



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

**Sample Itinerary For CIOs & Senior IT Managers**

This itinerary represents only one option for IT professionals with a CIO & Senior IT Managers level of ITSM and ITIL<sup>®</sup> 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.

<b>Pre-Conference Courses: February 15-19, 2012</b>	
Choose from 20 courses. These are recommended options for CIOs & Senior IT Managers level knowledge:	
<ul style="list-style-type: none"> <li>• Service Strategy (ITIL certification course) February 16-19, 2012</li> <li>• Planning, Protection &amp; Optimization (ITIL certification course) February 16-19, 2012</li> <li>• Developing A Vision &amp; Strategy For IT Service Management (February 18-19, 2012)</li> <li>• Executive Strategic Workshop (February 19, 2012)</li> </ul>	
<b>Date &amp; Time</b>	<b>Track &amp; Session</b>
<b>Sunday, February 19, 2012</b>	
10:00 a.m. – 7:00 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
3:45 p.m. – 5:00 p.m.	<b>Conference Optimizer</b> <i>5 Tips For Cementing Organizational Change</i> Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant
5:00 p.m. – 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>
<b>Monday, February 20, 2012</b>	
7:00 a.m. – 6:30 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:15 a.m.	<b>Breakfast Club</b> <i>Mobility &amp; Metrics: What's On Your CIO's Phone?</i> Vance Brown, Chairman & CEO, Cherwell Software
8:15 a.m. – 8:30 a.m.	<b>Break</b>
8:30 a.m. – 10:20 a.m.	<b>Conference Welcome &amp; Opening Keynote: Sir Ken Robinson – The Element: How Finding Your Passion Changes Everything</b>
10:20 a.m. – 10:40 a.m.	<b>Break</b>
10:40 a.m. – 11:55 a.m.	<b>Track 1</b> <i>"The If 16:" Leadership Attributes For Those Who Choose To Lead</i> Doug Moran, Former CIO, Capital One Financial Services & Author
11:45 a.m. – 2:55 p.m.	<b>Concurrent Networking Lunch, Breakout Sessions &amp; Exhibition Showcase Open</b>
11:55 a.m. – 12:10 p.m.	<b>Break</b>
12:10 p.m. – 1:25 p.m.	<b>Track 12</b> <i>Mobility, Big Data &amp; Precognition</i> Chris Dancy, Senior Manager, Digital Strategy, ServiceNow
1:25 p.m. – 1:40 p.m.	<b>Break</b>
1:40 p.m. – 2:55 p.m.	<b>Track 2</b> <i>BSMReview 2011 Survey Results</i>



	Bill Keyworth, Founding Editor, BSMReview.com
2:55 p.m. – 3:15 p.m.	<b>Break</b>
3:15 p.m. – 4:30 p.m.	<b>Track 10</b> <i>Executive Steering Committee: Best Practices At Allstate</i> Pete Corrigan, VP IT Service Management, Allstate Insurance Company
4:30 p.m. – 6:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>
<b>Tuesday, February 21, 2012</b>	
7:00 a.m. – 6:30 p.m.	<b>Registration, Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:15 a.m.	<b>Breakfast Club</b> <i>The Executive Club</i> Brenda Iniguez, Strategic Business Development, Pink Elephant
8:15 a.m. – 8:30 a.m.	<b>Break</b>
8:30 a.m. – 10:20 a.m.	<b>ITIL Awards &amp; Morning Keynote: Nicholas Carr – The Shallows: What The Internet Is Doing To Our Brains</b>
10:20 a.m. – 10:40 a.m.	<b>Break</b>
10:40 a.m. – 11:55 a.m.	<b>Track 3</b> <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.	<b>Concurrent Networking Lunch, Breakout Sessions &amp; Exhibition Showcase Open</b>
11:55 a.m. – 12:10 p.m.	<b>Break</b>
12:10 p.m. – 1:25 p.m.	<b>Track 1</b> <i>The Right Prescription For ITSM Success</i> Mary Jo McElroy, VP Information Services, OhioHealth
1:25 p.m. – 1:40 p.m.	<b>Break</b>
1:40 p.m. – 2:55 p.m.	<b>Track 1</b> <i>Leading Change: Kotter's 8-Step Model</i> Gary Case, Principal Consultant, Pink Elephant
2:55 p.m. – 3:15 p.m.	<b>Break</b>
3:15 p.m. – 4:30 p.m.	<b>Afternoon Keynote: Dr. Joanne Cantor – Conquer CyberOverload: Strategies For Sanity &amp; Success</b>
4:30 p.m. – 6:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>
<b>Wednesday, February 22, 2012</b>	
7:00 a.m. – 4:00 p.m.	<b>Information &amp; Customer Service Desk Open</b>
7:00 a.m. – 8:30 a.m.	<b>Breakfast &amp; Networking</b>
7:15 a.m. – 8:15 a.m.	<b>Breakfast Club</b> <i>Service Strategy: Refreshed!</i> Jack Probst, Principal Consultant, Pink Elephant
8:15 a.m. – 8:30 a.m.	<b>Break</b>
8:30 a.m. – 10:20 a.m.	<b>ITIL Awards &amp; Closing Keynote: David Ratcliffe &amp; George Spalding</b>
10:20 a.m. – 10:40 a.m.	<b>Break</b>
10:40 a.m. – 11:55 a.m.	<b>Track 12</b> <i>How To Align Process &amp; Technology</i> Charlie Miles, IT Management Consultant, Pink Elephant
11:55 a.m. – 12:55 p.m.	<b>Networking Lunch For Workshops</b>
12:55 p.m. – 3:40 p.m.	<b>Track 15 – FREE ½ Day Workshops</b> Choose from several. Our recommendations for CIOs & Senior IT Managers level knowledge are:



	<ul style="list-style-type: none"><li>• <i>The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change</i> Dr. Victoria M. Grady, PhD, Asst. Professorial Lecturer, Dept. of Organizational Science, Columbian School of Arts &amp; Sciences, George Washington University</li><li>• <i>ITSM Strategic Road Map Workshop</i> Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant</li></ul>
2:10 p.m. – 2:25 p.m.	<b>Break For Workshops</b>
3:40 p.m.	Conference Ends! See You Next Year!
<b>Post-Conference Courses: February 23-25, 2012</b>	
Choose from these options for CIOs & Senior IT Managers level knowledge:	
<ul style="list-style-type: none"><li>• The Implementation Road Map For IT Service Management (February 24-26, 2012)</li></ul>	

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