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PRE-CONFERENCE COURSES
FEBRUARY 13-17

CONFERENCE
FEBRUARY 17-20

POST-CONFERENCE COURSES
FEBRUARY 21-23



PINK13

LAS VEGAS ► BELLAGIO HOTEL
FEBRUARY 17-20, 2013

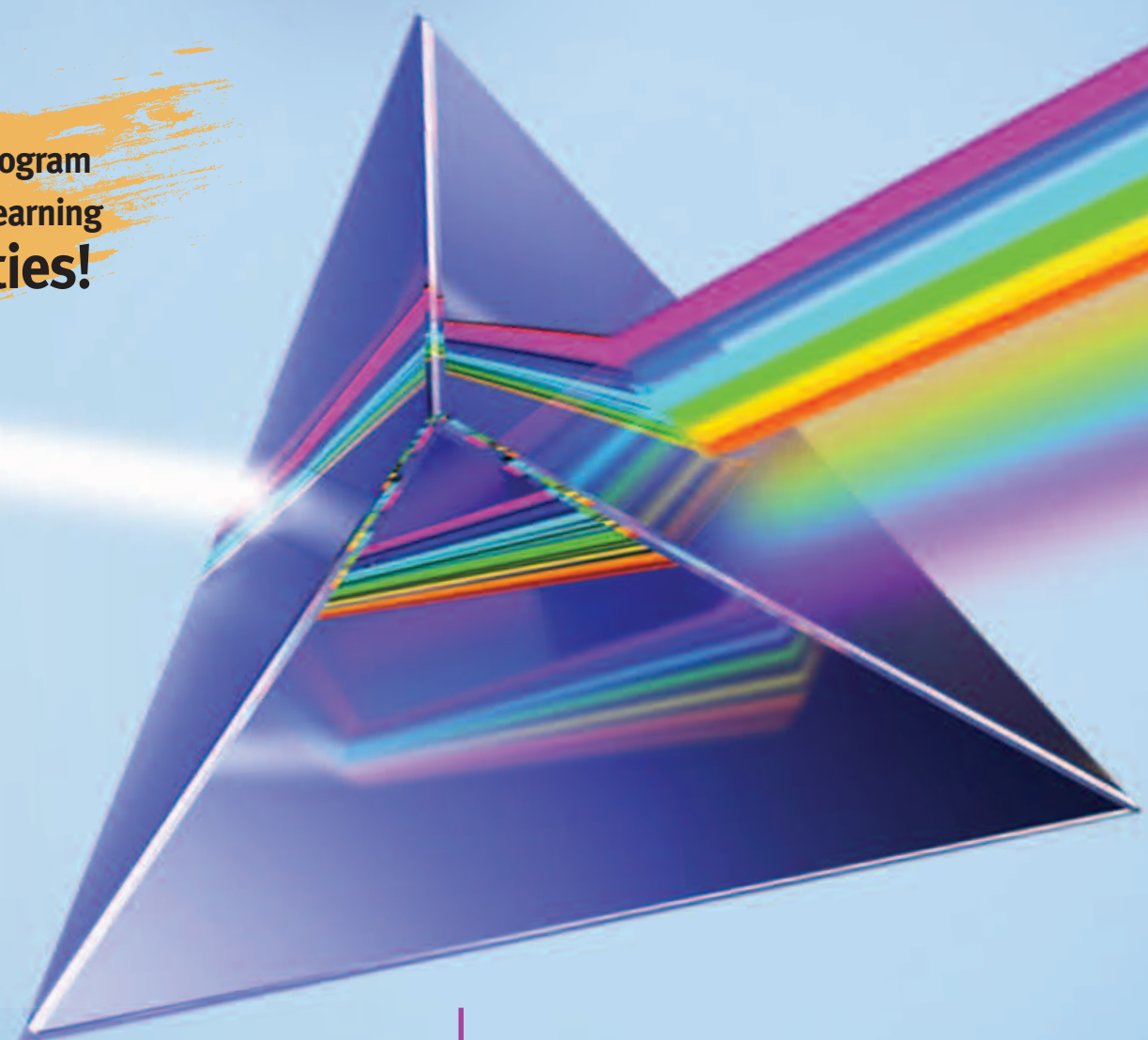


17TH ANNUAL INTERNATIONAL
**IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION**
KNOWLEDGE TRANSLATED INTO RESULTS

LAS VEGAS ► BELLAGIO HOTEL ► FEBRUARY 17-20, 2013

17TH ANNUAL INTERNATIONAL
**IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION**
KNOWLEDGE TRANSLATED INTO RESULTS

Amazing Program
With **Endless** Learning
Opportunities!



THE INDUSTRY'S #1 EVENT!



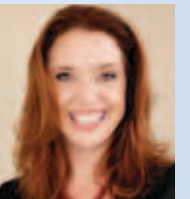
Dr. Neil deGrasse Tyson
Astrophysicist, Best-Selling
Author & TV Celebrity



Captain "Sully" Sullenberger
"Miracle On The Hudson"
Hero Pilot



Matt Ridley
Takes A Provocative Look
At When Ideas Have Sex



Sally Hogshead
Captivating, Persuasive &
Definitely Fascinating!



Chester Elton
Mr. "Carrot" – The Apostle
Of Appreciation!

[Pink Who?]

Each year Pink Elephant presents the world's #1 IT Service Management conference! We are also a global leader in ITSM consulting and education. Pink Elephant offers a vast array of products and services to help you meet your IT and business goals.

For a complete list and details of our full service catalog see Page 30.



Join us for "PINK13" – the industry's #1 IT Service Management conference!

Now in its 17th highly successful year, our annual conference is recognized as the industry's premier IT Service Management event. While other industry conferences have lost momentum or attendees, our annual conference continues to grow in size and stature! Why? It's the amazing program – others try to copy it, but nobody else can deliver the high caliber of keynote speakers, presentations, workshops, and exhibitors.

With this year's theme, Knowledge Translated Into Results, we aim to show you how to take the knowledge you acquire from various certification programs, and go beyond just theory – get business results!



Last year, we made the world record for the largest gathering of ITIL certified professionals in one room.



Wayne Cotter *Pink13 Master Of Ceremonies*

We are very pleased to have Wayne – one of the funniest stand-ups around – as our conference host and Master of Ceremonies!

Wayne is a favorite of the talk shows, having appeared dozens of times with both David Letterman and Jay Leno. As a top nationally touring comedian for many years and a nominee for "Best Stand-up Comedian" at the American Comedy Awards, Wayne will be sure to keep you in stitches throughout the entire conference!

Who Should Attend?

Whether you're new or well advanced in your knowledge of ITIL & ITSM – there's something for everyone in the dynamic program:

- C-Level, including CIOs/CTOs/CSOs
- IT Directors and VPs
- IT Service and Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors and Managers
- IT Auditors and IT Consultants
- IT Suppliers and Vendors
- Anyone seeking to understand why and how to implement best practices according to ITSM, ITIL, ISO, Lean IT, Six Sigma, PRINCE2, PMBOK, COBIT
- And anyone who is interested in building and managing a truly business-focused IT organization



Matt Ridley *When Ideas Have Sex*

British author Matt Ridley knows one thing – through history, the engine of human progress and prosperity has

been, and is, the mating of ideas. The sophistication of the modern world, says Ridley, lies not in individual intelligence or imagination; it is a collective enterprise. In his book *The Rational Optimist*, Ridley (whose previous works include *Genome* and *Nature via Nurture*) sweeps the entire arc of human history to powerfully argue that "prosperity comes from everybody working for everybody else."

