. They will also give guidance about how to communicate these findings to your colleagues (and bosses!) in the form of a Post-Conference Trip Report and even a fun themed staff meeting! Don't miss the valuable insight David and George can give you about how to summarize and communicate key learning points you gained; why this is very important; and most importantly how to demonstrate immediate quick wins!

Exhibition Showcase

Gain valuable insight into the constantly changing world of IT Service Management focused services and products. Many of the participating organizations provide ITIL compatible products and services. Here is a sample of the organizations that are participating in this year's exhibition. **For a complete list, visit www.pinkelephant.com.**

Don't Miss The Exhibition Showcase Featuring:



ServiceNow was created to break the rules of enterprise software. Born in the cloud, ServiceNow makes IT immediate, social and intuitive. From the beginning, ServiceNow set out to give IT people powerfully simple cloud services that just work. The world's most innovative companies rely on SaaS from ServiceNow to transform IT. <http://www.service-now.com>



Global Knowledge

Global Knowledge is the worldwide leader in IT, Service Management and business skills training. Global Knowledge delivers via training centers, private facilities, and the Internet, enabling customers to choose when, where, and how they want to receive training services. Power Up Your Learning Solutions with Global Knowledge. <http://www.globalknowledge.com>



Maryville Technologies is an independent IT consultancy focused on enterprise IT process automation. Maryville assists clients seeking to mature their IT function through organizational change management, defining/refining IT processes /services / foundation data, or integrating automation to create enterprise context. Clients range from Fortune 50 complexity to sophisticated mid-market companies. <http://www.maryville.com>



Looking for a partner to guide you gracefully through your upcoming ITSM initiatives? Trust StrataCom to tackle these challenges so you can focus on your core business. StrataCom's consultants leverage decades of experience in both process consulting and technical execution. StrataCom delivers solutions. Our Talent. Your Success. <http://www.stratacominc.com>



SUMMUS Software is a SaaS-based provider of integrated and comprehensive IT Service Management, IT Asset Management, and IT Network & Server Management solutions. Enterprises worldwide are using SUMMUS Software's comprehensive Cloud-based Summus IT Management Suite solutions to cost-effectively and flexibly assure IT operations for on-premise and cloud-based infrastructure. <http://www.summussoftware.com>



Get Involved!

To inquire about exhibiting, call Lisa Lyons, 1-888-273-PINK ext. 228.

The World's #1 ITIL & ITSM Conference

Combination Discounts!
Attend the conference and a pre- or post-conference course and save 10%.



"I will be making this an annual event for myself and my colleagues. Great event, great location – Bellagio is beautiful..."

"Pink is one of the most upbeat, informational conferences that I attend."

Pre- & Post-Conference Courses

Get Certified By The World's #1 ITIL & ITSM Educator!

Pre-Conference Courses

Foundation Level Certification

ITIL Foundations	February 17-19, 2012
PRINCE2 Foundations	February 15-17, 2012
COBIT Fundamentals	February 18-19, 2012
ISO/IEC 27002 Foundation	February 18-19, 2012

Practitioner Level Certification

Operational Support & Analysis	February 16-19, 2012
Release, Control & Validation	February 16-19, 2012
Service Offerings & Agreements	February 16-19, 2012
Planning, Protection & Optimization	February 16-19, 2012
PRINCE2 Practitioner	February 18-19, 2012

Management Level Certification

Managing Across The Lifecycle	February 15-19, 2012
Service Strategy	February 16-19, 2012
Service Design	February 16-19, 2012
Service Transition	February 16-19, 2012
Service Operation	February 16-19, 2012
Continual Service Improvement	February 16-19, 2012

Non-Certification Courses

Continual Service Improvement One-Day Workshop	February 19, 2012
Executive Strategic Workshop	February 19, 2012
Social Media Essentials For ITSM Professionals	February 18-19, 2012
How To Define & Implement Processes According To ITIL Best Practices	February 17-19, 2012
How To Define & Implement A CMDB According To ITIL Best Practices	February 18-19, 2012
Developing A Vision & Strategy For IT Service Management	February 18-19, 2012

Post-Conference Courses

Foundation Level Certification

ITIL Foundations	February 23-25, 2012
ISO/IEC 20000 Foundation	February 23-25, 2012

Practitioner Level Certification

How To Define & Implement A Service Catalog According To ITIL Best Practices	February 23-25, 2012
--	----------------------

Non-Certification Courses

The Implementation Road Map For IT Service Management	February 23-25, 2012
How To Conduct An IT Service Management Process Assessment	February 23-24, 2012

Visit our website for course descriptions.

- TRACK 1: Leadership & The ABCs Of ITSM
- TRACK 2: Strategic IT Management
- TRACK 3: Beyond Theory: Making ITSM "Real"
- TRACK 4: IT Business School
- TRACK 5: ITSM Project Management Best Practices
- TRACK 6: The IT Situation Room
- TRACK 7: Service Support & Operations
- TRACK 8: Social Media Risks & Opportunities
- TRACK 9: CSI Through Balanced Scorecard, PDCA, Six Sigma & CMMI
- TRACK 10: Using Frameworks To Achieve Business Value, Outcomes & Results
- TRACK 11: COBIT & IT Governance
- TRACK 12: Tools & Technology
- TRACK 13: Breakfast Clubs
- TRACK 14: Networking Focus Groups
- TRACK 15: Half-Day Workshops

SESSION CODES

To help in your selection process each session has been coded. Use the following guide to choose the session that best fits your individual situation.

The codes are offered as a guide.

You are encouraged to participate in whatever session contains the subject matter and content with the most relevance.

GENERAL:

These sessions will be of general interest to everyone regardless of ITIL or ITSM knowledge and experience.

BEGINNER:

These sessions are for those who are new to ITIL and likely do not possess the Foundation Certificate in IT Service Management.

BEYOND BEGINNER:

These sessions are for those with practical ITIL and ITSM experience, and have possibly attained Intermediate (Practitioner or Manager) level certification.

SUNDAY, FEBRUARY 19, 2012

10:00 a.m. - 7:00 p.m.: **REGISTRATION, INFORMATION & CUSTOMER SERVICE DESK OPEN**

3:45 p.m. - 5:00 p.m.: **CONFERENCE OPTIMIZERS**

CONFERENCE OPTIMIZER CO1	CONFERENCE OPTIMIZER CO2	CONFERENCE OPTIMIZER CO3	CONFERENCE OPTIMIZER CO4	CONFERENCE OPTIMIZER CO5
Introduction To ITIL Rich Petti , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	Introduction To COBIT Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	Introduction To Lean Management Martin Erb , Director, Professional Services, Pink Elephant <i>Code: Beginner</i>	Introduction To CMM & Process Maturity Rae Garrett , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	Introduction To ISO 20000 Jack Probst , Principal Consultant, Pink Elephant <i>Code: General</i>
CONFERENCE OPTIMIZER CO6	CONFERENCE OPTIMIZER CO7	CONFERENCE OPTIMIZER CO8	CONFERENCE OPTIMIZER CO9	
Introduction To PRINCE2 Graham Price , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	5 Tips For Cementing Organizational Change Troy DuMoulin , AVP, Strategic Solutions, Pink Elephant <i>Code: Beyond Beginner</i>	24601 Less Miserable – Breaking Free & Building Teams Kirk Weisler , Chief Morale Officer, Team Dynamics <i>Code: General</i>	Focus Groups Choose from several concurrent industry and subject specific round table discussions.	

5:00 p.m. - 7:00 p.m.: **WELCOME RECEPTION & EXHIBITION SHOWCASE OPEN**

MONDAY, FEBRUARY 20, 2012

7:00 a.m. - 6:30 p.m.: **REGISTRATION, INFORMATION & CUSTOMER SERVICE DESK OPEN**

7:00 a.m. - 8:30 a.m.: **BREAKFAST & NETWORKING**

7:15 a.m. - 8:15 a.m.: **BREAKFAST CLUBS**

BREAKFAST CLUB BM1	BREAKFAST CLUB BM2	BREAKFAST CLUB BM3	BREAKFAST CLUB BM4	BREAKFAST CLUB BM5
Introduction To ITIL Rich Petti , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	Introduction To COBIT Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	Introduction To Lean Management Martin Erb , Director, Professional Services, Pink Elephant <i>Code: Beginner</i>	Introduction To CMM & Process Maturity Rae Garrett , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	The Executive Club Moderated By: Brenda Iniguez , Strategic Business Development, Pink Elephant <i>Code: General</i>

BREAKFAST CLUB BM6	BREAKFAST CLUB BM7	BREAKFAST CLUB BM8
IT Support & Service Desk Forum Moderated By: Charlie Miles & Jim McKenna , IT Management Consultants, Pink Elephant <i>Code: General</i>	ITSM Program & Project Management Forum Moderated By: Graham Price , Principal Consultant & Zahra Rahemtulla , IT Management Consultant, Pink Elephant <i>Code: General</i>	Mobility & Metrics: What's On Your CIO's Phone? Vance Brown , Chairman & CEO, Cherwell Software <i>Code: General</i>

8:30 a.m. - 10:20 a.m.:

CONFERENCE WELCOME & OPENING KEYNOTE: SIR KEN ROBINSON – *THE ELEMENT: HOW FINDING YOUR PASSION CHANGES EVERYTHING*

10:20 a.m. - 10:40 a.m.: **BREAK**

10:40 a.m. - 11:55 a.m.:

TRACK 1 #101	TRACK 2 #102A	TRACK 2 #102B	TRACK 3 #103A	TRACK 3 #103B
"The If 16:" Leadership Attributes For Those Who Choose To Lead Doug Moran , Former CIO, Capital One Financial Services & Author <i>Code: General</i>	Con-Way's Lean IT Journey Richard Carroll , VP IT, Con-way Inc / Menlo Worldwide <i>Code: Beginner</i>	GDIT ITSM Strategy For Becoming A Leader In Our Market Space James Howard , ITSM Program Manager, General Dynamics Information Technology's Intelligence Solutions Division <i>Code: Beginner</i>	Configuration Management System: Vision & Reality Jane Mandeville , Process Owner CMDB, Vanderbilt University <i>Code: General</i>	Problem Management Case Study Mark Phillips , Operations Services Director, Brigham Young University <i>Code: Beginner</i>
TRACK 4 #104A	TRACK 4 #104B	TRACK 5 #105	TRACK 7 #107	TRACK 8 #108
The Secret To Knowing Where You Are Going: Using The Balanced Scorecard For IT Dr. Jim Anderson , Blue Elephant Consulting <i>Code: General</i>	Different Results...It's All About Getting To The Root Cause Of Your Thinking Stephen Wrenn , Adjunct Professor, University of New Hampshire <i>Code: General</i>	Introduction To The Project Management Body Of Knowledge (PMBOK) Graham Price , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	Managing Chaos Through Release & Change Management Anthony Krasinski , Section Manager, IT Service Management, Erie Insurance <i>Code: Beyond Beginner</i>	Social Media Policy: Creation & Roll Out Eve Mayer Orsburn , CEO, Social Media Delivered <i>Code: General</i>

TRACK 9 #109A	TRACK 9 #109B	TRACK 10 #110	TRACK 12 #112A	TRACK 12 #112B
Using Lean To Establish IT Governance & IT Value Streams Steve Bell , Founder, Lean IT Strategies, LLC <i>Code: Beyond Beginner</i>	Utilizing Lean Six Sigma, Project Management & ITIL To Implement A Service Catalog Cindy Trudeau , Manager, IT Service Management Program, Presbyterian Healthcare Services <i>Code: General</i>	Application Management As Part Of The Overall Service Management Lifecycle Cathy Kirch , Process Architect, Allstate Insurance Company <i>Code: Beyond Beginner</i>	Boeing's "Software Express" & Total Cost Of Ownership Dustin Coe , System Design Integrator & Program Manager, Boeing <i>Code: General</i>	Social IT Moderated By: Rhett Glauser , ServiceNow Adam Mason , Loyola Marymount University & Aleks Dmitrovic , MSI Inc. - Msysintegration & Chris Dancy , ServiceNow <i>Code: General</i>

11:55 a.m. - 2:55 p.m.: **CONCURRENT NETWORKING LUNCH, BREAKOUT SESSIONS & EXHIBITION SHOWCASE OPEN**

11:55 a.m. - 12:10 p.m.: **BREAK**

12:10 p.m. - 1:25 p.m.:

TRACK 1 #201 Tribal Leadership & The Way Of The Culture Warrior Kirk Weisler , Chief Morale Officer, Team Dynamics <i>Code: General</i>	TRACK 3 #203 ITSM Extreme Makeover – Part 1: ITSM Program Roadmap Jack Probst , Principal Consultant, Pink Elephant <i>Code: General</i>	TRACK 4 #204 Secrets For Getting “Them” To Listen Dr. Jim Anderson , Blue Elephant Consulting <i>Code: General</i>	TRACK 5 #205A PRINCE2 Certification vs. PMI/PMP (PMBOK) – Which One? Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: General</i>	TRACK 5 #205B Live & Let Live: Conflict Management In Project Management Elizabeth Harrin , Director, The Otobos Group <i>Code: General</i>
TRACK 10 #210 Launch & Learn Paulette Scheffer , Senior Director, IT Infrastructure & Service Management, Adobe Systems Incorporated <i>Code: Beginner</i>	TRACK 12 #212A Conducting The Symphony While Writing The Music – Mapping ITIL To ISO/IEC 20000 Timothy Currie , Service Manager, Fermilab <i>Code: Beyond Beginner</i>	TRACK 12 #212B Mobility, Big Data & Precognition Chris Dancy , Senior Manager, Digital Strategy, ServiceNow <i>Code: General</i>		

1:25 p.m. - 1:40 p.m.: BREAK

1:40 p.m. - 2:55 p.m.:

