



**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 Service Desk Management**

This itinerary represents only one option for IT professionals with a Service Desk Management 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. We recommend these options for Service Desk Management:	
<ul style="list-style-type: none"> <li>• ITIL Foundations (ITIL certification course) February 17-19, 2012</li> <li>• Continual Service Improvement (ITIL certification course) February 16-19, 2012</li> <li>• Operational Support &amp; Analysis (ITIL certification course) February 16-19, 2012</li> <li>• Release, Control &amp; Validation (ITIL certification course) February 16-19, 2012</li> <li>• Service Operation (ITIL certification course) February 16-19, 2012</li> <li>• How To Define &amp; Implement A CMDB According To ITIL Best Practices (February 18-19, 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>Introduction To Lean Management</i> Martin Erb, Director, Professional Services, 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>IT Support &amp; Service Desk Forum</i> Moderated By: Charlie Miles & Jim McKennan, IT Management Consultants, Pink Elephant
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 9</b> <i>Utilizing Lean Six Sigma, Project Management &amp; ITIL To Implement A Service Catalog</i> Cindy Trudeau, Manager, IT Service Management Program, Presbyterian Healthcare Services
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 4</b> <i>Secrets For Getting “Them” To Listen</i> Dr. Jim Anderson, Blue Elephant Consulting
1:25 p.m. – 1:40 p.m.	<b>Break</b>
1:40 p.m. – 2:55 p.m.	<b>Track 3</b> <i>Service Catalog – Backwards!</i> Tracey Richardson, Product Management, Ohio State University
2:55 p.m. – 3:15 p.m.	<b>Break</b>
3:15 p.m. – 4:30 p.m.	<b>Track 7</b> <i>Implementing A Single Point Of Contact Service Desk</i> Joel Krause, Manager, Office of the CIO - IT Service Management, State Compensation Insurance Fund
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>Introduction To CMM &amp; Process Maturity</i> Rae Garrett, 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; Morning Keynote: Nicholas Carr – <i>The Shallows: What The Internet Is Doing To Our Brains</i></b>
10:20 a.m. – 10:40 a.m.	<b>Break</b>
10:40 a.m. – 11:55 a.m.	<b>Track 7</b> <i>Delivering Excellence In IT Knowledge Management &amp; IT Self-Service</i> William Purcell, Incident Manager, Paychex
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 2</b> <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.	<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>Top 10 Considerations For Implementing Change Management</i> Jennifer Wels, IT Management 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 Service Desk Management are: <ul style="list-style-type: none"><li>• <i>Incident Management Health Check</i> Charlie Miles, IT Management Consultant, Pink Elephant</li><li>• <i>Problem Management Health Check</i> Rae Garrett, Principal Consultant, Pink Elephant</li><li>• <i>Change Management Health Check</i> Kristin Colburn, IT Management Consultant, Pink Elephant</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 5 Post-Con courses. We recommend these options for Service Desk Management: <ul style="list-style-type: none"><li>• ITIL Foundations (ITIL certification course) February 23-25, 2012</li><li>• The Implementation Road Map For IT Service Management (February 23-25, 2012)</li><li>• ITIL Practitioner: How To Conduct An IT Service Management Process Assessment (February 23-24, 2012)</li><li>• ITIL Practitioner: How To Define &amp; Implement A Service Catalog According To ITIL Best Practices (February 23-25, 2012)</li></ul>	

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