It is our habit of trade, idea-sharing and specialization that has created the collective brain which set human living standards on a rising trend. This, he says, "holds out hope that the human race will prosper mightily in the years ahead – because ideas are having sex with each other as never before."



Sally Hogshead *The 7 Triggers of Fascination & Personal Branding*

In her best-selling book, *FASCINATE: Your 7 Triggers to Persuasion and Captivation*,

Sally Hogshead shares details of her scientific research, which uncovered that the average attention span is now only nine seconds, and that the brain is hardwired to focus on 7 specific types of messages. Covering both business and personal scenarios, Sally tells you what these seven triggers are and how to use her science-based "Fascinate" system, to instantly persuade and captivate in today's very fast-paced world.



Chester Elton *The Orange Revolution*

Called the "Apostle of Appreciation," Chester Elton is the co-author of several successful leadership books and is a highly

in-demand motivational speaker the world over. Chester's books, *The Carrot Principle* and *24-Carrot Manager*, have been called a "must read for modern-day managers" by Larry King of CNN. His best-selling book, *The Orange Revolution*, was the number one selling business book in the United States according to the Wall Street Journal.

Our Most Powerful Line-Up Of Keynote Speakers Ever



Dr. Neil deGrasse Tyson

Astrophysicist, Best-Selling Author & TV Celebrity

The Next Big Thing: The Increasing Speed of Innovation and Human Creativity

In addition to playing host on several television programs, Dr. Tyson is a regular guest on the late night talk show circuit, appearing on *The Daily Show* with Jon Stewart, Conan O'Brien and the *Tonight Show*. He challenges and inspires scientific and non-science enthusiasts alike, through his ability to communicate in a way that reaches everyone. Dr. Tyson will address what it means to live in a society constantly facing technological and scientific changes that alter environments and perceptions within an organization and in society as a whole.

Just as scientific discoveries and technological advancements can cause a radical change in the way people conduct their day-to-day lives, changes in and around a business can often dramatically impact everyone within that enterprise. Dr. Tyson's presentation is guaranteed to inspire everyone to meet the challenges of change head on.



Captain "Sully" Sullenberger, III

"Miracle on the Hudson" Hero Pilot; Contributor CBS News & Best-Selling Author

A true American hero whose expertise and actions saved the lives of his passengers and countless souls on the ground, Captain Chesley B. "Sully" Sullenberger shares his inspirational story while showing how preparation, leadership and focus are the

keys to overcoming any obstacle – both in business and in life. At a time of political polarization and economic turmoil, we yearn for superior leadership. In his new book, *Making a Difference: Stories of Vision and Courage from America's Leaders*, which is a follow-up to his best-selling memoir, Sullenberger engages nearly a dozen distinguished Americans to explore the nature of leadership, what it means, what it takes and how it can be fostered and developed in all of our lives.

Gain valuable insight into the constantly changing world of IT Service Management focused services and products. Many of the participating organizations provide ITIL compatible products and services. Here is a sample of the organizations that are participating in this year's exhibition. For a complete list, visit www.pinkelephant.com/Pink13.

[Platinum]

Business Runs on IT. IT Runs on BMC Software.

With the leading Business Service Management platform, Cloud Management and the industry's broadest choice of IT Management solutions, BMC Software helps customers cut costs, reduce risk and achieve business objectives.



Navvia is process management made easy. Go from Requirements to Implementation FAST using a business-focused approach. Navvia is a division of Consulting-Portal; combining fresh ideas with over 14 years of ITSM experience.



[Super Gold]



Positioned on the 2012 Gartner Magic Quadrant for IT Service Support tools, Cherwell Service Management™ is an integrated service management software solution that provides IT and support professionals out-of-the-box ITSM processes.



EasyVista, a global provider positioned on the Gartner Magic Quadrant, delivers a comprehensive, enterprise, ITIL-aligned solution spanning the IT Service Lifecycle, from service desk and asset management to project management and business intelligence.



LANDesk helps IT maximize user productivity while reducing costs, complexity and risk through integrated systems management and asset analytics, endpoint security, end-to-end mobility, virtualization management and user-oriented ITSM software solutions.



TeamQuest Corporation is the global leader in IT Service Optimization, specializing in Capacity Management software and helping IT organizations consistently meet service levels while minimizing costs and mitigating risks.

[Kiosk Sponsors]



[Silver]



[Super Silver]



Post-Conference Courses

ITIL Foundation Certification	
ITIL Foundations	February 21-23, 2013
COBIT	
Introduction To COBIT 5	February 21, 2013
IT Service Management	
How To Conduct An IT Service Management Process Assessment	February 21-22, 2013
How To Define & Implement A Service Catalog	February 21-22, 2013
IT Service Management Implementation Roadmap	February 21-22, 2013
IT Service Management Strategic Roadmap	February 21, 2013
Continual Service Improvement One-Day Workshop	February 21, 2013
ITSM In Action: The Apollo 13 Simulation Workshop	February 21, 2013
ITSM Incident, Problem & Change Clinic: How To Conduct A Gap Analysis & Develop An Improvement Plan	February 21, 2013

Visit our website for course descriptions.

Save 10% on Pre- or Post-Conference Courses!
Combination discounts available when you attend the conference and a pre- or post-conference course.



Get Certified By The World's #1 ITIL & ITSM Educator!

Pre-Conference Courses

ITIL Foundation Certification	
ITIL Foundations	February 15-17, 2013
ITIL Capability Certification	
ITIL Operational Support & Analysis	February 14-17, 2013
ITIL Release, Control & Validation	February 14-17, 2013
ITIL Service Offerings & Agreements	February 14-17, 2013
ITIL Planning, Protection & Optimization	February 14-17, 2013
ITIL Lifecycle Certification	
ITIL Service Strategy	February 15-17, 2013
ITIL Service Design	February 15-17, 2013
ITIL Service Transition	February 15-17, 2013
ITIL Service Operation	February 15-17, 2013
ITIL Continual Service Improvement	February 15-17, 2013
ITIL Expert Certification	
Managing Across The Lifecycle	February 14-17, 2013
PRINCE2 Certification	
PRINCE2 Foundation: Tools For Successful Project Management Implementation	February 13-15, 2013
PRINCE2 Practitioner: Using Case Studies To Master Project Management	February 16-17, 2013
Lean IT Certification	
Lean IT Foundations: Using Lean Principals For Continual Service Improvement	February 16-17, 2013
IT Service Management	
Problem Management: Root Cause Analysis Workshop	February 16-17, 2013
How To Define & Implement A CMDB According To ITIL Best Practices	February 16-17, 2013
HDI® Certification	
HDI® Support Center Director	February 15-17, 2013
HDI® Knowledge Management Foundations: KCS Principles	February 15-17, 2013
HDI® Support Center Manager	February 15-17, 2013

“As always, this is one of the best events that I attend on a yearly basis.”