TRACK 2 #302 BSMReview 2011 Survey Results Bill Keyworth , Founding Editor, BSMReview.com <i>Code: General</i>	TRACK 3 #303 Service Catalog – Backwards! Tracey Richardson , Product Management, Ohio State University <i>Code: General</i>	TRACK 5 #305 Profiling Problem Solvers: How Does Industrial Psychology Help Leaders Maximize Human Performance? Bernardo Tirado , Six Sigma Black Belt, PMP, and Industrial Psychologist, The Project Box <i>Code: General</i>	TRACK 7 #307 Change Management – CAB Design & Operation Alicia Rodriguez , PMO & ITIL Unit Manager, State Compensation Insurance Fund <i>Code: General</i>	TRACK 8 #308 Award-Winning Social Media In Government Chris Longshore , Information Systems Manager, City Of Arvada <i>Code: General</i>
TRACK 9 #309 Velocity: Combining Lean, Six Sigma & Theory of Constraints To Achieve Breakthrough Performance Troy DuMoulin , AVP, Strategic Solutions, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 11 #311 Showdown Of The Methodologies Rob England , The IT Skeptic <i>Code: General</i>	TRACK 12 #312 IT Unification Against All Odds Moderated By: Craig McDonogh , ServiceNow Susan Roy , Temple-Inland & Farah Remtulla , Emory University <i>Code: Beyond Beginner</i>		

2:55 p.m. - 3:15 p.m.: BREAK

3:15 p.m. - 4:30 p.m.:

TRACK 1 #401 Lead With “LUV” Kirk Weisler , Chief Morale Officer, Team Dynamics <i>Code: General</i>	TRACK 2 #402A What’s CSR Got To Do With IT? Karen Ferris , Director, Macanta Consulting <i>Code: Beyond Beginner</i>	TRACK 2 #402B Technology Is The Easy Part: Becoming A High Performance Organization Kathy Starkoff , CIO, Ohio State University <i>Code: General</i>	TRACK 3 #403A Solving Real-World Problems With ITSM & Process Improvement Elaine Lauritzen , ITIL Expert & Managing Director, Production Services, Brigham Young University <i>Code: General</i>	TRACK 3 #403B Taking The IT Out Of ITIL – Using ITIL For Business Process Scott Whitten , Staples - Office of CIO, World Headquarters <i>Code: General</i>
---	---	---	---	---

TRACK 4 #404A Establishing Business Justification For Process Improvement Troy DuMoulin , AVP, Strategic Solutions & Jack Probst , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 4 #404B Culture With A Big “C” – Don’t Start Your ITSM Implementation Without It Dr. Carol E. Pollard , Professor of Computer Information Systems, Walker College of Business, Appalachian State University <i>Code: General</i>	TRACK 5 #405 Managing Projects With Social Media: How Will Social Media Impact The Way We Manage Projects? Bernardo Tirado , Six Sigma Black Belt, PMP, and Industrial Psychologist, The Project Box <i>Code: General</i>	TRACK 6 #406 Discussion Panel: Using Social Media In IT Moderated By: George Spalding , Pink Elephant Eve Mayer Orsbum , Social Media Delivered & Elizabeth Harrin , The Otobos Group & Barclay Rae , Barclay Rae Consulting <i>Code: General</i>	TRACK 7 #407 Implementing A Single Point Of Contact Service Desk Joel Krause , Manager, Office of the CIO - IT Service Management, State Compensation Insurance Fund <i>Code: General</i>
TRACK 9 #409A Super-Sizing Siemens’ Service Improvement Program Margo Fullilove , Process and Quality Management, Process Architect ITIL Service Management Program Director, Atos (formerly Siemens IT Solutions & Services) <i>Code: Beyond Beginner</i>	TRACK 9 #409B Applying The Principles Of Lean To IT Operations – From Theory To Practice Mike Orzen , President, Mike Orzen & Associates, Inc <i>Code: Beyond Beginner</i>	TRACK 10 #410 Executive Steering Committee: Best Practices At Allstate Pete Corrigan , Allstate Technology & Operations Senior Vice President, Allstate Insurance Company <i>Code: General</i>	TRACK 11 #411 COBIT, ITIL & PRINCE2: The 3 Musketeers! Andre van der Merwe , Senior Manager, Service Warranty & Improvement, Business Connexion <i>Code: Beginner</i>	TRACK 12 #412 So, You’ve Defined Your Processes; Now How Do You Get Them Into That Tool? Suzanne Eden , Manager, Enterprise Systems & Tools Management, AAA Northern California, Nevada & Utah <i>Code: General</i>

4:30 p.m. - 6:30 p.m.: NETWORKING RECEPTION & EXHIBITION SHOWCASE OPEN

TUESDAY, FEBRUARY 21, 2012

7:00 a.m. - 6:30 p.m.: INFORMATION & CUSTOMER SERVICE DESK OPEN

7:00 a.m. - 8:30 a.m.: BREAKFAST & NETWORKING

7:15 a.m. - 8:15 a.m.: BREAKFAST CLUBS

BREAKFAST CLUB BT1 Introduction To COBIT Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	BREAKFAST CLUB BT2 Introduction To Lean Management Martin Erb , Director, Professional Services, Pink Elephant <i>Code: Beginner</i>	BREAKFAST CLUB BT3 Introduction To CMM & Process Maturity Rae Garrett , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	BREAKFAST CLUB BT4 The Executive Club Moderated By: Brenda Iniguez , Strategic Business Development, Pink Elephant <i>Code: General</i>	BREAKFAST CLUB BT5 IT Support & Service Desk Forum Moderated By: Charlie Miles & Jim McKennan , IT Management Consultants, Pink Elephant <i>Code: General</i>
BREAKFAST CLUB BT6 ITIL 2011 – What’s New? Anil Dissanayake , IT Management Consultant, Pink Elephant <i>Code: General</i>	BREAKFAST CLUB BT7 Four Ways To Improve Your ITSM Program David Mainville , CEO & Co-Founder of Consulting-Portal <i>Code: General</i>			

8:30 a.m. - 10:20 a.m.:

ITIL AWARDS & MORNING KEYNOTE: NICHOLAS CARR – THE SHALLOWS: WHAT THE INTERNET IS DOING TO OUR BRAINS

10:20 a.m. - 10:40 a.m.: BREAK

10:40 a.m. - 11:55 a.m.:

TRACK 1 #501A Happily Ever After – Giving Your People A Story To Tell (With A Happy Ending) Kirk Weisler , Chief Moral Officer, Team Dynamics <i>Code: General</i>	TRACK 1 #501B Attitude, Behavior, Culture (ABC)... THE #1 Success Or Fail Factor Paul Wilkinson , Director, GamingWorks <i>Code: General</i>	TRACK 2 #502 Tackling Global Resistance... & Winning! Christophe Zajpt , Director IT Effectiveness, Honeywell IT Services <i>Code: General</i>	TRACK 3 #503A Effective ITIL Training For A Large & Ever-Changing Workforce Michael Gabbitas , Problem Manager, Brigham Young University <i>Code: General</i>	TRACK 3 #503B ITSM Extreme Makeover – Part 2: ITSM Program Roadmap In The Real-World Jack Probst , Principal Consultant, Pink Elephant & Jerry York , VP/CIO, UTHSC <i>Code: General</i>
TRACK 4 #504A The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change Dr. Victoria M. Grady, PhD , Assistant Professorial Lecturer, Department of Organizational Science, Columbian School of Arts & Sciences, George Washington University <i>Code: Beyond Beginner</i>	TRACK 4 #504B 4 Rules For Transferring Knowledge Into Results David Ratcliffe , President, Pink Elephant <i>Code: General</i>	TRACK 5 #505A A Paradigm Shift In Project Management Ty Kiisel , Manager, Social Outreach, AtTask, Inc. & Host of the TalkingWork Podcast <i>Code: General</i>	TRACK 5 #505B Right The First Time! A PRINCE2 Case Study François Brianchon , Business Improvement Engineer, British Telecom plc <i>Code: Beyond Beginner</i>	TRACK 6 #506 Discussion Panel: Cloudy With A Chance Of ITSM Moderated By: Troy DuMoulin , Pink Elephant <i>Code: General</i>
TRACK 7 #507 Delivering Excellence In IT Knowledge Management & IT Self-Service William Purcell , Incident Manager, Paychex <i>Code: General</i>	TRACK 8 #508 The Social Media Business Equation™ Eve Mayer Orsburn , CEO, Social Media Delivered <i>Code: Beyond Beginner</i>	TRACK 10 #510 Achieving ISO 20k Certification: Stepping Into The Winner's Circle Jim King , Director, Service Management, Optimization & Strategy, Shared Services Canada <i>Code: Beyond Beginner</i>	TRACK 11 #511 ITIL: An IT Governance Enabler Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: General</i>	TRACK 12 #512 The Silver Bullet? Software That "Works & Plays With Others" Jeffrey H. Westcott , ITSM Service Manager, Lawrence Livermore National Laboratory <i>Code: Beginner</i>

11:55 a.m. - 2:55 p.m.: CONCURRENT NETWORKING LUNCH & BREAKOUT SESSIONS

11:55 a.m. - 3:15 p.m.: EXHIBITION SHOWCASE OPEN

11:55 a.m. - 12:10 p.m.: BREAK

12:10 p.m. - 1:25 p.m.:

TRACK 1 #601 The Right Prescription For ITSM Success Mary Jo McElroy , VP Information Services, OhioHealth <i>Code: General</i>	TRACK 3 #603 2010 Project Of The Year Winner... One Year Later Brian Newcomb , Associate Director, Ohio State University <i>Code: General</i>	TRACK 4 #604 From Conception To Curriculum – Achieving True ITSM Success Andrzej Gadomski , Manager of Business Operations, Wilfrid Laurier University <i>Code: Beginner</i>	TRACK 6 #606 Discussion Panel: Expert Recommendations Moderated By: George Spalding , Pink Elephant <i>Code: General</i>	TRACK 9 #609 Implementation Of A Global Capacity Management Process Donald L. Knox , PMP, LSS Black Belt, NA Process Manager Capacity & Availability, Atos (formerly Siemens IT Solutions & Services) <i>Code: Beginner</i>
TRACK 10 #610A ISO 20000 Implementation – A Lean Success Story Andrew Bream , PMP, ISD Sr. IT Manager, General Dynamics Information Technology <i>Code: General</i>	TRACK 10 #610B ITSM: Delivering New Business Value Every 12 Weeks! Den Jones , Sr. Manager ITSM Program, Adobe Systems Incorporated <i>Code: Beginner</i>			

1:25 p.m. - 1:40 p.m.: BREAK

1:40 p.m. - 2:55 p.m.:

TRACK 1 #701 Leading Change: Kotter's 8-Step Model Gary Case , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 2 #702 How To Use The Service Catalog As A Strategic Tool To Achieve IT Business Integration Troy DuMoulin , AVP, Strategic Solutions, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 3 #703A Good Enough Financial Management Bryan Frank , Change, Release and Deployment Management, AAA Northern California, Nevada & Utah <i>Code: Beginner</i>	TRACK 3 #703B ITSM Extreme Makeover – Part 3: ITSM Program Management In The Real-World Rod Cantu , PMP / ITSM EMO Program Manager & Incident Management Process Owner & Bryan Menn , PMP / Manager, Project Management Office & Service Request Fulfillment Process Owner, UTHSC <i>Code: General</i>	TRACK 7 #707 Service Management At The Speed Of Light Stephen Abbott , Senior Service Manager - IPTV & FibreOP, Bell Aliant <i>Code: General</i>
TRACK 8 #708 Social Media For Project Managers Elizabeth Harrin , Director, The Otobos Group <i>Code: General</i>	TRACK 11 #711 COBIT 5 – Are You Ready? Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: General</i>			

2:55 p.m. - 3:15 p.m.: BREAK

3:15 p.m. - 4:30 p.m.:

AFTERNOON KEYNOTE: DR. JOANNE CANTOR – CONQUER CYBEROVERLOAD: STRATEGIES FOR SANITY & SUCCESS

4:30 p.m. - 6:30 p.m.: NETWORKING RECEPTION

WEDNESDAY, FEBRUARY 22, 2012

7:00 a.m. - 4:00 p.m.: INFORMATION & CUSTOMER SERVICE DESK OPEN

7:00 a.m. - 8:30 a.m.: BREAKFAST & NETWORKING

7:15 a.m. - 8:15 a.m.: BREAKFAST CLUBS

BREAKFAST CLUB BW1 The Executive Club Moderated By: Brenda Iniguez , Strategic Business Development, Pink Elephant <i>Code: General</i>	BREAKFAST CLUB BW2 5 Ways To Apply "Lean IT" To ITSM Martin Erb , Director, Professional Services, Pink Elephant <i>Code: General</i>	BREAKFAST CLUB BW3 ITIL 2011 – What's New? Anil Dissanayake , IT Management Consultant, Pink Elephant <i>Code: General</i>	BREAKFAST CLUB BW4 Top 10 Considerations For Implementing Change Management Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	BREAKFAST CLUB BW5 8 Ways ITSM Project Managers Go Wrong & What To Do About It Rae Garrett , Principal Consultant, Pink Elephant <i>Code: Beginner</i>
BREAKFAST CLUB BW6 Service Strategy: Refreshed! Jack Probst , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>				

Sample Itineraries
Not sure which sessions to attend? View the sample itineraries on our website that are customized to your specific management role or level of ITSM knowledge.

8:30 a.m. - 10:20 a.m.:

ITIL AWARDS & CLOSING KEYNOTE: DAVID RATCLIFFE & GEORGE SPALDING – 10 THINGS YOU NEED TO DO STARTING MONDAY MORNING!

