



**16th Annual International
IT Service Management Conference & Exhibition
Knowledge Translated Into Results**
Bellagio Hotel • Las Vegas • February 19-22, 2012

Sample Itinerary For Advanced Level

This itinerary represents only one option for IT professionals with an Advanced level of ITSM and ITIL[®] knowledge. The conference program includes 15 tracks with over 160 sessions, which can be personally customized to fit your specific interests and organizational needs.

Pre- and post-conference courses are also available. These cover a wide range of subjects and management perspectives. Visit our [conference website](#) to view the full conference program, including session descriptions and course outlines.

You can also print this itinerary and keep it on hand at the conference for easy reference.

Pre-Conference Courses: February 15-19, 2012	
Choose from 20 courses. We recommend these options for Advanced level knowledge:	
<ul style="list-style-type: none"> • PRINCE2[®] Foundations (project management certification) February 15-17, 2012 • PRINCE2 Practitioner (project management certification) February 18-19, 2012 • ISO/IEC 27002 Foundation (security management certification) February 18-19, 2012 • Continual Service Improvement (ITIL certification course) February 16-19, 2012 • Managing Across The Lifecycle (ITIL certification course) February 15-19, 2012 	
Date & Time	Track & Session
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 Optimizer <i>5 Tips For Cementing Organizational Change</i> Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant
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 Club <i>Mobility & Metrics: What's On Your CIO's Phone?</i> Vance Brown, Chairman & CEO, Cherwell Software
8:15 a.m. – 8:30 a.m.	Break
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 9 <i>Using Lean To Establish IT Governance & IT Value Streams</i> Steve Bell, Founder, Lean IT Strategies, LLC
11:45 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 8 <i>Mobility, Big Data & Precognition</i> Chris Dancy, Senior Manager, Digital Strategy, ServiceNow
1:25 p.m. – 1:40 p.m.	Break



1:40 p.m. – 2:55 p.m.	Track 12 <i>IT Unification Against All Odds</i> Moderated By: Craig McDonogh, ServiceNow
2:55 p.m. – 3:15 p.m.	Break
3:15 p.m. – 4:30 p.m.	Track 2 <i>Technology Is The Easy Part: Becoming A High Performance Organization</i> Kathy Starkoff, CIO, Ohio State University
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.	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 Club <i>ITIL 2011 – What's New?</i> Anil Dissanayake, IT Management Consultant, Pink Elephant
8:15 a.m. – 8:30 a.m.	Break
8:30 a.m. – 10:20 a.m.	ITIL Awards & Morning Keynote: Nicholas Carr – <i>The Shallows: What The Internet Is Doing To Our Brains</i>
10:20 a.m. – 10:40 a.m.	Break
10:40 a.m. – 11:55 a.m.	Track 4 <i>4 Rules For Transferring Knowledge Into Results</i> David Ratcliffe, President, Pink Elephant
11:45 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 10 <i>ISO 20000 Implementation – A Lean Success Story</i> Andrew Bream, PMP, ISD Sr. IT Manager, General Dynamics Information Technology
1:25 p.m. – 1:40 p.m.	Break
1:40 p.m. – 2:55 p.m.	Track 2 <i>How To Use The Service Catalog As A Strategic Tool To Achieve IT Business Integration</i> Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant
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 & Exhibition Showcase Open
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 Club <i>5 Ways To Apply “Lean IT” To ITSM</i> Martin Erb, Director, Professional Services, Pink Elephant
8:15 a.m. – 8:30 a.m.	Break
8:30 a.m. – 10:20 a.m.	ITIL Awards & Closing Keynote: David Ratcliffe & George Spalding
10:20 a.m. – 10:40 a.m.	Break
10:40 a.m. – 11:55 a.m.	Track 3 <i>The 7 Enablers Of ITSM</i>



	Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant
11:55 a.m. – 12:55 p.m.	Networking Lunch For Workshops
12:55 p.m. – 3:40 p.m.	Track 15 – FREE ½ Day Workshops Choose from several. Our recommendations for Advanced level knowledge are: <ul style="list-style-type: none">• <i>Event Management Health Check</i> Zahra Rahemtulla, IT Management Consultant, Pink Elephant• <i>The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change</i> Dr. Victoria M. Grady, PhD, Assistant Professorial Lecturer, Department of Organizational Science, Columbian School of Arts & Sciences, George Washington University
2:10 p.m. – 2:25 p.m.	Break For Workshops
3:40 p.m.	Conference Ends! See You Next Year!
Post-Conference Courses: February 23-25, 2012	
Choose from 5 courses. We recommend these options for Advanced level knowledge: <ul style="list-style-type: none">• ISO/IEC 20000 Foundation (February 23-25, 2012)• How To Conduct An IT Service Management Process Assessment (February 23-24, 2012)• The Implementation Road Map For IT Service Management (February 23-25, 2012)	

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