TRACK 1

Leadership & The ABCs Of ITSM

One main reason why major change implementations fail is because leaders don't effectively address the ABCs (Attitude, Behavior and Culture) – the "people side" of change. Speakers in this track will provide proven and practical how-to's for effectively managing and leading people through the process of change.

TRACK 2

Strategic IT Management

Find out how to apply a strong IT business strategic perspective from pioneering and innovative CIOs, industry experts and the foremost academic authorities.

TRACK 3

Beyond Theory: Making ITSM "Real"

There's the theory in the books and certification programs, then there's the real-world! This track features IT practitioners who have been successful in applying a "fit for purpose" approach to ITSM, and experts who help others achieve successful results.

TRACK 4

IT Business School

Leading academics will discuss their latest research and findings and show you how to apply the most important lessons taught in business schools and MBA programs to IT management.

TRACK 5

ITSM Project Management Best Practices

Project Management continues to be a critical function in all organizations. Whether or not an IT project succeeds depends to a large degree on how effectively project management best practices are applied. Attend these sessions to find out how to achieve successful outcomes.

TRACK 6

The IT Situation Room

Join us in the Situation Room to address a wide range of today's most pressing business and IT subjects. Meet the "insiders" and get up-to-date with all the very latest information, trends and news you need to know to make informed decisions about how to successfully manage your IT operation and develop effective business plans.

TRACK 7

Service Support & Operations

The Service Desk and closely related operational processes continue to be major focus areas for many of today's IT organizations. What do IT support managers need to know to achieve operational excellence? Find out from leading support industry experts and case study practitioners featured in this track.

TRACK 8

How To ITIL Clinics

These sessions, taught by Pink's highly knowledgeable and experienced ITIL experts, are very instructional and discussion-based in nature to take you beyond the content of the certification courses. You'll have ample opportunity to ask your most pressing questions and get expert guidance from the industry's best. Each session includes recommended steps for success and barriers/pitfalls to avoid, with suggestions for how these can be overcome.

TRACK 9

CSI Through Balanced Scorecard, PDCA, Six Sigma & CMMI

Continual Service Improvement (CSI) in IT is an ongoing effort to improve services or processes. These efforts can seek incremental improvement over time or breakthrough improvement all at once. To be truly effective, a deliberate CSI approach must be culturally embraced. Do you know how? Find out from successful IT managers and industry experts.

TRACK 10

Using Frameworks To Achieve Business Value, Outcomes & Results

Lean IT, ISO 20000, ISO 27002, ITIL and more – how should IT organizations really be using these to successfully achieve true business value? And, which ones provide what benefits? The best minds in the industry are on hand to tell you.

TRACK 11

COBIT & IT Governance

Do you understand the importance of IT governance but are having difficulty getting your people, processes and tools in sync? Attend these sessions to hear from leading industry experts and case studies about how to implement a sound IT governance framework, including COBIT.

TRACK 12

Tools & Technology

Case studies, suppliers, and industry experts show you what it really takes for successful process implementation and integration for enabling better decision-making and for monitoring service performance to identify continual improvement opportunities.

TRACK 13

Breakfast Clubs

Attention early risers! Our conference provides non-stop learning. Join our early morning sessions each day for value-added presentations and discussion forums that enable you to get a head start on your day. A varied line-up of speakers will be on hand from all walks of life to share insights, provide practical guidance and highlight successes and lessons learned.

TRACK 14

Networking Focus Groups

You are not alone! Many others share common issues, challenges and questions, so there's no need to reinvent the wheel. Bring your most pressing questions and challenges to industry-based networking sessions and focus groups to learn how others have tackled the ups and downs of ITIL and ITSM projects and IT improvement.

TRACK 15

Half-Day Workshops

Industry Exclusive! Sessions in this track are half-day workshops – they are not your typical breakouts! Instead, an industry expert, including Pink's highly respected consultants, will take participants through specific IT and business processes and provide valuable "how-to's" and a "health check." It's like getting free consulting! At the end of the sessions, you'll have many take-aways that you can start implementing as soon as you get back to work. Choose from one of the many workshops, ranging from operational to strategic in focus.

SESSION CODES

To help in your selection process each session has been coded. Use the following guide to choose the session that best fits your individual situation.

The codes are offered as a guide. You are encouraged to participate in whichever session contains the subject matter and content with the most relevance.

GENERAL:

These sessions are of general interest to everyone regardless of level of knowledge, experience or industry certification.

BEGINNER:

These sessions are aimed at those who are new to the subjects presented, and who likely do not possess industry certification or have just started project implementation.

BEYOND BEGINNER:

These sessions are for those with practical implementation experience, and have attained industry certification beyond Foundation Level.

SUNDAY, FEBRUARY 17, 2013

10:00 a.m. – 7:00 p.m.: Registration, Information & Customer Service Desk Open

4:00 p.m. – 5:00 p.m.: Conference Optimizers

CONFERENCE OPTIMIZER CO1	CONFERENCE OPTIMIZER CO2	CONFERENCE OPTIMIZER CO3	CONFERENCE OPTIMIZER CO4	CONFERENCE OPTIMIZER CO5
An ITIL Overview Rich Petti , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	What IT Managers Need To Know About COBIT Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	What IT Managers Need To Know About Lean Management Martin Erb , Director, Professional Services, Pink Elephant <i>Code: Beginner</i>	What IT Managers Need To Know About CMM & Process Maturity Rae Garrett , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	Why You Should Consider PRINCE2 Project Management Certification Graham Price , Principal Consultant, Pink Elephant <i>Code: General</i>
CONFERENCE OPTIMIZER CO6	NETWORKING FOCUS GROUPS			
Tips For Cementing Organizational Change Troy DuMoulin , Vice President, Professional Services, Pink Elephant <i>Code: Beyond Beginner</i>	Choose from several concurrent industry & subject sessions: - ITIL & ITSM In Utilities - ITIL & ITSM In Government - ITIL & ITSM In Financial Services - ITIL & ITSM In Education & Universities			

5:00 p.m. – 7:00 p.m.: **Welcome Reception & Exhibition Showcase Open**

MONDAY, FEBRUARY 18, 2013

7:00 a.m. – 7:00 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.: Practitioner Radio Live Recording

7:15 a.m. – 8:15 a.m.: Breakfast Clubs

BREAKFAST CLUB BM1	BREAKFAST CLUB BM2	BREAKFAST CLUB BM3	BREAKFAST CLUB BM4	BREAKFAST CLUB BM5
An ITIL Overview Rich Petti , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	What IT Managers Need To Know About COBIT Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	What IT Managers Need To Know About CMM & Process Maturity Rae Garrett , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	ITSM Program & Project Management Forum Moderated By: Graham Price , Principal Consultant & Brian Newcomb , IT Management Consultant, Pink Elephant <i>Code: General</i>	IT Support & Service Desk Forum Moderated By: Charlie Miles & Jim McKennan , IT Management Consultants, Pink Elephant <i>Code: General</i>
BREAKFAST CLUB BM6	BREAKFAST CLUB BM7	BREAKFAST CLUB BM8		
"Platinum Pass Ask-The-Expert Breakfast Club" Gary Case , Principal Consultant, Pink Elephant <i>Code: General</i>	Critical Migration Success Factors Evan Carlson , VP North America, EasyVista <i>Code: General</i>	Change Management: The Greatest ROI of ITIL Matthew Neigh , Director of Services & Support, Cherwell Software <i>Code: Beginner</i>		