10:20 a.m. - 10:40 a.m.: BREAK

10:40 a.m. - 11:55 a.m.:

TRACK 1 #901A Who Killed Change? Gary Case, Principal Consultant, Pink Elephant <i>Code: General</i>	TRACK 1 #901B Tipu Rob England, The IT Skeptic <i>Code: General</i>	TRACK 2 #902 Service Strategy: Refreshed! Jack Probst, Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 3 #903A The 7 Enablers Of ITSM Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant <i>Code: General</i>	TRACK 3 #903B ITSM Extreme Makeover – Part 4: It's All About People & Results Moderated By: George Spalding, Pink Elephant Panelists: Representatives from Pink Elephant, Hornbill, HDI, GamingWorks, Loyalist Certification Services, & TSO <i>Code: General</i>
TRACK 5 #905 8 Ways ITSM Project Managers Go Wrong & What To Do About It Rae Garrett, Principal Consultant, Pink Elephant <i>Code: Beginner</i>	TRACK 7 #907 Top 10 Considerations For Implementing Change Management Jennifer Wels, IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	TRACK 10 #910A A Guide To The Universal Service Management Body Of Knowledge (USMBOK) Ian Clayton, Author <i>Code: Beginner</i>	TRACK 10 #910B Far From The Factory: Lean For The Information Age Martin Erb , Director, Professional Services, Pink Elephant <i>Code: General</i>	TRACK 10 #910C Fast ITSM – Let's Get Moving! Barclay Rae, Consultant, Barclay Rae Consulting <i>Code: Beginner</i>
TRACK 12 #912A How To Align Process & Technology Charlie Miles, IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	TRACK 12 #912B How ITSM Strategies Help Build A Private Cloud Kurt Milne, Managing Director, IT Process Institute <i>Code: Beyond Beginner</i>			

11:55 a.m. - 12:55 p.m.: NETWORKING LUNCH FOR WORKSHOPS

12:55 p.m. - 3:40 p.m.: HALF-DAY WORKSHOPS

TRACK 15 W1 The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change Dr. Victoria M. Grady, PhD, Assistant Professorial Lecturer, Department of Organizational Science, Columbian School of Arts & Sciences, George Washington University <i>Code: Beyond Beginner</i>	TRACK 15 W2 ITSM Strategic Road Map Workshop Moderated By: Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant <i>Code: General</i>	TRACK 15 W3 Incident Management Health Check Charlie Miles, IT Management Consultant, Pink Elephant <i>Code: General</i>	TRACK 15 W4 Event Management Health Check Zahra Rahemtulla, IT Management Consultant, Pink Elephant <i>Code: General</i>	TRACK 15 W5 Problem Management Health Check Rae Garrett, Principal Consultant, Pink Elephant <i>Code: General</i>
TRACK 15 W6 Change Management Health Check Kristin Colburn, IT Management Consultant, Pink Elephant <i>Code: General</i>				

2:10 p.m. - 2:25 p.m.: BREAK

3:40 p.m.: CONFERENCE ENDS. SEE YOU NEXT YEAR!

Energize Your Team!

Send a team to the conference and save!
See page 31 to read about team discounts.

SUNDAY PRE-CONFERENCE OPTIMIZERS

Maximize Your Learning! Start your conference experience early with one of these value-added focus groups or breakout educational sessions.

Introduction To ITIL



Rich Petti,
IT Management Consultant,
Pink Elephant

Code: Beginner

This overview is an ideal way to learn about ITIL's IT Service Management framework and Service Lifecycle approach. Designed for those new to ITIL or needing a refresh, the agenda includes an overview of ITIL's five books – *Service Strategy, Service Design, Service Transition, Service Operation, Continual Service Improvement* – and their main concepts and best practices, together with a high level look at the 26 process, 4 function IT Service Management process model.

Introduction To COBIT



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner

COBIT (Control Objectives for Information and related Technology) is designed to be an information technology governance aid to management. COBIT's business-orientated framework identifies 34 information technology processes, grouped in 4 domains, and is supported by over 200 detailed control objectives. Each one of the 34 processes leverages IT resources, and is aimed at the quality, fiduciary and/or security requirements for information. The 34 IT processes guide management to selecting Critical Success Factors – the most important issues or actions that management need to achieve control over, so that IT can be effective in enabling the entity's business objectives.

Introduction To Lean Management



Martin Erb,
Director, Professional Services,
Pink Elephant

Code: Beginner

What is "Lean" and why should IT managers want to know about it? Martin will tell you. Lean is focused on getting the right things to the right place at the right time in the right quantity to

achieve perfect work flow, while minimizing waste and being flexible and able to change. To accomplish this, Lean thinking changes the focus of management from optimizing separate technologies, assets, and vertical departments to optimizing the flow of products and services through entire value streams that flow *horizontally* across technologies, assets, and departments to customers. Organizations are able to respond to changing customer desires with high variety, high quality, low cost, and with very fast throughput times. Also, information management becomes much simpler and more accurate.

Introduction To CMM & Process Maturity



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: Beginner

Attend this session and you'll learn about the key concepts and guiding principles of "process maturity". The session includes an overview of the CMM model (Capability Maturity Model) and the 6 different process maturity stages: 0 - Not Performed; 1 - Initial; 2 - Repeatable; 3 - Defined; 4 - Managed; 5 - Optimized. What do each of these mean? And, why should every IT manager need to know? Attend this session for an explanation of each stage and why understanding a maturity level is necessary to overall successful project management, and implementing ITIL and ITSM best practices.

Introduction To ISO 20000



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General

Benefit from Jack's expertise – he's one of North America's most knowledgeable ISO 20000 experts. He also serves on the US Task Group 25 and was named as the Head of the US delegation. An increasing number of organizations are choosing to have their IT staff and departments audited for ISO 20000 certification. Why? Jack will tell you all about it. He'll describe the key components of ISO 20000's IT Service Management framework, and also explain how it complements ITIL. His presentation will also include an overview of "individual" vs. "organization" certifications.

Introduction To PRINCE2



Graham Price,
Principal Consultant,
Pink Elephant

Code: Beginner

Join Graham – a certified and well seasoned project management expert – as he introduces you to PRINCE2 (PRojects IN Controlled

Environments) and describes: the framework and its components; benefits to individuals and organizations; the certification process; and how PRINCE2 can help you to successfully implement ITIL processes, and other major changes.

5 Tips For Cementing Organizational Change



Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

Code: Beyond Beginner

You've put your staff through certification. You've implemented new processes. You've purchased and implemented new tools. BUT, you're not seeing the results you were after. One reason could be that not enough attention has been placed on formally "cementing" or "freezing" change in your organization. Troy will explain what this means, and why all IT leaders must understand the concepts of anchoring change in order to make it stick. Based on his extensive experience, Troy will also offer five tips IT leaders can use immediately on return to work to make a difference.

24601 Less Miserable – Breaking Free & Building Teams



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General

Join Kirk, a conference favorite, for a highly participative session designed to help leaders build teams, create culture and inspire change. 2 slides (no death by PowerPoint in this session); 4 activities (this is a hands-on session – participation required); 6 actionable insights you can take home and do to build teams; 0 excuses (more on this later); 1 objective – to create connection, build community and create a more powerful, positive, and productive workplace culture.

Industry Focus Groups

You are not alone! Many others share common issues, challenges and questions. Attend one of the industry-specific focus groups to learn and share with others. There are four to choose from:

- ITIL & ITSM In Utilities
- ITIL & ITSM In Government
- ITIL & ITSM In Financial Services
- ITIL & ITSM In Education & Universities

For a complete list of all focus groups and networking opportunities, visit our website, or refer to the conference manual.

For longer, more detailed session descriptions, visit our website.

TRACK 1

Leadership & The ABCs Of ITSM

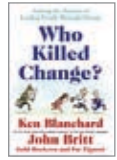
Who Killed Change?



Gary Case,
Principal Consultant,
Pink Elephant

Code: General

Close to 70% of change efforts fail! A few perish suddenly, but many die painfully. Why this disturbing trend? Gary will tell you!



The morale of the story in the book *Who Killed Change?* is clear – managers and leaders are the ones that are most responsible for killing change, and thus they, and the culture they create, are the keys to its success. Gary, a highly experienced senior ITSM consultant and veteran of numerous change initiatives, will discuss the book, which includes 13 must-have components for the successful implementation of major organizational change. Gary will review the book's key learning points, and then link these directly to grassroots do's and don'ts for your continuous improvement IT initiative.

Leading Change: Kotter's 8-Step Model



Gary Case,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner

Leading Change is recognized as one of the all-time best business books and the definitive work on the subject. Harvard Business School Professor John P. Kotter methodically and carefully explains his eight-step process for leading and managing major organizational change in an easy to understand fashion, which captures his wealth of knowledge and experience working with major companies all over the world. If you're

a manager at any level of your IT organization who is currently leading any aspect of a change (and today it's an ongoing occurrence!), understanding Kotter's eight-step change process is a *must-have*. You'll gain huge benefits from Gary's extensive ITIL implementation and IT project management experience as he walks you through several real-world examples for each of the eight steps.

Lead With "LUV"



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General

Kirk – always a conference favorite – will introduce you to the reasons why Southwest Airlines is one of the world's most successful organizations. And, guess what? It's all about "LUV"!



As Southwest's President, Colleen Barrett proved that leading with love is the non-stop route to outstanding business performance. In their very inspirational new book, Barrett and legendary leadership expert Ken Blanchard explain what love-based leadership really means...why there's nothing "soft" about it, and how you can start leading with love right now, wherever you are!

Join Kirk as he takes you through a highly inspirational look at how you too can transport the same philosophies to your IT organization and teams.

The Right Prescription For ITSM Success



Mary Jo McElroy,
VP Information Services,
OhioHealth

Code: General

OhioHealth (winner of the 2008 Project of the Year Award) returns to share their continuing success. Process implementation is only one component of OhioHealth's success. They understood that to make change stick, they had to change human behavior too. Using a contemporary model for behavioral change which implemented factors at the personal, social and structural levels of motivation and ability, OhioHealth has achieved great success. In fact, their success has secured them a spot on Computerworld's prestigious Top 100 Places to Work in IT for 2011.

"The If 16:" Leadership Attributes For Those Who Choose To Lead



Doug Moran,
Former CIO,
Capital One Financial Services &
Author

Code: General

Based on his newly released book, *If You Will Lead*, Doug explores the skills required to be an effective leader. "The If 16," the essential attributes all leaders must possess, forms the foundation for his work. Doug created "The If 16" based on the poem "If", by Rudyard Kipling.



According to Doug, the poem's wisdom is as relevant today as when it was written more than 100 years ago. Each engagement challenges the reader to assess their individual and collective strengths and weaknesses and to determine their greatest challenges for growth. Doug offers practical ideas and guidance on what it takes to excel as a rising star, seasoned executive and everything in between.

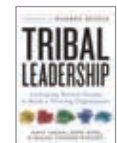
Tribal Leadership & The Way Of The Culture Warrior



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General

What is a tribe and how can I lead one? What are the major components of a powerful and positive corporate culture and how can I influence them to create engagement and maybe even excitement into my tribe? Projects



don't fail because of technology issues; they fail because of people issues. It isn't the technology, it's the tribe. Creating a tribal culture takes Tribal Leadership. Join culture enthusiast Kirk Weisler as he shares wisdom from the best-selling book *Tribal Leadership*, along with real-world examples to inspire and motivate you. You'll leave this session with actionable insights, recharged batteries and the confidence of a Culture Warrior.

Attitude, Behavior & Culture (ABC)... THE #1 Success Or Fail Factor



Paul Wilkinson,
Director,
GamingWorks

Code: General

In this presentation Paul will be looking back at some real examples of the 'Attitude, Behavior and Culture' that underpin poor performance, looking back at 10 years of worst practice, including worst practices that **MUST** be resolved if ITIL initiatives are to succeed and deliver value. He will reveal the shocking global findings from a number of round table sessions held across the globe and compare these to the findings in North America. He will show the top 10 types of resistance to ITIL and will reveal the top 10 success factors according to industry experts around the world. This presentation will finish with some revolutionary and confrontational best practice advice, which if followed, according to Paul, will change the industry.

Happily Ever After – Giving Your People A Story To Tell (With A Happy Ending)



Kirk Weisler,
Chief Moral Officer,
Team Dynamics

Code: General

Kirk's highly energized, fast paced session is based on the best selling book *Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story*. Join Kirk as he invigorates your spirit and inspires your mind with

practical ways to immediately begin using stories as tools. According to Kirk, and the book's author, wise leaders use stories to shift and shape culture, to connect with and persuade people to their point of view, and to win the hearts and minds of customers, co-workers and community.



Tipu



Rob England,
The IT Skeptic

Code: General

Tipu is an approach to planning and executing service management improvement. Rob England thinks we are doing ITSM wrong. No more "ITIL projects"; no more "doing Incident Management". Tipu is an agile approach to making service improvement part of business as usual.

Join Rob as he shows you how to build and cement a continual service improvement culture. Many of the principles you are already familiar with. Tipu brings them together into a manageable methodology, focusing on tasks rather than processes. Learn the steps to identify the key business requirements, prioritize how to meet those needs, and then parcel your actions together into time-bound (not scope-bound) packages.

TRACK 2

Strategic IT Management

How To Use The Service Catalog As A Strategic Tool To Achieve IT Business Integration



Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

Code: Beyond Beginner

Troy, together with Rodrigo Flores and Bill Fine of newScale, wrote the hugely successful and highly acclaimed book, *Defining IT Success Through The Service Catalog: A Practical Guide*. In this insightful presentation, Troy, one



of the most experienced ITSM experts in the industry, will use the practical guidance offered in the book to show you why the Service Catalog is a must-have in your strategic management toolkit. After reviewing its strategic relevance, he will then explain exactly how to use the Service Catalog and the related processes to strengthen IT's capabilities and achieve IT business integration.

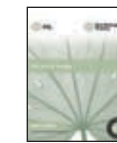
Service Strategy: Refreshed!



Jack Probst,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner

ITIL's *Service Strategy* book has undergone a refresh, which was released in July 2011. How has the book, and related concepts and processes changed? Jack will tell you everything you need to know about the



update. During this session, Jack, a veteran of many strategic ITIL and ITSM initiatives, will provide you with a must-have overview of the book's contents, which include many insightful business concepts and principles for senior IT managers such as: Service Value; Service Oriented Accounting; Service Provisioning Models; Organization Design and Development.

What's CSR Got To Do With IT?



Karen Ferris,
Director,
Macanta Consulting

Code: Beyond Beginner

Corporate Social Responsibility (CSR) is gaining traction from CEOs who see it as another opportunity for growth and differentiation from the competition. It also gives organizations permission to enter new markets and attract and retain top talent. IT is expected, not only to adhere to the CSR but also provide the transparent information being demanded. This puts the CIO right in the middle of the organization's CSR activities. Standards like ISO:40001 for environmental management systems increase the focus. In 2010, we saw the introduction of ISO/DIS 26000, Guidance on Social Responsibility, so there is even more pressure on IT to deliver.

