



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

Sample Itinerary For Beginner Level

This itinerary represents only one option for IT professionals with a Beginner 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 Beginner Level knowledge:	
<ul style="list-style-type: none"> • ITIL Foundations (ITIL certification course) February 17-19, 2012 • CobiT[®] Fundamentals (certification course) 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) 	
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>Introduction To ITIL</i> Rich Petti, IT Management Consultant, 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>Introduction To Lean Management</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.	Conference Welcome & Opening Keynote: Sir Ken Robinson – <i>The Element: How Finding Your Passion Changes Everything</i>
10:20 a.m. – 10:40 a.m.	Break
10:40 a.m. – 11:55 a.m.	Track 3 <i>Problem Management Case Study</i> Mark Phillips, Operations Services Director, Brigham Young University
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>Launch & Learn</i> Paulette Scheffer, Sr. Dir, IT Infrastructure & Service Mgmt, Adobe
1:25 p.m. – 1:40 p.m.	Break
1:40 p.m. – 2:55 p.m.	Track 7 <i>Change Management – CAB Design & Operation</i>



	Alicia Rodriguez, PMO & ITIL Unit Manager, State Compensation Insurance Fund
2:55 p.m. – 3:15 p.m.	Break
3:15 p.m. – 4:30 p.m.	Track 3 <i>Solving Real-World Problems With ITSM & Process Improvement</i> Elaine Lauritzen, Managing Director, Production Services, Brigham Young 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>Introduction To CMM & Process Maturity</i> Rae Garrett, Principal 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 3 <i>ITSM Extreme Makeover – Part 2: ITSM Program Roadmap In The Real World</i> Jack Probst, Principal Consultant, Pink Elephant & Jerry York, VP/CIO, UTHSC
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>ITSM: Delivering New Business Value Every 12 Weeks!</i> Den Jones, Sr. Manager ITSM Program, Adobe
1:25 p.m. – 1:40 p.m.	Break
1:40 p.m. – 2:55 p.m.	Track 7 <i>Service Management At The Speed Of Light</i> Stephen Abbott, Senior Service Manager - IPTV & FibreOP, Bell Aliant
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>Top 10 Considerations For Implementing Change Management</i> Jennifer Wels, IT Management Consultant, 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 Beginner Level knowledge are:



	<ul style="list-style-type: none">• <i>Incident Management Health Check</i> Charlie Miles, IT Management Consultant, Pink Elephant• <i>Problem Management Health Check</i> Rae Garrett, Principal Consultant, Pink Elephant• <i>Change Management Health Check</i> Kristin Colburn, IT Management Consultant, Pink Elephant
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. Our recommended options for Beginner Level knowledge:	
<ul style="list-style-type: none">• ITIL Foundations (ITIL certification course) February 23-25, 2012• The Implementation Road Map For IT Service Management (February 23-25, 2012)• ITIL Practitioner: How To Conduct An IT Service Management Process Assessment (February 23-24, 2012)• ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices (February 23-25, 2012)	

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