8:00 a.m. – 8:30 a.m.: **Pre-Show With “Which One’s Pink” – Pink Floyd Cover Band**
 8:30 a.m. – 8:45 a.m.: **Conference Opening Remarks**
 8:45 a.m. – 9:10 a.m.: **The Early Pink Show With Wayne Cotter**
 9:10 a.m. – 10:10 a.m.: **Keynote: Dr. Neil deGrasse Tyson “The Next Big Thing”**
 10:10 a.m. – 10:30 a.m.: **Refreshment Break**
 10:30 a.m. – 11:30 a.m.: **Keynote: Captain Sullenberger “Making A Difference”**
 11:30 a.m. – 11:45 a.m.: **The Early Pink Show Wrap-up With Wayne Cotter**
 11:30 a.m. – 3:20 p.m.: **Exhibition Showcase Open**
 11:45 a.m. – 12:00 p.m.: **Break**
 12:00 p.m. – 1:45 p.m.: **Lunch/Concurrent Breakout Sessions**
 12:00 p.m. – 12:45 p.m.:

TRACK 1 #101A	TRACK 1 #101B	TRACK 2 #102	TRACK 4 #104	TRACK 5 #105
Mavens, Connectors, Salesmen – What Every ITSM Leader Needs To Know About Them Jack Probst , Principal Consultant, Pink Elephant Code: Beyond Beginner	24601 Less Miserable – Breaking Free & Building Teams Kirk Weisler , Chief Morale Officer, Team Dynamics Code: General	The Strategic Role Of An IT Operating Model Troy DuMoulin , Vice President, Professional Services, Pink Elephant Code: Beyond Beginner	A Sense Of Urgency Brian Newcomb , IT Management Consultant, Pink Elephant Code: General	Project Management & Change Management: The Value & Challenges of Integration & Alignment Jennifer Wels , IT Management Consultant, Pink Elephant Code: General

TRACK 6 #106	TRACK 8 #108
Best Practices For Implementing An ITSM Tool Q&A – Panel Discussion Facilitator: George Spalding , Executive VP, Pink Elephant Panelists: David Mainville , CEO & Co-Founder, Navvia, John Castilia , PMP, Service Management Office, Division of Customer Support, Center for Information Technology (CIT), National Institutes of Health, & Evan Carlson , VP North America, EasyVista Code: General	How To Get Started Implementing ITIL Graham Price , Principal Consultant, Pink Elephant Code: Beginner

12:45 p.m. – 1:00 p.m.: **Break**
 1:00 p.m. – 1:45 p.m.:

TRACK 1 #201	TRACK 2 #202	TRACK 6 #206A	TRACK 6 #206B	TRACK 7 #207A
Death By Meeting Gary Case , Principal Consultant, Pink Elephant Code: General	How To Maximize Your Training ROI Paul Wilkinson , Director, GamingWorksBV Code: General	Best Practices For Managing BYOD Q&A – Panel Discussion Facilitator: George Spalding , Executive VP, Pink Elephant Panelists: Matthew Neigh , Director of Services & Support, Cherwell Software, David Wagner , Business Development Principal, TeamQuest Corporation, & Julianne Journitz , Director of Client Services, Pomona College Code: General	The Checklist Manifesto: How To Get Things Right Rob England , The IT Skeptic Code: General	Success Strategies For Crossing IT Silos & Improving Organizational Culture Rae Garrett , Principal Consultant, Pink Elephant Code: Beyond Beginner

“This was a high quality event...I have found it to be the most useful overall as compared to other industry forums and events on this topic.”

TRACK 7 #207B	TRACK 8 #208
Principles & Guidance For Event Management Charlie Miles , IT Management Consultant, Pink Elephant Code: Beginner	How To Conduct Problem Management Root Cause Analysis Anil Dissanayake , IT Management Consultant, Pink Elephant Code: Beyond Beginner

1:45 p.m. – 2:00 p.m.: **Break**
 2:00 p.m. – 3:00 p.m.:

TRACK 1 #301A	TRACK 1 #301B	TRACK 2 #302A	TRACK 2 #302B	TRACK 3 #303
100 Stories UP – And Why I Take The Stairs Kirk Weisler , Chief Morale Officer, Team Dynamics Code: General	Leadership: Helping Others To Succeed Bernardo Tirado , CEO and Founder, The Project Box, LLC, Six Sigma Black Belt Code: General	Managing IT Investments At NORAD / USNORTHCOM Colonel Thomas Salo , Colonel, United States Army Code: Beyond Beginner	Delivering Value To The Business: 4P – People, Process, Products & Partners Andrzej Gadomski , Senior Specialist – ITSM, McMaster University and Wilfrid Laurier University Code: General	Continual Service Improvement – One Metric At A Time Brian Newcomb , IT Management Consultant, Pink Elephant Code: General
TRACK 5 #305	TRACK 6 #306	TRACK 7 #307	TRACK 8 #308A	TRACK 8 #308B
ITIL & PRINCE2 – How They Co-Exist In Perfect Harmony Tracy Aldridge , PMP, PR2P, Consultant, Alarsta Inc - Consulting Code: Beyond Beginner	The Other PaaS – People As A Service Kathryn Howard , ITSM Consultant, Visual Explanations Code: General	Operational IT Service ROI Doug Tyre , IT Service Management Professional, University of Miami Code: General	How To Decide Which Courses Are Best For Which Roles & Develop Education Plans For ITIL Training Pierre Bernard , IT Management Consultant, Pink Elephant Code: General	How To Create ITIL Project & Process Management Roles Graham Price , Principal Consultant, Pink Elephant Code: General
TRACK 9 #309	TRACK 10 #310	TRACK 12 #312		
An ITSM Journey – 10 Years Later Cathy Kirch , Process Architect, Allstate Insurance Company Code: General	ISO & ITIL – A Winning Combination At U Of PA Donna Manley , Senior IT Director, University Of Pennsylvania Code: Beyond Beginner	Bridging Development & Ops With Process-Based ITSM Peter Rizzo , Director for Evaluation Services (EVS) Quality Assurance and IT Service Management Development, Interactive Data Corporation Code: Beyond Beginner		

3:00 p.m. – 3:20 p.m.: **Refreshment Break**
 3:20 p.m. – 4:20 p.m.:

TRACK 1 #401	TRACK 2 #402	TRACK 3 #403A	TRACK 3 #403B	TRACK 5 #405A
Overcoming The Five Dysfunctions Of A Team Gary Case , Principal Consultant, Pink Elephant Code: General	Leading The Way To A LEAN Problem Management Culture Joseph Gallagher , Managing Director, BNYMellon Code: Beyond Beginner	Team Case Study: Honeywell - Strategy – Part I Lonnie Shane , Vice President, Service Delivery Assurance, IT Chief Operating Officer, Honeywell IT Services Corporate Code: General	Customer Service – STAT! Leveraging ITSM At NYC Health & Hospitals Michael Keil , Assistant Vice President IT Service Management, New York City Health and Hospital Corporation Code: General	Agile Process Development Jack Probst , Principal Consultant, Pink Elephant Code: Beyond Beginner

“By far the best and most professionally rewarding IT conference available.”