Con-Way's Lean IT Journey



Richard Carroll,
VP IT,
Con-way Inc / Menlo Worldwide

Code: Beginner

Con-way is a global transportation and logistics company with 28,500 employees in North America and 18 international countries. In this case study, Richard will highlight his

organization's three year Lean IT journey. He'll provide a summary of the business cross-functional value stream improvements where IT is just one participant in the "Kaizen" team. Richard will describe major drivers, objectives and provide strategic insight into the background of Con-way's Lean initiatives including use of value stream structures for IT delivery processes – structural approach, change management to implement, value stream owner model, and lessons learned.

BSMReview 2011 Survey Results



Bill Keyworth,
Founding Editor,
BSMReview.com

Code: General

This presentation reviews the results of BSMReview.com's annual survey for 2011 where nearly 200 respondents answered detailed questions related to business-oriented service management. Questions include: What are the unique perceptions of IT operations versus business units regarding critical IT deliverables and corporate culture? How differently do executives, mid-level managers and staff view IT investments, decisions and alignment obstacles? What are the reasons behind conflicting viewpoints of IT operations versus business needs? What service metrics have improved or declined during the last year? Which ITIL V2 and V3 processes are anticipating significant installation plans during 2012? What are the next steps in increasing BSM maturity, particularly ITIL processes? Finally, how can IT best accommodate different, yet highly consistent "maturity" levels of business operational goals?

GDIT ITSM Strategy For Becoming A Leader In Our Market Space



James Howard,
ITSM Program Manager,
General Dynamics Information
Technology's Intelligence Solutions
Division

Code: Beginner

Here's your opportunity to gain an interesting business perspective from a major industry service provider. James will discuss how and why ITIL and other ITSM frameworks were chosen to give his organization a strategic advantage. James will walk you through the step by step approach they used to: successfully gain buy-in; implement key processes and supporting tools; develop and execute communication and education plans; plan for and implement ISO 20K, CMMI, Six Sigma, and PMP certification. He'll also highlight lessons learned, and how they cemented change.

For longer, more detailed session descriptions, visit our website.

Technology Is The Easy Part: Becoming A High Performance Organization



Kathy Starkoff,
CIO,
Ohio State University

Code: General

Of the three components of a successful IT organization – people, process and technology – many would be surprised to learn that technology is the easy part. In 2008, Ohio State University embarked on a journey to transform into a high performance organization by focusing extensive efforts on transforming people and processes. Join CIO Kathy Starkoff as she discusses embarking on this journey, her organization's challenges, and the roadmap the organization has put in place to achieve its goal. She'll share how far her organization has come and the journey ahead through implementing process improvements, organizational changes, and culture transformation efforts.

Tackling Global Resistance...& Winning!



Christophe Zajpt,
Director IT Effectiveness,
Honeywell IT Services

Code: General

Service Management champions can often face a long and arduous battle to gain acceptance for the ITSM program. When implementing service management in a global organization with over 130,000 employees worldwide, the scope of the project and its challenges increase dramatically. Join Christophe, as he shares how Honeywell pinpointed their specific issues, tackled the resistance and made ITSM real. This revealing case study shows how Honeywell is pursuing process excellence through education, organizational re-alignment and cultural change worldwide.

TRACK 3

Beyond Theory: Making ITSM "Real"

Configuration Management System: Vision & Reality



Jane Mandeville,
Process Owner CMDB,
Vanderbilt University

Code: General

Jane and her colleagues began an ITSM journey several years ago in 2004 with a strong belief in the value of a CMDB. Since then they have come to understand the challenges and pitfalls of getting there, and during this session Jane will provide a very honest and realistic look at their CMDB

implementation. It has been a challenging ride, but they are very proud of several key notable results. Her presentation includes: an overview of Vanderbilt University's ITSM program including ITIL process initiatives; a summary of tool implementation and process standards; key lessons learned along the way; a look at how original goals compare to vendor promises, actual achievements and adjusted expectations; and a summary of future steps.

Case Study: Team BYU



Brigham Young University (BYU) is one of the oldest and largest universities in the US with over 40,000 students and faculty users. During BYU's eight year

ITIL and ITSM journey, Elaine, Michael, Mark and their colleagues have achieved many successes – many of these have been profiled at Pink's past events with very positive reviews.

Problem Management Case Study



Mark Phillips,
Operations Services Director,
Brigham Young University

Code: Beginner

While many organizations struggle with implementing a highly effective and mature Problem Management process, and integrating it fully with key "sister" processes of Incident and Change, Mark and his colleagues have done just that! He will provide a very practical demonstration of BYU's successful PM process highlighting their results in finding and managing known errors, eliminating incidents, and building overall better IT services.

Effective ITIL Training For A Large & Ever-Changing Workforce



Michael Gabbitas,
Problem Manager,
Brigham Young University

Code: General

It is BYU's view that everyone in IT needs some form of Service Management training. How do you do this in a way that makes it engaging and relevant to employee's day-to-day activities? This session will focus on the training solutions BYU has implemented including: developing interactive sessions that keep things lively and fun; making sessions meaningful and relevant to individuals' daily work; deciding whether or not to include certification; process for tracking and measuring overall effectiveness of training.

Solving Real-World Problems With ITSM & Process Improvement



Elaine Lauritzen,
ITIL Expert & Managing Director,
Production Services,
Brigham Young University

Code: General

Why do you want to 'do' ITIL? What problems are you trying to solve? It is Elaine's observation that too often IT groups don't think through these questions before jumping into a major (and expensive!) ITIL effort. The result can be very little improvement for a lot of effort, and staff who can't see the value of ITSM. Elaine will discuss how and why spending just a little bit of time to address those key questions at the *beginning* of a process improvement effort will make all the difference between success and futility. She will profile the process improvement plan and process documentation templates that work for her organization, and discuss the very real difference ITSM process improvement has made to BYU.

The 7 Enablers Of ITSM



Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

Code: General

ITSM projects have seven key enablers that provide the energy and resources to initiate, sustain and realize the promised benefits. Unfortunately for many of the organizations these same seven enablers when non-existent, at least at basic level, can quickly turn into limiting constraints and terminal blockages that paralyze, then kill their ITIL programs.

In this highly enlightening session, Troy will review each of these seven critical enablers: Leadership, Resources, Knowledge, Integrated Tools, Ability To Deploy, Ability to Effect Behavioral Change, and ITSM Program Momentum. Troy will also share results of his two surveys (2008 and 2011), including a summary and analysis of his findings, which revealed some interesting and somewhat unexpected results about what IT managers say are their biggest ITSM implementation challenges.

Case Study: Team OSU



Ohio State University (OSU) is one of the largest universities in the US with over 64,000 students and faculty users. OSU has recently embarked on an award winning ITIL and ITSM journey. Brian and Tracey are on hand to share their many successes.

2010 Project Of The Year Winner... One Year Later



Brian Newcomb,
Associate Director,
Ohio State University

Code: General

Join Brian as he walks you through the year that followed OSU's award winning ITSM project. Brian will bring you up to speed with OSU's start-up and establishment of its ITSM program, including assessments, strategies and project timelines. He'll share with you what worked, what didn't work and most importantly, lessons learned. With all process implementations, the follow-through is equally as important as the project. Brian will reveal his organization's culture during and after the project, focusing on the momentum which drove the project and cemented its success.

Service Catalog – Backwards!



Tracey Richardson,
Product Management,
Ohio State University

Code: General

Tracey has a winning success story to share with you about how her IT organization deviated from the norm to achieve desired results. Tracey will explain why, and how they started with a list of 230 'things we think we did' and defined/accepted a definition of a 'service', then ran these 'things' through that filter and came up with 44 'services' that made the start to their catalog. She will also provide details about implementation of service catalog management process, including key project activities and lessons.

Technology Is The Easy Part: Becoming A High Performance Organization



Kathy Starkoff,
CIO,
Ohio State University

Code: General

The CIO of Ohio State University is also speaking at the conference. Refer to page 18 for Kathy Starkoff's session description.

Good Enough Financial Management



Bryan Frank,
Change, Release and Deployment
Management,
AAA Northern California, Nevada &
Utah

Code: Beginner

As AAA NCNU began to implement ITSM good practice, it became apparent to them that they had

to get a handle on the costs to deliver and use the services their IT division provided to AAA's business front line. Bryan will describe the process and phased approach undertaken to get an understanding of the costs of IT services. His discussion includes: how they assessed their current situation and analyzed data/findings; how they developed a costing model and determined Total Cost of Ownership; the changes implemented and examples of the benefits gained; lessons learned and next steps in Financial Management process maturity.

Case Study: Team ITSM Extreme Makeover

The University of Texas Health Science Center at San Antonio (UTHSC) are recipients of the first ever ITSM Extreme Makeover. For one year, the sponsors identified below, have provided free services by working with this organization to plan for and successfully implement ITSM best practices. The results will be discovered during a 4 part series of presentations.



ITSM Extreme Makeover – Part 1: ITSM Program Roadmap



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General

Join Jack – one of the industry's most seasoned experts – as he describes the implementation roadmap that he used at UTHSC as ITSM Extreme Makeover Program Director. The model includes 4 major components – Strategy, Design/Build, Transition and Operation, which are underpinned by Process Governance, Organizational Change Management, Communication, Education Planning and Continual Service Improvement. Jack will explain each one in detail highlighting what is needed to successfully address all key planning and implementation activities. At the end of this session, you will understand what is required by way of a general template to successfully plan for, build and implement your ITIL and ITSM programs.

ITSM Extreme Makeover – Part 2: ITSM Program Roadmap In The Real-World



Jack Probst,
Principal Consultant,
Pink Elephant &
Jerry York,
VP/CIO,
UTHSC



Code: General

Using the model described in Part 1 (above), UTHSC's CIO, Jerry, will describe the real-world application of the plans envisioned by Jack for his organization. Specifically he will address: How IT's plans were aligned to business objectives; how IT KPIs and metrics were defined to support those objectives; primary risk factors that were kept in mind as the improvement plan was rolled out; and how they were mitigated; adjustments to the plan, including the review process for mid-course corrections; lessons learned about the importance of focusing on people – and results!

Attend this session to hear a CIO speak out – loud and clear!

ITSM Extreme Makeover – Part 3: ITSM Program Management In The Real-World



Rod Cantu,
PMP / ITSM EMO Program Manager &
Incident Management Process
Owner &



Bryan Menn,
PMP / Manager, Project Management
Office & Service Request
Fulfillment Process Owner,
UTHSC

Code: General

Rod and Bryan will present a project management view of ITSM implementation profiling Incident Management, Request Fulfillment and Service Level Management. They'll discuss the individual process implementation plans, lessons learned, challenges faced, adjustments made, and results. They will also tie in training and tool implementation, sharing key project activities and highlights.

ITSM Extreme Makeover – Part 4: It's All About People & Results



George Spalding,
Executive Vice President,
Pink Elephant

With the assistance of the project sponsor team – Hornbill, HDI, GamingWorks, Loyalist Certification Services, & TSO.

For longer, more detailed session descriptions, visit our website.

Code: General

In this session you'll hear about the challenges and successes encountered by the sponsor team, and particularly the learning points they want YOU to take away! After all, this project was intended not just to benefit the UTHSC organization, but also for the ITSM community worldwide. George will begin by recapping the measurements for success for this project and the value that (we hope!) was derived by UTHSC. He will then call upon a representative from each of the sponsor organizations to describe how their support of the project made a difference. Come along to this final "ITSM Extreme Makeover 2011" session and discover the real value statements that you can take away for yourself.

Taking The IT Out Of ITIL – Using ITIL For Business Process



Scott Whitten,
Staples - Office of CIO,
World Headquarters

Code: General

Scott will explain why and how we must release ITIL from the limited view of process and technology and understand that at the end of the day, ITIL is about human behavior. It is about timely responses to everyday failures, predictive responses to problems before they occur, and managing inevitable change effectively. Staples combines these principles with the right mix of technology to manage vendors, human capital, project finances, facilities, transportation, rebates, contracts, and much, much more. Join Scott to understand how one of the world's leading retailers takes the IT out of ITIL for business process success.

TRACK 4

IT Business School

The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change – An Overview



Dr. Victoria M. Grady,
PhD, Assistant Professorial Lecturer,
Department of Organizational Science,
Columbian School of Arts & Sciences,
George Washington University

Code: Beyond Beginner

The LOE Index identifies behaviors, perceptions, and attitudes that emerge in organizations as a response to change and that ultimately impact overall effectiveness. The index focuses on the employees, and how factors inherent in change affect their performance and subsequently negatively impact the organization.

During this presentation Dr. Grady will provide a review of: the Model of the Organizational Loss of

Effectiveness (LOE); the corresponding LOE Index together with a summary of why and how to assess seven symptoms – Global Assessment; Frustration; Apprehension/Anxiety; Retardation of Development; Refusal to Participate; Withdrawal; and Rejection of Environment.

Establishing Business Justification For Process Improvement



Troy DuMoulin,
AVP, Strategic Solutions &
Jack Probst,
Principal Consultant,
Pink Elephant



Code: Beyond Beginner

Attend this session to understand how to use process maturity as an input to business investment decisions around continual service improvement. Troy

and Jack will look at the following concepts: how while Process Maturity alone is not an indicator of next steps it provides information for business case development (where are we now versus where we want to be); Process Improvement must be driven by business justification; as the process/product matures and becomes more business critical the initial organizational structure, systems and culture are often at odds with the new business requirements.

The Secret To Knowing Where You Are Going: Using The Balanced Scorecard For IT



Dr. Jim Anderson,
Blue Elephant Consulting

Code: General

In his presentation, Jim takes a proven business communication, measurement, and strategy tool – The Balanced Scorecard – and shows you how to apply it to the unique needs of IT. There is no question that The Balanced Scorecard works; recent estimates show that 60% of the Fortune 1000 have a Balanced Scorecard in place. Many successful organizations have already shown that The Balanced Scorecard allows your IT department to have a single, focused, strategy that the entire staff can rally behind. Jim will tell you how to do it!

