



**17th Annual International
IT Service Management Conference & Exhibition**
Knowledge Translated Into Results
Bellagio Hotel • Las Vegas • February 17-20, 2013

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 13-17, 2013	
Choose from 19 courses. We recommend these options for Beginner Level knowledge: <ul style="list-style-type: none"> • ITIL Foundations (ITIL certification course) – February 15-17, 2013 • How To Define & Implement A CMDB According To ITIL Best Practices – February 16-17, 2013 • PRINCE2® Foundation: Tools For Successful Project Management Implementation – February 13-15, 2013 • Lean IT Foundations: Using Lean Principles For Continual Service Improvement – February 16-17, 2013 	
Date & Time	Track & Session
Sunday, February 17, 2013	
4:00 p.m. – 5:00 p.m.	Conference Optimizer An ITIL Overview Rich Petti , IT Management Consultant, Pink Elephant
5:00 p.m. – 7:00 p.m.	Welcome Reception & Exhibition Showcase Open
Monday, February 18, 2013	
7:15a.m. – 8:15a.m.	Practitioner Radio Live Recording
7:15a.m. – 8:15a.m.	Breakfast Club: What IT Managers Need To Know About COBIT® Jennifer Wels , IT Management Consultant, Pink Elephant
9:10a.m. – 10:10a.m.	Keynote: Dr. Neil deGrasse Tyson “The Next Big Thing”
10:30a.m. – 11:30a.m.	Keynote: Captain Sullenberger “Making A Difference”
12:00p.m. – 12:45p.m.	Track 8 How To Get Started Implementing ITIL Graham Price , Principal Consultant, Pink Elephant
1:00p.m. – 1:45p.m.	Track 7 Principles & Guidance For Event Management Charlie Miles , IT Management Consultant, Pink Elephant
2:00p.m. – 3:00p.m.	Track 8 How To Decide Which Courses Are Best For Which Roles & Develop Education Plans For ITIL Training Pierre Bernard , IT Management Consultant, Pink Elephant
3:20p.m. – 4:20p.m.	Track 5 Lessons Learned For Rapid Process Improvement Luis Orozco , Engineer/Technical Officer – Operations, Smart Metering, Ontario’s Independent Electricity System Operator (IESO)
4:35p.m. – 5:35p.m.	Track 8 How To Get Senior Management Buy-In Anil Dissanayake , IT Management Consultant, Pink Elephant
5:35p.m. – 7:00p.m.	Networking Reception



Tuesday, February 19, 2013	
7:15a.m. – 8:15a.m.	Breakfast Club: A Practical Approach To Implementing Service Level Management Gary Case , Principal Consultant, Pink Elephant
9:10a.m. – 10:10a.m.	Keynote: Sally Hogshead “The 7 Triggers Of Fascination & Personal Branding”
10:30a.m. – 11:30a.m.	Keynote: Matt Ridley “When Ideas Have Sex”
12:00p.m. – 12:45p.m.	Track 7 The Right Way To Select Tools Kristin Colburn , IT Management Consultant, Pink Elephant
1:00p.m. – 1:45p.m.	Track 6 priSM – What Is It & Why You Should Care Cathy Kirch , Chair, priSM America
2:00p.m. – 3:00p.m.	Track 1 Epic Adventures In ITSM Bob Strong , Manager, Technology Services, Assurant Inc.
3:20p.m. – 4:20p.m.	Track 7 Improving Customer Focus Through Business Relationship Management Gary Case , Principal Consultant, Pink Elephant
4:35p.m. – 5:35p.m.	Track 1 Organization Change & Culture 101 Dr. Victoria M. Grady , PhD, Assistant Professorial Lecturer, Department of Organizational Science, Columbian School of Arts & Sciences, George Washington University
5:35p.m. – 7:00p.m.	Networking Reception
Wednesday, February 20, 2013	
7:15a.m. – 8:15a.m.	Breakfast Club: Cooking Up Great ITSM: Automated Self Service Baked In 1 Hour Brian Hoskins , Product Manager, LANDESK Software
9:10a.m. – 10:10a.m.	Keynote: Chester Elton “The Orange Revolution: How One Great Team Can Transform An Entire Organization”
1:00p.m. – 3:45p.m.	Half-Day Workshops Incident Management Health Check Robin Hysick , Director, Product Management, Pink Elephant
3:45p.m.	Conference Ends
Post-Conference Courses: February 21-23, 2013	
Choose from 9 courses. Our recommended options for Beginner Level knowledge:	
<ul style="list-style-type: none"> • ITSM Incident, Problem, & Change Clinic – February 21, 2013 • Introduction to COBIT – February 21, 2013 • How To Define & Implement A Service Catalog – February 21-22, 2013 • IT Service Management Implementation Roadmap – February 21-22, 2013 • How To Conduct An IT Service Management Process Assessment – February 21-22, 2013 	

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