TRACK 5 #405B Lessons Learned For Rapid Process Improvement Luis Orozco , Engineer/Technical Officer – Operations, Smart Metering, Ontario's Independent Electricity System Operator (IESO) <i>Code: Beginner</i>	TRACK 6 #406 ITSM In The Service of Humanity: Creating, Delivering, Socializing & Sustaining Value Mark Kawasaki , ITSM Specialist, Emory University <i>Code: General</i>	TRACK 7 #407 Mature Release Management – What It Really Looks Like! Robin Hysick , Director, Product Management, Pink Elephant <i>Code: General</i>	TRACK 9 #409 Saving Money & Improving Satisfaction – One Service Request At A Time! Robert Crump , Client Service & Support Manager, American Water <i>Code: General</i>	TRACK 10 #410A Achieving Your Vision Through Continual Service Improvement Hyatt Hollman , Director Service Management, ITS, Hartford Health Care <i>Code: Beginner</i>
TRACK 10 #410B From Cost Center To Profit Center In 5 Lean Steps Shaveta Datta , Quality and Business Improvement Manager, du <i>Code: Beyond Beginner</i>	TRACK 12 #412A Declaring Amnesty For Your Warring IT Tribes Carlos Casanova , Solutions Architect & Author, K2 Solutions Group, Inc. <i>Code: General</i>	TRACK 12 #412B Cooking Up Great ITSM : The Whole Is Greater Than The Sum Of Its Parts Ian Aitchison , ITSM Product Director, LANDesk Software <i>Code: General</i>		

4:20 p.m. – 4:35 p.m.: Break

4:35 p.m. – 5:35 p.m.:

TRACK 1 #501A Mirror, Mirror Kirk Weisler , Chief Morale Officer, Team Dynamics <i>Code: General</i>	TRACK 1 #501B Assessing & Shifting Organizational Culture To Support Strategic Goals Rae Garrett , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 2 #502 How To Use The Service Catalog As A Strategic IT Management Tool Troy DuMoulin , Vice President, Professional Services, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 3 #503A Problem Analysis & Root Cause Analysis Gary Case , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 3 #503B Team Case Study: Honeywell - Enablement – Part II Tiffany Redford , Director, Performance Improvement, Honeywell IT Services Corporate <i>Code: General</i>
TRACK 4 #504 Run Grow Transform Steve Bell , Founder, Lean IT Strategies <i>Code: General</i>	TRACK 5 #505 Using Myers-Briggs To Manage Your IT Project Team Bernardo Tirado , CEO and Founder, The Project Box, LLC, Six Sigma Black Belt <i>Code: General</i>	TRACK 8 #508 How To Get Senior Management Buy-In Anil Dissanayake , IT Management Consultant, Pink Elephant <i>Code: General</i>	TRACK 9 #509 Using Complementary Methodologies For Your ITSM Flight – A Jazz Aviation Success Story Martha Wenc , IS Processes Manager, AC Jazz <i>Code: Beginner</i>	TRACK 10 #510 Using Release Management To Improve Financial Governance At Bell Aliant Darren Dunn , Senior Operations Manager, Bell Aliant <i>Code: Beyond Beginner</i>
TRACK 11 #511 What IT Governance Isn't Rob England , The IT Skeptic <i>Code: General</i>	TRACK 12 #512A Who Am I – Identity & Security In The World Of SaaS Arlen Feldman , Chief Technology Officer & Head of Development, Cherwell Software <i>Code: Beginner</i>	TRACK 12 #512B Shifting To The New Consumerization Paradigm Elisabeth Cullivan , Product Marketing, EasyVista <i>Code: Beyond Beginner</i>		

5:35 p.m. – 7:00 p.m.: **Networking Reception**

“Our team found this event invaluable and very worthwhile! The investment paid for itself many times over.”

TUESDAY, FEBRUARY 19, 2013

7:00 a.m. – 6:30 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 Clubs

BREAKFAST CLUB BT1 What IT Managers Need To Know About Lean Management Martin Erb , Director, Professional Services, Pink Elephant <i>Code: Beginner</i>	BREAKFAST CLUB BT2 A Practical Approach To Implementing Service Level Management Gary Case , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	BREAKFAST CLUB BT3 ITSM Program & Project Management Forum Moderated By: Graham Price , Principal Consultant & Brian Newcomb , IT Management Consultant, Pink Elephant <i>Code: General</i>	BREAKFAST CLUB BT4 IT Support & Service Desk Forum Moderated By: Charlie Miles & Jim McKennan , IT Management Consultants, Pink Elephant <i>Code: General</i>	BREAKFAST CLUB BT5 “Platinum Pass Ask-The-Expert Breakfast Club” Jack Probst , Principal Consultant, Pink Elephant
BREAKFAST CLUB BT6 Three Steps To ITSM Success: How To Deliver Lasting Business Value David Mainville , CEO & Co-Founder, Navvia <i>Code: General</i>	BREAKFAST CLUB BT7 Big Data – Marrying Service Management With Service Delivery David Wagner , Business Development Principal, TeamQuest Corporation <i>Code: General</i>	BREAKFAST CLUB BT8 IT Leadership Roundtable Discussions – How To Successfully Lead Change Moderated By: Brenda Iniguez , Strategic Business Development, Pink Elephant <i>Code: General</i>		

8:00 a.m. – 8:30 a.m.: Pre-Show with Which One's Pink?

8:30 a.m. – 8:45 a.m.: Opening Remarks

8:45 a.m. – 9:10 a.m.: The Early Pink Show With Wayne Cotter

9:10 a.m. – 10:10 a.m.: Keynote: Sally Hogshead “The 7 Triggers Of Fascination & Personal Branding”

10:10 a.m. – 10:30 a.m.: Refreshment Break

10:30 a.m. – 11:30 a.m.: Keynote: Matt Ridley “When Ideas Have Sex”

11:30 a.m. – 11:45 a.m.: The Early Pink Show Wrap-up With Wayne Cotter

11:30 a.m. – 3:20 p.m.: Exhibition Showcase Open

11:45 a.m. – 12:00 p.m.: Break

12:00 p.m. – 1:45 p.m.: Lunch/Concurrent Breakout Sessions

12:00 p.m. – 12:45 p.m.:

TRACK 2 #602 Organization Change & ITIL Service Improvement Initiatives: A Look At 3 Models Rae Garrett , Principal Consultant, Pink Elephant <i>Code: General</i>	TRACK 5 #605 The Value Equation Of Service Management Jack Probst , Principal Consultant, Pink Elephant <i>Code: General</i>	TRACK 7 #607 Turning A Vicious Cycle Into A Value Cycle Gary Case , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	TRACK 8 #608 How To Conduct An ITIL Process Assessment Robin Hysick , Director, Product Management, Pink Elephant <i>Code: Beginner</i>	TRACK 12 #612A The Right Way To Select Tools Kristin Colburn , IT Management Consultant, Pink Elephant <i>Code: General</i>
TRACK 12 #612B How To Align Process & Technology Charlie Miles , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>				