4 Rules For Transferring Knowledge Into Results



David Ratcliffe,
President,
Pink Elephant

Code: General

Come along to this unique session to learn how to get more bang from the bucks you spend on education and training in IT. Based on Professor Donald Kirkpartick's famous Four-Level

Evaluation Model, and his best selling books, David will review how to use the model to transfer learning into behavior to get people to *apply* what they learn once the training is over. Tap into David's research that shows: 1) Most IT improvement projects fail – and why; 2) Most people attend training courses solely to gain certifications; 3) Most managers send staff on training courses without briefing them in advance on what will be expected of them in the way of new behaviors and capabilities once they return to work.

Culture With A Big "C" – Don't Start Your ITSM Implementation Without It



Dr. Carol E. Pollard,
Professor of Computer Information
Systems, Walker College of Business,
Appalachian State University

Code: General

In this session, you will learn the importance of addressing the 'people' component of ITSM and gain a better understanding of the concept of 'Culture' as it relates to ITSM. Dr. Pollard will take you on a journey that will enable you to understand and appreciate the cultural challenges and pitfalls encountered by companies as they sought to integrate ITIL processes into their organizational framework. Dr. Pollard will explain the different aspects of culture that must be addressed and why they are important to implementing and sustaining successful ITSM initiatives, and will discuss 'lessons learned' to enhance your appreciation of the increasingly important role of culture and help you build your own 'cultural' roadmap for implementing best-practice ITIL-based ITSM efforts.

Different Results...It's All About Getting To The Root Cause Of Your Thinking



Stephen Wrenn,
Adjunct Professor,
University of New Hampshire

Code: General

Join Stephen, as he discusses how to achieve new and better results during this tough time – the challenge many are facing. Truth is, our targeted outcomes are often blocked by our way of thinking; both our people's and our own. Get to the root cause of thinking. That's the real path to long-lasting results. The University of New Hampshire professor instructs students in the Executive MBA program, to implement this critical thinking framework to make change stick. Need further proof? Stephen will share with you how this change management process was applied at two Fortune 50 companies to achieve award-winning, lasting results.

From Conception To Curriculum – Achieving True ITSM Success



Andrzej Gadomski,
Manager of Business Operations,
Wilfrid Laurier University

Code: Beginner

Securing approval for ITSM programs and championing the program can be daunting tasks. After a six-year struggle and several failed attempts to implement ITIL, Andrzej finally received the green light. Join Andrzej as he throws open the doors to WLU's ITS department to reveal their plans, successes and challenges. Andrzej will road map the University's program, where they are now and where they want to be, and how they will know that they have achieved their goals. Andrzej will also discuss plans to include ITSM in the curriculum at The Laurier School of Business & Economics, one of Canada's leading business schools.

Secrets For Getting "Them" To Listen



Dr. Jim Anderson,
Blue Elephant Consulting

Code: General

Whether you're delivering a presentation, talking in a meeting, writing a report, or communicating in general, one of the most difficult issues many technologists face is trying to explain IT in business terms, not geek-speak. Business people prefer to talk about new revenue streams, gross margins, innovation and expanding markets, business value, customer service, and bottom line. Dr. Anderson will provide you with guidance about how to be a better business communicator focusing on how to create and deliver presentations that contain detailed technical information in a way that is engaging to a non-IT audience and allows you to better connect with business people.

TRACK 5

ITSM Project Management Best Practices

Introduction To The Project Management Body Of Knowledge (PMBOK)



Graham Price,
Principal Consultant,
Pink Elephant

Code: Beginner

During this session, Graham, will highlight how IT managers can apply The Project Management Body of Knowledge (PMBOK) to help with their major improvement initiatives, including ITSM and ITIL projects. Graham has helped many

IT organizations plan, organize and execute major change. Attend this session to benefit from his vast knowledge and practical experience. His presentation will cover the five process groups and nine knowledge areas within PMBOK, with examples of how these can be applied to an ITSM project.

PRINCE2 Certification vs. PMI/PMP (PMBOK) – Which One?



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: General

Not only do Project Management skills serve individuals well, but more importantly to IT organizations, certified project managers contribute positively to the overall success of IT projects. But, which way should you go? PMI (PMBOK) or PRINCE2? Which is better? Which path is right for you? Does it have to be one or the other? Join Jennifer – certified in both! – and she'll provide the details you need to know in order to fully understand the major differences between the two paths. Armed with this knowledge, you will be able to make informed decisions about which route you should take. Jennifer will also discuss how each approach can be used to help with your ITIL projects and other major IT initiatives.

8 Ways ITSM Project Managers Go Wrong & What To Do About It



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: Beginner

Join Rae, a highly seasoned ITSM implementation expert, as she digs into her 'Consultant Case Book' to walk you through a laundry list of why ITSM projects fail and the biggest mistakes project managers make. She will profile her many observations and also provide recommendations for what you should do to avoid these common pitfalls.

A Paradigm Shift In Project Management



Ty Kiisel,
Manager, Social Outreach,
AtTask, Inc. & Host of the
TalkingWork Podcast

Code: General

Ty uses his own project management experiences together with his knowledge of the IT industry to write extensively about strategic project management. He is a prolific online writer who contributes to many blogs and e-magazines including @Task, Alltop, CIOZone, Gantthead and IT Toolbox. Ty will explain that experts believe

by 2014, organizations will invest 30% less time and money in traditional IT project management than in 2010. He will discuss a paradigm shift that involves a new description of work and projects. His session will also highlight what he believes to be project management's greatest challenges and he offers creative approaches for how to overcome these. Ty also discusses three key drivers to team participation.

Profiling Problem Solvers: How Does Industrial Psychology Help Leaders Maximize Human Performance?



Bernardo Tirado,
Six Sigma Black Belt, PMP, and
Industrial Psychologist,
The Project Box

Code: General

In this revealing session Bernardo provides participants with an understanding of how Industrial Psychology practices will help them maximize human performance and a working knowledge of how to profile teams to obtain optimal productivity results. He will cover three major areas: understanding human performance; the psychology of change; and the techniques for understanding body language. Attendees will learn best practices that can be applied immediately after the session.

Managing Projects With Social Media: How Will Social Media Impact The Way We Manage Projects?



Bernardo Tirado,
Six Sigma Black Belt, PMP, and
Industrial Psychologist,
The Project Box

Code: General

Social media is here to stay! How can you use it to facilitate project management? Bernardo will use his extensive project management expertise to tell you. His session will provide participants with a holistic view on how social media will impact project productivity and will share strategies on how to apply emerging technology to project management. Bernardo will cover three major areas: research on social media and what it means to you; offline to online project management; strategies and best practices. Attend this useful session to learn techniques that can be applied immediately upon return to work.

For longer, more detailed session descriptions, visit our website.

Right The First Time! A PRINCE2 Case Study



François Brianchon,
Business Improvement Engineer,
British Telecom plc

Code: Beyond Beginner

British Telecom (BT) is a provider of telecommunications and IT services to major European companies. Finding itself in a very aggressive marketplace where many of its competitors had already implemented best practices, and struggling with a complete corporate reorganization, BT knew it had to change or continue to lose business. A proponent of ITIL and ITSM best practices, BT turned to PRINCE2 to solve its organizational issues as well as defining its quality and risk management challenges. PRINCE2 allowed BT to focus on their customer's explicit and implicit needs, driven by the metric of "right the first time". Join François, as he shares with you BT's success – happy customers and happy employees!

Live & Let Live: Conflict Management In Project Management



Elizabeth Harrin,
Director,
The Otobos Group

Code: General

However smoothly you manage the office politics and relationships at work, you will no doubt face having to deal with conflict at some point in your career. This is especially true in project management! How you handle yourself (and others) in conflict situations will impact profoundly on your personal reputation in the workplace, and often the success of your projects. Elizabeth will dig into her deep pockets of project management and business expertise to share techniques you can use to defuse conflict and bring the situation back under control. Her session covers: causes of conflict; five conflict handling modes (based on the Thomas-Kilmann Conflict Mod Instrument); communication dynamics and defusing conflict; and the importance of credibility in resolving conflict in project management.

TRACK 6

The IT Situation Room

Discussion Panel: Using Social Media In IT



Moderated By:
George Spalding,
Executive Vice President,
Pink Elephant

Code: General

Are you using any social media tools internally to help with communication, customer/user support, project management and other key processes? Join this Q&A to hear about the endless uses for social media within IT.

Discussion Panel: Cloudy With A Chance Of ITSM



Moderated By:
Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

Code: General

Join Troy and his panel of industry experts and IT practitioners for this interactive discussion as they examine all sides of cloud computing, including how ITIL, ITSM and other industry standards fit in.

Discussion Panel: Expert Recommendations



Moderated By:
George Spalding,
Executive Vice President,
Pink Elephant

Code: General

Join George and his expert panel for this truly enlightening session. Pink has identified six pressing issues IT managers are coping with in today's challenging business environments. For each one, George and his experts will provide specific tips/recommendations/examples and take-aways for you. The six areas are: 1) organizing and motivating your teams; 2) dealing with senior managers; 3) finding out what your business needs from IT; 4) measuring business value of IT; 5) creating a checklist and process for validating the reliability and integrity of cloud-based IT services; 6) creating a checklist and process for assessing the vision, depth, commitment and true customer focus of ITSM software and service providers.

TRACK 7

Service Support & Operations

Top 10 Considerations For Implementing Change Management



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner

One of the key ITIL processes is Change Management, and many IT organizations include it as an early implementation and improvement focus. While not complicated, Change Management is a complex, multi-faceted process that many IT managers struggle with. Get Change Management right and it works, get it wrong and it becomes a bureaucracy that creates frustration and confusion that everyone wants to bypass. Change Management is a control process that has to have a good balance of efficiency and effectiveness.

Delivering Excellence In IT Knowledge Management & IT Self-Service



William Purcell,
Incident Manager,
Paychex

Code: General

In this session, William will feature

Paychex's Knowledge Management process. His organization's Knowledge Management initiative was a direct result of an ITIL simulation exercise and the realization that they could not have success without good knowledge management practices. William will explain that they had no effective Knowledge Management practices three years ago, and then he'll describe the progressive approach their Service Desk used to build a robust knowledge base that now accommodates 90% of all tickets opened. They have been very successful; showing savings of over \$200,000 a month through self service usage alone. Paychex's success has been featured in a Gartner Case Study Paper.

Managing Chaos Through Release & Change Management



Anthony Krasinski,
Section Manager,
IT Service Management,
Erie Insurance

Code: Beyond Beginner

At Erie Insurance, Release and Change Management aren't stand-alone processes. The two processes are tightly integrated to produce accountability in the release lifecycle for stakeholders. Anthony will share with you how Erie Insurance relies on this relationship to support the business. You'll come away from this session learning the various stages of the release management lifecycle, integration points between release and change and on the human side, how to ensure all key stakeholders complete the work at the expected time. Finally, Anthony will show how to implement measurements that ensure schedule adherence and accountability. If the challenge of release management has you struggling, be sure to attend this session and learn how to manage your chaos.

Case Study: Team State Fund



State Compensation Insurance Fund is the co-winner of Pink's 2010 Project Of The Year Award. State Fund is the largest provider of workers' compensation insurance in California and has approximately 150,000 policyholders, more than \$1.2 billion in premium, and nearly \$20 billion in assets.

Implementing A Single Point Of Contact Service Desk



Joel Krause,
Manager, Office of the CIO - IT
Service Management,
State Compensation Insurance Fund

Code: General

Based on their 2010 ITIL Project of the Year award winning implementation, Joel will provide details of his organization's Single Point of Contact Service Desk initiative. Joel will use many real life examples to describe the implementation of Incident Management and explain the consolidation effort of 27 help desks into one virtual Service Desk utilizing ITIL best practices. Joel will also include a summary of lessons learned, key performance indicators and metrics, and details of their project planning and project management activities.

Change Management – CAB Design & Operation



Alicia Rodriguez,
PMO & ITIL Unit Manager,
State Compensation Insurance Fund

Code: General

In this award winning case study, Alicia will profile her organization's Change Approval Board (CAB) and highlight their Change Management process. She will describe the structure and operation of their CAB and explain how and why the CAB is comprised of multiple representatives from all IT departments. Alicia will also describe education requirements for all CAB members and backups including the standard for all members to be at least ITIL Foundations certified. She will also explain why and how Subject Matter Experts are utilized in addition to CAB members.

Service Management At The Speed Of Light



Stephen Abbott,
Senior Service Manager -
IPTV & FibreOP,
Bell Aliant

Code: General

Steve will discuss how his IT/Engineering and Operations organizations are benefiting from the huge success of applying the hardened and proven fundamentals of ITIL Service Management to the launch and rapid expansion of their Mediroom IPTV services, and the first 100% FTTH (Fibre-to-the-Home) network in Eastern Canada. As Steve will explain, his Service Management team definitely had their work cut out for them; however, this task was made much easier with the strict adherence to established and proven processes around Incident, Change and Service Level Management.

TRACK 8

Social Media Risks & Opportunities

Social Media For Project Managers



Elizabeth Harrin,
Director,
The Otobos Group

Code: General

According to Elizabeth, there's a revolution happening in project management: social media tools are finding their way from branding and marketing to the hub of companies and project teams that are making new things happen. This session will look at how social media tools can support and supplement existing project management techniques. It will also discuss how you can assess your organization's readiness for adopting new tools.

The Social Media Business Equation™



Eve Mayer Orsburn,
CEO,
Social Media Delivered

Code: Beyond Beginner

Eve's book *The Social Media Business Equation™*, dispels myths and reveals secrets on how to use social media as an effective business and marketing tool.

Eve will challenge you to think about the business aspects of social media, and not just the nuts and bolts. Her discussion includes a review of the Social Media Equation, proven strategy for approaching social media content and implementation. If you're an IT manager who really wants to understand the business power of social media so that you can strengthen IT's business contribution, this is the session for you!