12:45 p.m. – 1:00 p.m.: Break



Schedule-At-A-Glance

Schedule-At-A-Glance

1:00 p.m. – 1:45 p.m.:

TRACK 1 #701 The Service Management Office 2.0 Troy DuMoulin , Vice President, Professional Services, Pink Elephant <i>Code: General</i>	TRACK 3 #703 Top 7 #ITSMGoodness Tips Barclay Rae , CEO, Barclay Rae Consulting <i>Code: General</i>	TRACK 4 #704 Boiling The IT Frog! Martin Erb , Director, Professional Services, Pink Elephant <i>Code: General</i>	TRACK 6 #706 priSM – What Is It & Why You Should Care Cathy Kirch , Chair, priSM America <i>Code: General</i>	TRACK 7 #707 IT Asset Management vs. ITIL Configuration Management: Two Sides Of The Same Coin Or Different Processes? Victor Mack , IT Management Consultant, Pink Elephant <i>Code: Beyond Beginner</i>
TRACK 11 #711A ITIL – An IT Governance Enabler Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: General</i>	TRACK 11 #711B Plug & Socket: Preparing IT For Governance Rob England , The IT Skeptic <i>Code: Beginner</i>			

1:45 p.m. – 2:00 p.m.: Break

2:00 p.m. – 3:00 p.m.:

TRACK 1 #801A Epic Adventures In ITSM Bob Strong , Manager, Technology Services, Assurant Inc. <i>Code: Beginner</i>	TRACK 1 #801B Business & IT Alignment: What It Really Means Paul Wilkinson , Director, GamingWorksBV <i>Code: Beyond Beginner</i>	TRACK 2 #802 Linking Company Strategy To Portfolio Management Marc van der Heijden , Vice President Global IT – Competency Center Sales, Adidas-Group <i>Code: Beyond Beginner</i>	TRACK 3 #803 Surviving & Thriving In The Catch-All IT Shop Chris McCay , Director of Information Technology, Brailsford & Dunlavy <i>Code: General</i>	TRACK 4 #804 Leading Change: Kotter's 8-Step Model Gary Case , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>
TRACK 7 #807A The Second Lap - Consolidating & Building On Success Sterling Wright , Chief Enterprise Services, Infrastructure Division, Army National Ground Intelligence Center <i>Code: General</i>	TRACK 7 #807B Boiling The Ocean, One Gallon At A Time – How A Configuration Management System Can Deliver Sustainable Business Value Douglas Smith , Manager, ITG Configuration Management, Health Care Service Corporation <i>Code: Beginner</i>	TRACK 8 #808 How To Create & Manage A Successful Service Catalog Jack Probst , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	TRACK 10 #810A Designing The Plane While Flying IT: New Approaches For Change Management In A Continuously Changing World Doug Walton , PhD, Organizational Change Manager, Cisco Systems, Inc. <i>Code: Beyond Beginner</i>	TRACK 10 #810B IT Process Framework – Testing The Theory Viktor Petermann , Head of Process Office, Swedbank Group IT <i>Code: Beyond Beginner</i>
TRACK 12 #812 Dave, I'm Afraid I Have To Place You On Hold Chris Dancy , Director In The Office Of The CTO, BMC Software <i>Code: General</i>	<p>“Really a world class conference and one of the best for content that I’ve been to for years.”</p>			

3:00 p.m. – 3:20 p.m.: Refreshment Break

3:20 p.m. – 4:20 p.m.:

TRACK 1 #901 Creating A Learning Culture With ITIL & ISO 20000 Ken Gillette , Knowledge Manager, Intermountain Healthcare <i>Code: Beyond Beginner</i>	TRACK 2 #902 Tips For Dealing With Your CFO Lou Cino , Executive Vice President & CFO, & Jack Probst , Principal Consultant, Pink Elephant <i>Code: General</i>	TRACK 3 #903A Still Managing Chaos Through Release & Change Management ... But Getting Better! Anthony Krasinski , Section Manager, IT Service Management, Erie Insurance <i>Code: Beginner</i>	TRACK 3 #903B Team Case Study: Honeywell - Sustainability/Functionalization – Part III Bonnie Bauer , Director, Support Services Executive, Honeywell IT Services Corporate <i>Code: General</i>	TRACK 4 #904 Navigating The Cultural Silos Of The IT Value Stream Troy DuMoulin , Vice President, Professional Services, Pink Elephant <i>Code: Beyond Beginner</i>
TRACK 5 #905 IT & Business Alignment & Integration – What Metrics, Frameworks & Standards NIH Employs John Castilia , PMP, Service Management Office, Division of Customer Support, Center for Information Technology (CIT), National Institutes of Health <i>Code: Beyond Beginner</i>	TRACK 6 #906A ITSM Parenting: Raising Empowered & Self-Sufficient IT Staff Andy White , Principle Solutions Marketing, BMC Software <i>Code: General</i>	TRACK 6 #906B Knocking Down The Walls Between IT Support & Operations Bruce Campbell , Principal Solutions Marketing Manager, BMC Software <i>Code: General</i>	TRACK 7 #907 Improving Customer Focus Through Business Relationship Management Gary Case , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	TRACK 8 #908 How To Create & Manage Successful SLAs & OLAs Rae Garrett , Principal Consultant, Pink Elephant <i>Code: Beginner</i>
TRACK 10 #910 Leading Successful Service Execution With 'Architecture-Led Planning' & Portfolio Management Gustav Toppenberg , Senior Manager Leading the 'Connected IT Architecture Practice', Cisco IT <i>Code: Beyond Beginner</i>				

4:20 p.m. – 4:35 p.m.: Break

4:35 p.m. – 5:35 p.m.:

TRACK 1 #1001 Organization Change & Culture 101 Dr. Victoria M. Grady, PhD , Assistant Professorial Lecturer, Department of Organizational Science, Columbian School of Arts & Sciences, George Washington University <i>Code: General</i>	TRACK 2 #1002A Align IT – For Free! Niel Nicolaisen , CIO, Western Governors University <i>Code: Beyond Beginner</i>	TRACK 2 #1002B How To Stop The Blood Letting & Get Investment Back Into IT David Cannon , Global Director of the ITSM Practice, BMC Software <i>Code: Beyond Beginner</i>	TRACK 3 #1003A IT Service Management Maturity – A Never Ending Journey Mike Yeates , Director, Service Management Governance, CIBC <i>Code: General</i>	TRACK 3 #1003B IT As A Factory Jack Probst , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>
TRACK 5 #1005A The Neuroscience Of Leading Change Samad Aidane , Founder, Guerrilla Project Management <i>Code: Beyond Beginner</i>	TRACK 5 #1005B The Biggest Challenges Of An ITSM Program Manager & How To Overcome Them Gary Case , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	TRACK 7 #1007 Applying Adaptive Case Management To ITSM: The Standard+Case Approach Rob England , The IT Skeptic <i>Code: Beyond Beginner</i>	TRACK 9 #1009 Metrics That Matter At Adobe Den Jones , Senior Manager of IT Service Management, Adobe Systems <i>Code: General</i>	TRACK 10 #1010 IT Business Architecture: Cementing The Relationships Terry Stibbards , IT Business Architect, Cisco IT <i>Code: Beyond Beginner</i>
TRACK 12 #1012 Optimizing IT Costs & Services with Big Data (Little Effort!) – Case Studies David Wagner , Business Development Principal, TeamQuest Corporation <i>Code: Beginner</i>				