Social Media Policy: Creation & Roll Out



Eve Mayer Orsburn,
CEO,
Social Media Delivered

Code: General

Today's business market place exists in such a way that social networks have now become so engrained and paramount to a company's operations, that in doing so they've also created a new set of issues and challenges for employers. From employees using Facebook and Twitter while at work, to utilizing social media to profile potential employees, these new platforms are continuing to develop and eventually organizations will have to review certain policies on technology usage in the workplace, the ethics related to internal communication and profiling, as well as corporate social media presence during non-work hours.

This session will provide participants with positive ways to address and handle these issues within various departments throughout their respective industries.

Award-Winning Social Media In Government



Chris Longshore,
Information Systems Manager,
City Of Arvada

Code: General

In 2005, most IT professionals were not talking social media; never mind a government entity actually using it. Enter Chris Longshore and his team from the City of Arvada (CO). The city tested the waters by rewriting their website and incorporating Flickr and YouTube. Following Flickr and YouTube, the city added Facebook, Twitter and other tools.

Fast forward to 2011, today they have their own YouTube channel with over 470 videos. "ASK Arvada" is recognized by The Public Technology Institute for its ease and speed in providing customer service to the citizens of Arvada.

TRACK 9

CSI Through Balanced Scorecard, PDCA, Six Sigma & CMMI

Velocity: Combining Lean, Six Sigma & Theory of Constraints To Achieve Breakthrough Performance



Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

Code: Beyond Beginner

In this session Troy will profile the key learning points of the business novel about continuous improvement – *Velocity* – and illustrate how to apply the book's principles to your IT organization.

Continual Service Improvement (CSI) supports the fact that IT has to become more efficient and cost sensitive in how it delivers services. The question is how to apply models and CSI tools to identify waste, bottlenecks, quick wins and improvement opportunities. Troy will highlight how to use and apply the principles of Six Sigma, Lean Management and TOC in the context of: positioning and utilizing them as CSI tools; conducting an assessment of current processes/practices; testing of newly designed ITSM processes; and the annual review of deployed ITSM processes.

For longer, more detailed session descriptions, visit our website.

Using Lean To Establish IT Governance & IT Value Streams



Steve Bell,
Founder,
Lean IT Strategies, LLC

Code: Beyond Beginner

Steve is the co-author of the highly acclaimed and award winning book *Lean IT: Enabling and Sustaining Your Lean Enterprise*. In this session, Steve will discuss how looking at the overall flow of the value stream, from the time changes are conceived and business cases are written, through deployment and user adoption, stakeholders across the entire value stream can improve the quality and effectiveness of systems. Often the localized improvements brought about on the development side (e.g.: Agile) and the operations side (e.g.: ITIL/ITSM) create localized benefits, but do not improve overall value stream performance resulting in improved business outcomes and end customer value. Attend this session to understand how to use Lean IT strategies to establish IT value streams.

Applying The Principles Of Lean To IT Operations – From Theory To Practice



Mike Orzen,
President,
Mike Orzen & Associates, Inc

Code: Beyond Beginner

IT is at the heart of most organizations. Yet, in many cases, IT is viewed as a barrier, not an enabler, to process improvement and the flow of information/data. According to Mike, in many organizations the IT department is functioning at a mere 20% efficiency. Mike says, it's time to drop the bulk and get Lean! Join the co-author of *Lean IT: Enabling and Sustaining Your Lean Enterprise* as he walks you through what it takes to flow quality information to improve your organization's core business processes. Mike will share with you what it really takes to get your IT staff to become key enablers of process improvement within IT operations and the organization as a whole.

Case Study: Team Atos

Atos Atos is an international information technology services company with annual 2010 pro forma revenues of EUR 8.6 billion and 74,000 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting and technology services, systems integration and managed services.

Implementation Of A Global Capacity Management Process



Donald L. Knox,
PMP, LSS Black Belt, NA Process
Manager Capacity & Availability,
Atos (formerly Siemens IT
Solutions & Services)

Code: Beginner

A few years ago, Siemens IT Solutions and Services wanted to bring their Capacity Management processes more in line with ITIL's *Service Design* book. At that time, there were many Capacity Management processes across the business. Through many discussions and an assessment, it became clear that the project would have to start with quick wins to overcome resistance to change and illustrate value in order to sell the organization on full participation. Donald will discuss: how they integrated best practice concepts from ITIL, Lean and Six Sigma; the approach used to achieve quick wins; details of their implementation plan; overview of management reporting; summary of successes achieved; a recap of next steps and future plans for further process maturity.

Super-Sizing Siemens' Service Improvement Program



Margo Fullilove,
Process and Quality Management,
Process Architect ITIL Service
Management Program Director,
Atos (formerly Siemens IT
Solutions & Services)

Code: Beyond Beginner

In 2008, after achieving a Global ISO 9001/20000/27001 Multi-site Certification, Siemens IT Solutions and Services (SIS), realized that there was a need, and opportunity, to view Service Improvement holistically, allowing for top-down assessment of risks and opportunities. This top-down approach has allowed SIS to "Super-Size" the value and return on efforts to improve end-to-end ITSM across the organization.

Margo will describe how her IT organization uses advanced techniques for quality and continual service/process improvement to manage a comprehensive Service Improvement Program, based on ITIL, Lean and Six Sigma, to quantify and maximize their global improvement projects. Siemens has documented millions of dollars in non-conformance costs savings, and improved quality and customer experience scores from satisfactory to SUPER!

Utilizing Lean Six Sigma, Project Management & ITIL To Implement A Service Catalog



Cindy Trudeau,
Manager, IT Service Management
Program,
Presbyterian Healthcare Services

Code: General

Cindy holds her PMP in Project Management, is a Six Sigma Black Belt, and oversees several processes in her organization. In 2008 Cindy's organization embarked on a transformation project and Service Management was deemed most critical. A Service Catalog implementation was approved and began with a Lean Six Sigma project to gain efficiencies in the new employee process and culminated with an implementation of a new tool and Service Catalog process. Cindy will discuss: Six Sigma techniques used to complement ITIL process implementations; how effective project management can provide a structured approach to managing cost, timeline and quality; how her IS and project leadership successfully lead the organization through a period of rapid change; and lessons learned from the implementation.

TRACK 10

Using Frameworks To Achieve Business Value, Outcomes & Results

Achieving ISO 20K Certification: Stepping Into The Winner's Circle



Jim King,
Director, Service Management,
Optimization & Strategy,
Shared Services Canada

Code: Beyond Beginner

Jim will describe how Shared Services Canada has journeyed through years of dedication, persistence, and planning to implement a comprehensive ITSM framework. Jim will provide an overview of his organization's journey including key accomplishments. He will then provide specifics about their pursuit of ISO 20000 certification.

ISO 20K provides both individual and organization/department levels of certification. It is the only international standard for ITSM, giving certified organizations a competitive edge. Jim will explain why Shared Services Canada is undertaking the organization level certification process, and he'll highlight the many steps taken, including details of the audit process.

Case Study: Team Allstate



Multi-award winner,
including the 2007 'Project
Of The Year Award', Allstate

Insurance Company has been on a multi-year journey through ITIL implementation and has gained numerous wins. The word is spreading! Allstate's former CIO, Catherine Brune was featured in The Wall Street Journal discussing her organization's best practice approach. At the conference, two senior IT managers are on hand to provide insight into what has made their ITIL and ITSM initiatives hugely successful. In addition, they will discuss how they've incorporated business best practices and other frameworks beyond ITIL to achieve IT business integration.

Executive Steering Committee: Best Practices At Allstate



Pete Corrigan,
Allstate Technology & Operations
Senior Vice President,
Allstate Insurance Company

Code: General

In this session, Pete, a former *Case Study Of The Year* recipient, discusses how to maintain a strong IT Service Management program across your organization through an Enterprise Steering Committee. Pete will share his own success story in forming a steering committee, including how to select the right members and how to create a support structure for the team to ensure its success. This session will also give you a good idea of how to know when it is time to move your program from a local program to an Enterprise approach with governance.

Application Management As Part Of The Overall Service Management Lifecycle



Cathy Kirch,
Process Architect,
Allstate Insurance Company

Code: Beyond Beginner

In this session, Cathy, one of North America's most experienced ITSM practitioners, will review how her organization tackled Application Management under the ITIL framework while avoiding the creation of redundant support silos and new processes to what are already in place on the Infrastructure side. Her discussion includes: how her organization defined the concept of Application Management according to ITIL; how they avoided having redundant Infrastructure AND Application Management processes, policies and support; the approach used to avoid separate process improvement projects; and how they created holistic across-the-enterprise strategies for all Application Teams.

Far From The Factory: Lean For The Information Age



Martin Erb,
Director, Professional Services,
Pink Elephant

Code: General



Many experts recognize this as one of the best books written about Lean for non-manufacturing environments. The *Far From The Factory* authors provide information and the tools and techniques needed to adapt Lean manufacturing concepts of waste, value, and continuous flow to the new information age of IT and service centric environments. The book's guidance has been valuable in helping project managers and senior business managers eliminate waste from their process improvement efforts, and processes.

Martin will explain the book's relevance and popularity, provide a summary of the book's key learning points, and give examples of how the book's key points can be applied to your own ITSM projects and continual service improvement initiatives.

ISO 20000 Implementation – A Lean Success Story



Andrew Bream,
PMP, ISD Sr. IT Manager,
General Dynamics Information
Technology

Code: General

In this case study, Andrew will provide a senior IT manager's view of his organization's ISO 20000 implementation, including their successful audit. His presentation includes: an overview of key strategic objectives and how ISO 20000 and ITIL were utilized to help achieve IT and corporate goals; review of their ISO 20000 implementation plan; a summary of KPIs that ensured process efficiency and effectiveness; a discussion about the ROI for ISO 20000; and a summary of key benefits gained and lessons learned.

Case Study: Team Adobe



Founded nearly 30 years ago, and now with over 9,500 employees, Adobe is one of Silicon Valley's most admired companies. Adobe's IT organization has been on a multi-year ITSM implementation journey, and have many stories to share.

ITSM: Delivering New Business Value Every 12 Weeks!



Den Jones,
Senior Manager ITSM Program,
Adobe Systems Incorporated

Code: Beginner

"Quick wins" and "low-hanging fruit" are common phrases associated with an ITSM program. In fact, Den will explain how they are critical to the success of an ITSM implementation program. Adobe's achievements in combing their IaaS (Information as a Service) and ITSM programs allows them to deliver business value every 12 weeks. This is no small task! Join Den Jones as he reveals the secrets to establishing and maintaining this formidable schedule.

Launch & Learn



Paulette Scheffer,
Senior Director, IT Infrastructure &
Service Management,
Adobe Systems Incorporated

Code: Beginner

"Launch & Learn" became Adobe's strategy after their first IT Service Management attempt failed shortly after starting. Adobe worked in 12 week sprints. They started small, implemented quickly, learned quickly, and then expanded the scope and scale of their implementation. It was all about business value – know the problem and focus on solving it. Through it all, one thing remained constant – communication, communication and more communication.

Join Paulette to hear highlights of Adobe's successful Launch & Learn initiative. She'll reveal what worked, what didn't work, and important lessons learned.

A Guide To The Universal Service Management Body Of Knowledge (USMBOK)



Ian Clayton,
Author

Code: Beginner

Ian will present attendees with his view of service management, which he has captured in his new book. He'll challenge you to think beyond ITIL with his own ITSM models and frameworks that provide a major reference to help IT Service Management professionals in achieving success. According to Ian, the foremost responsibility

For longer, more detailed session descriptions, visit our website.

of a service management professional is to understand the working elements of a service management system and service organization, and how they inter-operate to manage the customer experience and produce successful customer outcomes. Presented as a body of knowledge, the *Guide to the USMBOK* provides a very comprehensive blueprint and vital reference to help IT in successfully achieving this responsibility.

Fast ITSM – Let's Get Moving!



Barclay Rae,
Consultant,
Barclay Rae Consulting

Code: Beginner

The IT world is changing fast; new technologies keep coming, including new commercial models and ways to buy and consume IT. Barclay believes that IT organizations and their IT services' supply chain face a number of threats over the next few years, resulting in major changes to the industry. He suggests ITSM implementations need to be faster, and deliver greater value proposition. Join Barclay as he shares his guidance on how to make Service Management work quickly and successfully for your organization. Barclay will discuss current and future threats faced by IT and reveal practical advice on defining ITSM objectives and value and how to achieve success quickly.

TRACK 11

COBIT & IT Governance

ITIL: An IT Governance Enabler



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: General

Many organizations are adopting an overall governance framework such as COBIT (Control Objectives for Information and Related Technology). However, the question 'how can ITIL enforce governance principles?' soon arises. This timely session covers a view of how COBIT and ITIL align and mutually complement each other. Additionally, Jennifer provides an overview of COBIT's framework emphasizing how you can use it for more than just audit purposes. Jennifer also provides valuable insight into how you can effectively use COBIT and ITIL as part of an overall service improvement initiative.

COBIT, ITIL & PRINCE2: The 3 Musketeers!



Andre van der Merwe,
Senior Manager, Service Warranty &
Improvement,
Business Connexion

Code: Beginner

Andre and his organization are based in South Africa and were an ITIL Project Of The Year finalist for 2010.

During this unique and insightful presentation, Andre will highlight how his organization uses three popular models successfully to achieve desired results. COBIT is used to specify their ICT controls and bring ICT corporate governance under one umbrella; Andre will explain that this is the *WHAT* they are supposed to do. He will then explain that the ITIL framework gives them guidance on the *HOW* to perform process activities and achieve the necessary control and governance as specified in COBIT. Andre will also describe how PRINCE2 is used as their chosen project management method to implement process changes.

Showdown Of The Methodologies



Rob England,
The IT Skeptic

Code: General

Back in 2007 the IT Skeptic wrote on his blog "ITIL is the hitchhiker's guide, COBIT is the encyclopedia" and the following year "ITIL will be put firmly (but politely) back in its place any year now". In 2009 he wrote "they are going to end up competing ... possibly over a large overlapping area" and lately "The new COBIT 5 is doing that. COBIT is already my frame of reference for ITSM. Soon it will be most people's". Join the IT Skeptic as he shares his hopes, dreams and aspirations for COBIT 5. Will COBIT 5 sweep the mat with ITIL, or can ITIL continue to ignore it?