5:35 p.m. – 7:00 p.m.: **Networking Reception**

WEDNESDAY, FEBRUARY 20, 2013

7:00 a.m. – 4:00 p.m.: Information & Customer Service Desk Open

7:15 a.m. – 8:15 a.m.: Breakfast Clubs

BREAKFAST CLUB	BW1	BREAKFAST CLUB	BW2	BREAKFAST CLUB	BW3	BREAKFAST CLUB	BW4	BREAKFAST CLUB	BW5
Service Management (in 40 minutes!) Rob England, The IT Skeptic <i>Code: General</i>	Social ITSM – Rise Of The DNA-Based Response System Chris Dancy, Director In The Office of The CTO, BMC Software <i>Code: General</i>	Cooking Up Great ITSM: Automated Self Service Baked In 1 Hour Brian Hoskins, Product Manager, LANDesk Software <i>Code: Beginner</i>	IT Leadership Roundtable Discussions – How To Successfully Lead Change Moderated By: Brenda Iniguez, Strategic Business Development, Pink Elephant <i>Code: General</i>	“Platinum Pass Ask-The-Expert Breakfast Club” Troy DuMoulin, Vice President, Professional Services, Pink Elephant					

BREAKFAST CLUB	BW6
ISO 20000 ITSM Certification – Instead Of, Or In Addition To, ITIL? Jack Probst, Principal Consultant, Pink Elephant <i>Code: General</i>	

8:00 a.m. – 8:30 a.m.: Pre-Show with Which One's Pink?

8:30 a.m. – 8:45 a.m.: Opening Remarks

8:45 a.m. – 9:10 a.m.: The Early Pink Show With Wayne Cotter

9:10 a.m. – 10:10 a.m.: Keynote: Chester Elton “The Orange Revolution: How One Great Team Can Transform An Entire Organization”

10:10 a.m. – 10:30 a.m.: Refreshment Break

10:30 a.m. – 11:45 a.m.: Conference Re-Cap

11:45 a.m. – 1:00 p.m.: Lunch Break

1:00 p.m. – 3:45 p.m.: Half-Day Workshops

TRACK 15	W1	TRACK 15	W2	TRACK 15	W3	TRACK 15	W4	TRACK 15	W5
ITSM Strategic Road Map Workshop Troy DuMoulin, Vice President, Professional Services, Pink Elephant <i>Code: General</i>	Incident Management Health Check Robin Hysick, Director, Product Management, Pink Elephant <i>Code: General</i>	Event Management Health Check Charlie Miles, IT Management Consultant, Pink Elephant <i>Code: General</i>	Problem Management Health Check Rae Garrett, Principal Consultant, Pink Elephant <i>Code: General</i>	Change Management Health Check Kristin Colburn, IT Management Consultant, Pink Elephant <i>Code: General</i>					

TRACK 15	W6
The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change – An Overview Dr. Victoria M. Grady, PhD, Assistant Professorial Lecturer, Department of Organizational Science, Columbian School of Arts & Sciences, George Washington University <i>Code: Beyond Beginner</i>	

2:10 p.m. – 2:25 p.m.: Refreshment Break

3:45 p.m.: Conference Ends

“I found this to be the most valuable conference I've attended in years... Well done!”

Free Half-Day Workshops

Sunday Pre-Conference Optimizers

Maximize Your Learning! Start your conference experience early with one of these breakout educational sessions and conference optimizers.

An ITIL Overview



Rich Petti,
IT Management Consultant,
Pink Elephant

Code: Beginner | Sun – 4:00pm-5:00pm

This overview is an ideal way to learn about ITIL's IT Service Management framework and Service Lifecycle approach. Designed for those new to ITIL, or needing a refresh, the agenda includes an overview of ITIL's five books – *Service Strategy, Service Design, Service Transition, Service Operation, Continual Service Improvement* – and their main concepts and best practices.

What IT Managers Need To Know About COBIT



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner | Sun – 4:00pm-5:00pm

COBIT (Control Objectives for Information and related Technology) is designed to be an information technology governance aid to management. COBIT's business-orientated framework identifies 34 information technology processes grouped in 4 domains and is supported by over 200 detailed control objectives. These 34 IT processes guide management in selecting Critical Success Factors – the most important issues or actions that management needs to achieve control over, so that IT can be effective in enabling the entity's business objectives.

What IT Managers Need To Know About Lean Management



Martin Erb,
Director, Professional Services,
Pink Elephant

Code: Beginner | Sun – 4:00pm-5:00pm

What is “Lean” and what do IT Managers need to know about it? Martin will help you walk away with an understanding of Lean Management and its

business and IT value. Lean is focused on getting the right things to the right place at the right time in the right quantity to achieve perfect workflow, while minimizing waste and being flexible about change.

What IT Managers Need To Know About CMM & Process Maturity



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: Beginner | Sun – 4:00-5:00pm

Learn about the key concepts and guiding principles of “process maturity.” This session includes an overview of the CMM model and the six different process maturity stages. What does each stage mean and why should every IT manager know? Make this session a must-attend to help you better understand other conference presentations that refer to process maturity, assessments, best practices of implementing ITIL process and the ITIL Process “health checks”.

Why You Should Consider PRINCE2 Project Management Certification



Graham Price,
Principal Consultant,
Pink Elephant

Code: General | Sun – 4:00pm-5:00pm

Join Graham – a certified project management expert – as he introduces you to PRINCE2 (PROJECTS IN CONTROLLED ENVIRONMENTS) and describes: the framework and its components; benefits to individuals and organizations; the certification process; and how PRINCE2 can help you to successfully implement ITIL processes, and other IT Service Management and continuous improvement major changes.

Tips For Cementing Organizational Change



Troy DuMoulin,
Vice President,
Professional Services,
Pink Elephant

Code: Beyond Beginner | Sun – 4:00pm-5:00pm

You've put your staff through certification. You've implemented new processes. You've purchased and implemented new tools. BUT, you're not seeing the results you were after. One reason could be that not enough attention has been placed on formally “cementing” or “freezing” change in your organization. Troy will explain what this means and why all IT leaders must understand the concepts of anchoring change in order to make it stick.

TRACK 1

Leadership & The ABCs Of ITSM

Mavens, Connectors, Salesmen – What Every ITSM Leader Needs To Know About Them



Jack Probst,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner | Mon – 12:00pm-12:45pm

Looking to bring about big change in your IT organization? Or maybe you've already tried but haven't succeeded. Then you need to know who are your mavens, connectors and salesmen! Jack will tell you what these labels mean and why IT leaders should care. Drawing on Malcolm Gladwell's bestselling book, *The Tipping Point*, and his own ITSM implementation expertise, Jack will provide you with details about each one of these labels and explain how to identify and use these individuals to influence others to overcome barriers to major change.