COBIT 5 – Are You Ready?



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: General

Scheduled for release in early 2012, COBIT 5 is designed to meet the needs of stakeholders and align with today's thinking in IT management techniques and enterprise governance. Join Jennifer, fresh from ISACA's IT Governance Risk & Compliance conference as she brings you the latest news on this framework and how it will connect with other major frameworks and standards (including ITIL) in the marketplace.

TRACK 12

Tools & Technology

So, You've Defined Your Processes; Now How Do You Get Them Into That Tool?



Suzanne Eden,
Manager, Enterprise Systems &
Tools Management,
AAA Northern California, Nevada &
Utah

Code: General

Designing and automating ITIL processes is a journey many IT organizations are on. Benefit from AAA's

experience as Suzanne highlights several practical real-life tips for successfully implementing and architecting an ITSM toolset solution. She'll describe the approach used to work with process owners to translate requirements into codeable deliverables, and engage users to understand requirements and address their toolset-based pain points. Most importantly, learn what AAA would do differently next time so you can avoid some of the pitfalls of the journey.

Boeing's "Software Express" & Total Cost Of Ownership



Dustin Coe,
System Design Integrator &
Program Manager,
Boeing

Code: General

Dustin will present a very interesting case study about lowering total cost of ownership through innovative solutions and ITIL process. Dustin's journey started in the late '90s when he co-designed a software distribution system for his organization that enabled significant lower costs for managing and deploying desktop software. In brief, they cataloged and managed thousands of desktop software into one system, and permitted the end-user to access and download through a portal. Dustin will provide an overview of how Change, Configuration and Release process management best practices were utilized when the solution was implemented and utilized again recently as the system (Software Express) has expanded to automate their desktop processes for detecting and restoring desktop applications against their DSL.

The Silver Bullet? Software That "Works & Plays With Others"



Jeffrey H. Westcott,
ITSM Service Manager,
Lawrence Livermore National
Laboratory

Code: Beginner

A seasoned 30 year IT veteran, Jeff is responsible for leading his organization's ITSM implementation project, which currently includes Incident Management, Problem Management, Change Management, Configuration Management, Self-Service, Service Desk Communications (IVR and ACD), and Inventory Management. During his case study presentation, Jeff will profile the roadmap for implementation of the aforementioned and other future ITIL processes. He will also include a review of the project schedule, discussion of risks and issues, and successes and lessons learned. Jeff's main focus will be on how integration with a variety of existing systems presented a multitude of interesting challenges and requirements, and he'll highlight how these were addressed.

How To Align Process & Technology



Charlie Miles,
IT Management Consultant,
Pink Elephant

Code: Beginner

Most ITSM experts agree on alignment of process and technology, but some tool vendors (based on Charlie's experience) prefer that IT organizations adopt the 'out of the box' process the way their tool works. As Charlie will explain, this approach doesn't necessarily ensure alignment. Working with many IT organizations to implement ITSM best practices, including as both process consultant and as a tool vendor, Charlie will describe an assessment methodology you can use to make sure you don't fall into this ITSM implementation trap.

How ITSM Strategies Help Build A Private Cloud



Kurt Milne,
Managing Director,
IT Process Institute

Code: Beyond Beginner

Kurt asked 30 IT executives what they learned from their private cloud efforts. They shared a surprisingly similar set of "key competencies" needed to achieve success with their data center transformation. Kurt will share his insight, key take-aways and practical guidance from his research and book *Visible Ops Private Cloud: From Virtualization To Private Cloud In Four Practice Steps*. According to Kurt, if you build a private cloud that delivers what public cloud vendors already offer, you miss an opportunity to differentiate IT and drive your business forward. He encourages you not to tackle private cloud from the "virtualization up" perspective but use a more effective "service design down" approach that can help your organization get it right the first time.

Conducting The Symphony While Writing The Music – Mapping ITIL To ISO/IEC 20000



Timothy Currie,
Service Manager,
Fermilab

Code: Beyond Beginner

This session will serve as a reference for mapping ITSM/ITIL good practices to the ISO/IEC 20000 standard. For each ISO 20000 program area (Requirements for a management system; Planning and implementing service management; Planning and implementing new services; Service delivery processes; Relationship processes; Resolution processes; Control processes; Release processes), Tim will outline strategies employed, successes and struggles, lessons learned, and the journey through continuous service and process improvement. ISO/

IEC 20000 certification is often a Herculean task, which can only be achieved through diligence and cultural change across the entire IT organization. And according to Tim, being the project manager is a bit like conducting a symphony while you're still writing the music!

Case Study: Platinum Sponsor ServiceNow – Thought Leadership



ServiceNow, Pink's
Platinum Sponsor and
the winner of Pink's

2010 Innovation of The Year award, is dedicated to delivering an unmatched customer experience from great technology to world-class customer service.

Social IT



Moderated By:
Rhett Glauser,
Marketing Communications,
ServiceNow

Code: General

Join this panel of IT service professionals to hear what social IT means to their service management efforts today. Loyola Marymount University streamlines the change management process and makes service improvement immediate through their use of a Twitter-like stream of IT knowledge. Hear how Symcor began their enterprise-wide ITSM project by talking to actual people to first understand how they work and what they need from IT.

Mobility, Big Data & Precognition



Chris Dancy,
Senior Manager, Digital Strategy,
ServiceNow

Code: General

This session will look at the impact of "big data" in the cloud on the enterprise, users' perceptions of support and how support will evolve to use techniques to analyze the data to eventually support precognitive issues. Soon navigating the streams of this "big data" will become a skill set that every IT professional will need. Before the end of this decade users and enterprises will be exposed to precognitive news and events. How will supporting this virtual time travel change the way you interact with risk, governance and the steady footing that IT has had until this point? This session that will redefine your feelings of IT, technology and your future.

IT Unification Against All Odds



Moderated By:
Craig McDonough,
Director of Product Management,
ServiceNow

Code: Beyond Beginner

Join Craig with his guest panellists, Susan Roy of Temple-Inland and Farah Remtulla of Emory University, for an open discussion on the unification of a decentralized IT organization. Facing decentralized services, aging technology and sub-cultures with their own way of doing things, these ITSM leaders transformed service offering and saved money along the way. This session will highlight some of the strategies used and offer advice for starting your own process definition journey.

TRACK 13

Breakfast Clubs



The Executive Club



Moderated By:
Brenda Iniguez,
Strategic Business Development,
Pink Elephant

Code: General

Three specialized sessions specifically designed for senior IT managers. Moderated by Brenda – a highly experienced senior IT manager and seasoned veteran of many ITSM and ITIL implementations – this is your exclusive opportunity to hear tips for successfully leading and managing change at the most senior level of IT.

Brenda starts by presenting her 'Executive Club Tip Of The Day'. Then, she'll cite real-world examples from her Consultant's Case Book to illustrate her key points. Don't forget to bring your most pressing issues and questions! These sessions feature roundtable discussions and guest panelists, and include a question and answer period. Overall, this is an excellent opportunity to expand your senior level network and compare notes with others in similar situations!

For longer, more detailed session descriptions, visit our website.

IT Support & Service Desk Forum



Moderated By:
Charlie Miles & Jim McKennan,
IT Management Consultants,
Pink Elephant



Code: General

On Monday and Tuesday mornings, Charlie and “Dr. Jim” – two very experienced, knowledgeable and highly respected IT support experts – will host a Breakfast Club specifically designed to address the biggest issues facing today’s ITIL and ITSM focused IT support groups and Service Desks. The sessions will not be your typical “death by PowerPoint” presentations! Rather, these will be in a Q&A format with round-table discussions.

Charlie and Jim will start each session with “One Tip Of The Day” for managing a specific operational process (e.g.: Incident, Problem, Change, etc) or the Service Desk and related ITIL and ITSM functions/processes, then invite audience participation. The sessions will be presented in a Q&A round-table discussion format.

ITSM Program & Project Management Forum



Moderated By:
Graham Price,
Principal Consultant &
Zahra Rahemtulla,
IT Management Consultant,
Pink Elephant



Code: General

Attention program and project managers/directors! On Monday and Tuesday mornings, Graham

and Zahra – two very experienced ITSM and ITIL implementation experts – will host a Breakfast Club specifically designed to address the biggest issues and challenges facing your ITSM, ITIL and continuous improvement implementation projects. Bring it on! No issue, question or problem is too big or small. Graham and Zahra will start each session with “One Tip Of The Day” then invite audience participation. The sessions will be presented in a Q&A round-table discussion format.

Introduction To ITIL



Rich Petti,
IT Management Consultant,
Pink Elephant

Code: Beginner

This overview is an ideal way to learn about ITIL’s IT Service Management framework and Service Lifecycle approach. Designed for those new to ITIL or needing a refresh, the agenda includes an overview of ITIL’s five books – *Service*

Strategy, Service Design, Service Transition, Service Operation, Continual Service Improvement – and their main concepts and best practices, together with a high level look at the 26 process, 4 function IT Service Management process model.

Introduction To COBIT



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner

COBIT (Control Objectives for Information and related Technology) is designed to be an information technology governance aid to management. COBIT’s business-orientated framework identifies 34 information technology processes, grouped in 4 domains, and is supported by over 200 detailed control objectives. Each one of the 34 processes leverages IT resources, and is aimed at the quality, fiduciary and/or security requirements for information. The 34 IT processes guide management to selecting Critical Success Factors – the most important issues or actions that management need to achieve control over, so that IT can be effective in enabling the entity’s business objectives.

Introduction To Lean Management



Martin Erb,
Director, Professional Services,
Pink Elephant

Code: Beginner

Martin will explain Lean’s origins and major guiding principles. You’ll leave with an understanding of what Lean Management is, and an awareness of its business and IT value.

Lean Management is focused on getting the right things to the right place at the right time in the right quantity to achieve perfect work flow, while minimizing waste and being flexible and able to change. Lean thinking changes the focus of management from optimizing separate technologies, assets, and vertical departments to optimizing the flow of products and services through entire value streams that flow *horizontally* across technologies, assets, and departments to customers. Organizations are able to respond to customer desires with high variety, high quality, low cost, and fast throughput times.

Introduction To CMM & Process Maturity



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: Beginner

Are your ITSM processes “defined?” Are they fully “optimized?” Do you know what these mean, and why it’s important for you to know?

Learn about the key concepts and guiding principles of “process maturity”. This session includes an overview of the CMM model (Capability Maturity Model) and the 6 process maturity stages: 0 - Not Performed; 1 - Initial; 2 - Repeatable; 3 - Defined; 4 - Managed; 5 - Optimized. What do these mean? And, why should every IT manager know? The session will explain each stage and why understanding a maturity level is necessary to overall successful project management, and implementing ITIL and ITSM best practices.

Mobility & Metrics: What’s On Your CIO’s Phone?



Vance Brown,
Chairman & CEO,
Cherwell Software

Code: General

With today’s remarkable mobility, senior IT leaders can have instant access to a tidal wave of information. The key to success is to understand how to filter that data, remain focused on organizational goals, and respond appropriately. In this session, you will learn real-world examples of how successful CIOs and IT directors establish and monitor their metrics and KPIs. You will also learn four key criteria for ensuring that you make the “RITE” decisions for your organization.

5 Ways To Apply “Lean IT” To ITSM



Martin Erb,
Director, Professional Services,
Pink Elephant

Code: General

In this insightful session, Martin will take you through a laundry list of 5 key teaching points from Mike Orzen and Steve Bell’s book, *Lean IT: Enabling and Sustaining Your Lean Enterprise*, to illustrate how to apply the principles of Lean IT to your ITSM and ITIL initiatives. Martin is a multi-year ITSM veteran, and while at Capital One, was one of the first practitioners in North America to implement ITIL best practices. Since then, he has acquired extensive knowledge about how to successfully apply many best practice frameworks.

ITIL 2011 – What’s New?



Anil Dissanayake,
IT Management Consultant,
Pink Elephant

Code: General

ITIL has undergone a refresh. There have been updates made to correct some inconsistencies in terminology, and content has been added to strengthen descriptions for several processes and concepts. The new version is referred to as “ITIL 2011”. Join Anil as he walks you through the key changes from each of ITIL’s five books.

Top 10 Considerations For Implementing Change Management



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner

This is a repeat session, refer to page 22 for the full description.

8 Ways ITSM Project Managers Go Wrong & What To Do About It



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: Beginner

This is a repeat session, refer to page 21 for the full description.

Service Strategy: Refreshed!



Jack Probst,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner

This is a repeat session, refer to page 17 for the full description.

Four Ways To Improve Your ITSM Program



David Mainville,
CEO & Co-Founder,
Consulting-Portal

Code: General

ITSM programs can sometimes become large and cumbersome, leaving managers struggling to ask “where do I go from here?” Start your morning with David as he shares his knowledge and experience in four practical areas for improving an ITSM Program.

In this insightful session, David will share: the importance of assessments and how they can be a catalyst for change; process design and the importance of definition; process governance and the need for metrics; and finally, to gain buy-in and cement changes – education. Regardless of where you are in your ITSM program – beginning or already started – David’s session will get you thinking about your next steps.

TRACK 14

Networking Focus Groups



You are not alone! Many others share common issues, challenges and questions, so there’s no need to reinvent the wheel. Bring your most pressing questions and challenges to these networking sessions and focus groups to learn how others have tackled the ups and downs of ITIL and ITSM projects, and IT improvement initiatives.

There are numerous sessions to choose from. Check our website and the conference manual for subjects, times and more information.

TRACK 15

Half-Day Workshops

Industry Exclusive! Sessions in this track are half-day workshops – they are not your typical breakouts! Instead, an industry expert including Pink’s highly respected consultants, will take participants through specific IT and business processes and provide valuable “how-tos” and a “health check.” It’s like getting free consulting! At the end of the sessions, you’ll have many take-aways that you can start implementing as soon as you get back to work. Choose from one of the many workshops below, ranging from operational to strategic in focus.

Incident Management Health Check



Charlie Miles,
IT Management Consultant,
Pink Elephant

Code: General

Event Management Health Check



Zahra Rahemtulla,
IT Management Consultant,
Pink Elephant

Code: General

Problem Management Health Check



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: General

Change Management Health Check



Kristin Colburn,
IT Management Consultant,
Pink Elephant

Code: General

The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change



Dr. Victoria M. Grady,
PhD, Assistant Professorial Lecturer,
Department of Organizational Science,
Columbian School of Arts & Sciences,
George Washington University

Code: Beyond Beginner

Many change initiatives fail because the focus is on the “change” itself, instead of on the implications for the individuals experiencing the change. This is the contribution of Dr. Grady’s Model of the Organizational Loss of Effectiveness (LOE), and the corresponding LOE Index. The LOE Index identifies behaviors, perceptions, and attitudes that emerge in organizations as a response to change. The index focuses on the employees, and how factors inherent in change affect their performance.

Dr. Grady will provide a review of: the Model; the corresponding LOE Index and a summary of why and how to assess seven symptoms – Global Assessment; Frustration; Apprehension/Anxiety; Retardation of Development; Refusal to Participate; Withdrawal; and Rejection of Environment.

ITSM Strategic Road Map Workshop



Troy DuMoulin,
AVP, Strategic Solutions,
Pink Elephant

Code: General

Is there a right way or a wrong way to start a road map? Yes, and Troy will help you.

Whether you’re new to ITIL and ITSM or already started your journey and are looking for validation, this is an invaluable session for senior IT managers. Take this opportunity to spend quality time with one of the world’s leading ITSM consultants! Troy – a veteran of numerous strategic engagements – will provide you with a step-by-step strategic roadmap for ITIL and ITSM implementation based on his 15+ years experience helping others achieve success.

For longer, more detailed session descriptions, visit our website.

Courses	December	January	February	March	April	May	June
Online Courses							
ITIL Foundations Self-Paced Online <i>(Official ITIL Foundation Certification)</i>	Learn at your own pace through your computer from anywhere at anytime. Call 1-888-273-PINK for details.						
ITIL Awareness Overview Self-Paced Online							
Service Catalog Implementation Overview Self-Paced Online							
ISO/IEC 27002 Foundation Self-Paced Online							
ITIL Foundations Instructor-Led Online <i>(Official ITIL Foundation Certification)</i>			6 - 9 Eastern Time			22 - 25 Eastern Time	
Foundation Level Certification							
ITIL Foundations Public Classroom <i>(Official ITIL Foundation Certification)</i>	5 - 7 Ottawa, ON	16 - 18 Toronto, ON	1 - 3 Phoenix, AZ	5 - 7 Washington, DC	2 - 4 Raleigh, NC	2 - 4 Denver, CO	4 - 6 Philadelphia, PA
	7 - 9 San Francisco, CA	18 - 20 Dallas, TX	6 - 8 Philadelphia, PA	7 - 9 San Francisco, CA	11 - 13 Houston, TX	9 - 11 Washington, DC	11 - 13 San Francisco, CA
	12 - 14 Washington, DC	23 - 25 Chicago, IL	17 - 19 Las Vegas, NV	21 - 23 Toronto, ON	16 - 18 Chicago, IL	14 - 16 Vancouver, BC	18 - 20 Ottawa, ON
	19 - 21 Seattle, WA	30 - 1 New York, NY	23 - 25 Las Vegas, NV	26 - 28 Ottawa, ON	25 - 27 Calgary, AB	30 - 1 Toronto, ON	25 - 27 Chicago, IL
			27 - 29 Saint Paul, MN		30 - 2 Seattle, WA		
COBIT Fundamentals		26 - 27 Chicago, IL	18 - 19 Las Vegas, NV	19 - 20 Toronto, ON		7 - 8 Washington, DC	
ISO/IEC 20000 Foundation <i>(Official ITIL Complementary Guidance Course)</i>			23 - 25 Las Vegas, NV		2 - 4 Toronto, ON		4 - 6 Washington, DC
ISO/IEC 27002 Foundation		26 - 27 Washington, DC	18 - 19 Las Vegas, NV		23 - 24 San Francisco, CA		21 - 22 Toronto, ON
PRINCE2 Foundations			15 - 17 Las Vegas, NV		16 - 18 Washington, DC		11 - 13 San Francisco, CA
Practitioner Level Certification							
ITIL Practitioner: Operational Support & Analysis <i>(Official ITIL Capability Certification)</i>	13 - 16 Chicago, IL	10 - 13 San Francisco, CA	16 - 19 Las Vegas, NV		2 - 5 Washington, DC	1 - 4 Toronto, ON	5 - 8 Chicago, IL
ITIL Practitioner: Release, Control & Validation <i>(Official ITIL Capability Certification)</i>	13 - 16 Chicago, IL		16 - 19 Las Vegas, NV	13 - 16 Washington, DC	10 - 13 San Francisco, CA		11 - 14 Toronto, ON
ITIL Practitioner: Service Offerings & Agreements <i>(Official ITIL Capability Certification)</i>	13 - 16 Chicago, IL		16 - 19 Las Vegas, NV	6 - 9 Toronto, ON	17 - 20 Washington, DC	8 - 11 San Francisco, CA	18 - 21 Chicago, IL
ITIL Practitioner: Planning, Protection & Optimization <i>(Official ITIL Capability Certification)</i>	13 - 16 Chicago, IL	17 - 20 Washington, DC	16 - 19 Las Vegas, NV		24 - 27 San Francisco, CA	15 - 18 Toronto, ON	
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices <i>(Official ITIL Complementary Guidance Course)</i>		25 - 27 Toronto, ON	23 - 25 Las Vegas, NV	14 - 16 San Francisco, CA		16 - 18 Chicago, IL	
PRINCE2 Practitioner			18 - 19 Las Vegas, NV		19 - 20 Washington, DC		14 - 15 San Francisco, CA
Manager Level Certification							
ITIL Manager: Service Strategy <i>(Official ITIL Lifecycle Certification)</i>		24 - 27 Washington, DC	16 - 19 Las Vegas, NV		30 - 3 Chicago, IL		25 - 28 Toronto, ON
ITIL Manager: Service Design <i>(Official ITIL Lifecycle Certification)</i>			16 - 19 Las Vegas, NV	20 - 23 Washington, DC		22 - 25 Chicago, IL	
ITIL Manager: Service Transition <i>(Official ITIL Lifecycle Certification)</i>		31 - 3 Chicago, IL	16 - 19 Las Vegas, NV		2 - 5 Toronto, ON		5 - 8 Washington, DC
ITIL Manager: Service Operation <i>(Official ITIL Lifecycle Certification)</i>		10 - 13 Washington, DC	16 - 19 Las Vegas, NV		10 - 13 Chicago, IL		18 - 21 San Francisco, CA
ITIL Manager: Continual Service Improvement <i>(Official ITIL Lifecycle Certification)</i>		17 - 20 Chicago, IL	16 - 19 Las Vegas, NV	27 - 30 Toronto, ON	24 - 27 Washington, DC	22 - 25 Chicago, IL	
Managing Across The Lifecycle <i>(Official ITIL Expert Certification)</i>	5 - 9 Washington, DC		15 - 19 Las Vegas, NV		23 - 27 Chicago, IL		25 - 29 San Francisco, CA
Non-Certification Courses							
ITSM In Action: The Apollo 13 Simulation Workshop	This team-based workshop is delivered onsite only. Contact 1-888-273-PINK for details.						
ITIL Practitioner: How To Conduct An IT Service Management Process Assessment			23 - 24 Las Vegas, NV				
ITIL Practitioner: How To Define & Implement A CMDB According To ITIL Best Practices	23 - 24 Toronto, ON		18 - 19 Las Vegas, NV	12 - 13 San Francisco, CA		14 - 15 Chicago, IL	
ITIL Practitioner: How To Define & Implement Processes According To ITIL Best Practices			17 - 19 Las Vegas, NV				
Developing A Vision & Strategy For IT Service Management			18 - 19 Las Vegas, NV				
The Implementation Road Map For IT Service Management			23 - 25 Las Vegas, NV				

BRING US ONSITE.
All of Pink's courses can be delivered at your location. For course descriptions and more details visit our website.

CONFERENCE LOCATION

Pink Elephant's 2012 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest-rated hotels.

A block of rooms is reserved for attendees at an unbelievable, discounted rate.

To obtain this special rate, attendees must call Pink Elephant at 1-888-273-PINK by January 6th, 2012. Book early, rooms are limited. Room rate is subject to availability.

REGULAR CONFERENCE FEE

The Platinum Pass fee is \$2,495 and the Regular Pass fee is \$1,995. All fees are in US funds. Payment must be received with registration.

COMBINATION DISCOUNTS

Register and pay for the conference and a pre- or post-conference course and save 10% off the pre- or post-conference course fee.

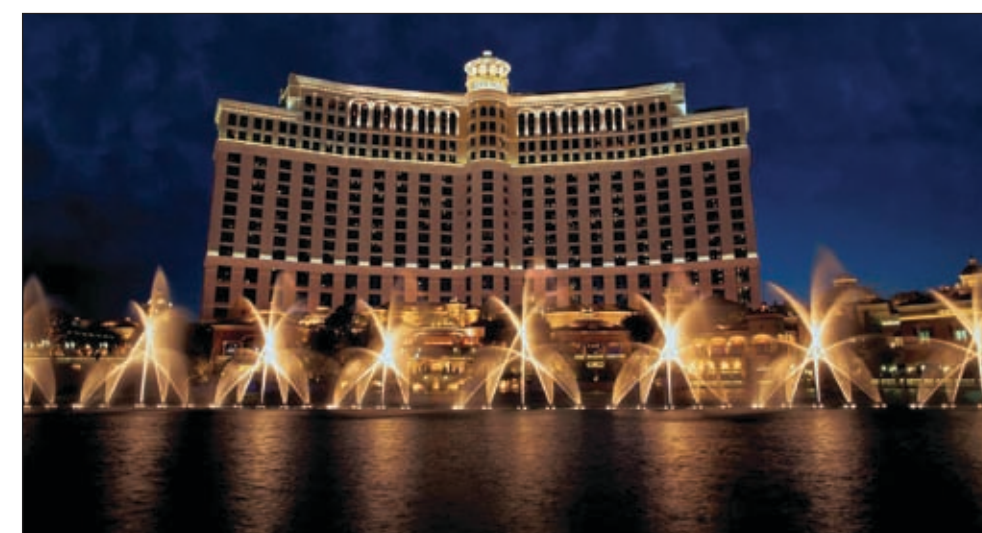
TEAM DISCOUNTS

Maximize your conference learning experience – send a team of 3 or more and save!

Energize your team! Attending our conference is a great team building experience.

Bring your IT management team, executive sponsors, project managers, and process owners. Each year about 70% of attending organizations send multiple attendees to ensure maximum benefit from the comprehensive multi-track, four day program.

Discounts and/or specials cannot be combined.



The Bellagio is one of the top 10 most beautiful hotels in the world!

SUBSTITUTIONS & CANCELLATIONS

You can substitute an attendee from the same organization at anytime. All substitutions must be submitted in writing to registrations@pinkelephant.com. No Risk! You can cancel anytime until December 30th, 2011 and get a full refund. After this date, Pink Elephant doesn't provide refunds or credits for cancellations.

For no-shows – if an attendee fails to attend the conference, no credit or refund is provided.

QUESTIONS?

Please call us at 1-888-273-PINK from 8:30 a.m. to 6:30 p.m. Eastern Standard Time, Monday through Friday. Or, e-mail us at info@pinkelephant.com.

TO REGISTER

- Choose one of the following options:
- Phone: 1-888-273-PINK
 - E-mail: registrations@pinkelephant.com
 - E-mail: info@pinkelephant.com
 - Online: www.pinkelephant.com

PINK IS GREEN!

When you attend our conference, you won't receive a huge, bulky manual filled with session presentations. We won't have any onsite printing facilities either. We've made this decision as part of our continuing effort to conserve resources.

We will make presentations available through a password protected website from February 1 - April 1, 2012.

ITIL AWARDS

SEND IN YOUR NOMINATIONS!

There are many ITIL success stories out there and we want to hear them. **Send in your nominations by December 9th!**

Pink Elephant is now accepting nominations for ITIL Project Of The Year, ITIL Practitioner Of The Year and Innovation Of The Year. These awards are presented annually at our conference to recognize individual and corporate commitment to ITIL and IT Service Management best practices.

ITIL Project Of The Year

Recognizes an organization that has demonstrated significant commitment to ITIL best practices with involvement of certified staff.

ITIL Practitioner Of The Year

Recognizes an individual who has shown commitment to ITIL best practices, continuous improvement and quality principles.

Innovation Of The Year

This award, first presented in 2008, is in recognition of a product or service developed by the vendor community that has made the greatest contribution to IT Service Management in the last calendar year.



2010 ITIL Project Of The Year
Co-winners:
State Compensation Insurance Fund
Ohio State University

Visit our website for details about qualification, submission criteria, and all winners from previous years.



1600 Golf Road
Suite 1200
Rolling Meadows, IL
60008

Attention mailroom: If undeliverable, please route to the IT Director

PRSR STD
US POSTAGE PAID
BUFFALO, NY
PERMIT NO.4225

LAS VEGAS ► BELLAGIO HOTEL ► FEBRUARY 19-22, 2012

16TH ANNUAL INTERNATIONAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

KNOWLEDGE TRANSLATED INTO RESULTS



***“STILL THE
BEST CONFERENCE
IN THE WORLD.
YOU DO AN
OUTSTANDING
JOB!”***



© Pink Elephant Inc., 2011. The contents of this brochure are protected by copyright and cannot be reproduced in any manner. Pink Elephant and its logo, PinkVERIFY, PinkSCAN, PinkATLAS, PinkSELECT, and PinkREADY are either trademarks or registered trademarks of Pink Elephant Inc. ITIL® is a Registered Trade Mark of the Office of Government Commerce in the United Kingdom and other countries. PRINCE2® is a Registered Trade Mark of the Office of Government Commerce in the United Kingdom and other countries.