Creating A Learning Culture With ITIL & ISO 20000



Ken Gillette,
Knowledge Manager,
Intermountain Healthcare

Code: Beyond Beginner | Tues – 3:20pm-4:20pm

Intermountain Healthcare, a non-profit organization established a Service Management department – based on the ITIL & ISO 20000 frameworks – with the realization that true success could only be realized through the creation of learning culture. Ken shares the keys to cementing Intermountain's learning culture; including how to incorporate learning activities into current work environments. This exciting case study is not to be missed if you're struggling to embed a learning culture within your organization.

Overcoming The Five Dysfunctions Of A Team



Gary Case,
Principal Consultant,
Pink Elephant & Co-Author,
ITIL Continual Service Improvement

Code: General | Mon – 3:20pm-4:20pm

Gary will review the books made famous by Patrick Lencioni by summarizing key learning points about the five dysfunctions of a team.

TRACK 1



He will explain the significance of these barriers and how to overcome them. Gary will give context to the dysfunctions by providing specific examples relating to ITSM project teams, and how they go wrong.

Death By Meeting



Gary Case,
Principal Consultant,
Pink Elephant & Co-Author,
ITIL Continual Service Improvement

Code: General | Mon – 1:00pm-1:45pm



Death by Meeting is no longer. Patrick Lencioni explains in his book, *Death By Meeting*, how we need to think about meetings. Meetings can inspire, challenge and bring problems out in

the open to be resolved. How do you do this? Gary will tell you! He'll summarize the key learning points from Lencioni's book and provide examples of what's needed to lead, manage and participate in productive meaningful meetings.

The Service Management Office 2.0



Troy DuMoulin,
Vice President,
Professional Services,
Pink Elephant

Code: General | Tues – 1:00pm-1:45pm

As organizations move from a technology to a service management focus, new enterprise structures and roles are required to sustain and support ongoing continual improvement. However, during transition most organizations struggle with questions about where to place these new processes and service ownership roles within traditional technology centric organizational charts. Troy will look at these organizational considerations and options for establishing critical ITSM roles. The roles range from integration of external suppliers, the creation of internal ITSM subject matter groups and much more.

Mirror, Mirror



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General | Mon – 4:35pm-5:35pm

Who's the fairest leader of them all? Using the beloved Snow White story as the backdrop, Kirk will tell you how you and your teams don't get to "happily ever after" by accident. Kirk will explain how to get there by doing the right things, the right way for the right reasons. This session will profile how to clean up the cultural cabin of Kirk's seven dwarfs:

STUMPY, GRUMPY, WHYME, SNEEZY, WHINEY, MISERY, and LONELY. Kirk will explain how to avoid poison apples, how to beat the witch, kiss the Prince and create a happily ever after workplace. A highly engaging presentation!

100 Stories UP – And Why I Take The Stairs



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General | Mon – 2:00pm-3:00pm

Based on his latest book by the same title, Kirk explores how leaders use the art and tool of storytelling to create connections, engagement, increase commitment and inspire massive immediate change on personal and organizational levels. This session will leave you inspired to tell purposeful stories as a tool to shift, shape and create a more powerful and positive workplace culture. And as always with Kirk, it will be great fun too!

Epic Adventures In ITSM



Bob Strong,
Manager,
Technology Services,
Assurant Inc.

Code: Beginner | Tues – 2:00pm-3:00pm

ITIL-Jedi Bob will share his organization's 10-year ITIL journey starting with the void resulting from the Empirical reorganization. He'll reveal how the rebels infiltrated the key IT workgroups and how they rose victorious over the Dark Side after wielding weapons of best practice. Bob will share how the creation of virtual teams led to Assurant IT's return to the ways of the Force. He'll focus on how to frame teams, KPIs and the unique ways these were tied to performance reviews.

Leadership: Helping Others To Succeed



Bernardo Tirado,
CEO & Founder,
The Project Box, LLC,
Six Sigma Black Belt

Code: General | Mon – 2:00pm-3:00pm

Leader is more than a title on a business card. If you work with others in any capacity, you are a leader. Great leaders do more than lead. Great leaders help others to succeed. Join Bernardo, author of *Leadership: Helping Others To Succeed*, as he shares tips, tricks and advice from America's most recognized leadership experts. You'll learn which skill sets a great leader must use to influence and impact the success of others and how self-directedness

can lead the way to success. Walk away with sound, practical advice that you can apply to your life and be a better leader to those around you.

Organization Change & Culture 101



Dr. Victoria M. Grady, PhD
Assistant Professorial Lecturer,
Department of Organizational Science,
Columbian School of Arts & Sciences,
George Washington University

Code: General | Tues – 4:35pm-5:35pm

It is often suggested that culture change is the most challenging aspect of any organizational change. Yet many organizations struggle to understand how technological changes impact culture. Join Dr. Grady for a back-to-basics lesson in organizational culture and change. She'll discuss definitions and tools, critical to understanding organizational culture; including how to identify your culture and what to do when leadership fails to fund Change Management. Victoria will explore some of the change models available and the criteria to consider when selecting one.

Assessing & Shifting Organizational Culture To Support Strategic Goals



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner | Mon – 4:35pm-5:35pm

The most difficult of all improvement efforts is the human element of building acceptance of the chosen improvement. There is a body of research called Human Synergistics™ that clearly identifies what is a Constructive Organizational Culture and what needs to change at the individual and group level to incorporate change effectively. It is also linked to a high-level of customer satisfaction. This research describes how leaders can lead in such a way as to build Constructive Organizational Culture within their own team. In this session you'll apply the Organization Styles to case studies and determine how it might apply to organizations in any industry.

24601 Less Miserable – Breaking Free & Building Teams



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General | Mon – 12:00pm-12:45pm

Join Kirk, a conference favorite, for a highly participative session designed to help leaders build teams, create culture and inspire change.

2 slides – no death by PowerPoint in this session

4 activities – this is a hands-on session – participation required

6 actionable insights you can take home to build teams

0 excuses – more on this later

1 objective – to create connection, build community and create a more powerful, positive, and productive workplace culture

[TRACK 2]

Strategic IT Management

The Strategic Role Of An IT Operating Model



Troy DuMoulin,
Vice President,
Professional Services,
Pink Elephant

Code: Beyond Beginner | Mon – 12:00pm-12:45pm

Troy discusses re-discovering the importance of the IT supply chain and increasing speed to value. IT is expected to receive business demand and efficiently translate that demand into outcomes their customers want. However, for most, there is nothing remotely efficient about this critical task. From this perspective, the mapping and improvement of the enterprise value flow must be a key focal point of Continual Service Improvement. Join Troy to look at how to apply critical value chain concepts through the creation of an Enterprise Operating Model and how it addresses the behavioural and value generation flow issues which stem from a technology/silo based culture.

How To Use The Service Catalog As A Strategic IT Management Tool



Troy DuMoulin,
Vice President,
Professional Services,
Pink Elephant

Code: Beyond Beginner | Mon – 4:35pm-5:35pm

Back by popular demand! Meet the co-author of one of the best-selling how-to ITIL books and one of the highest rated sessions of past conferences. In this insightful presentation, Troy, one of the most experienced ITSM experts in the industry, will use the practical guidance offered in the book to show you why the Service Catalog is a must-have in your strategic management toolkit. After reviewing its strategic relevance, he will then explain exactly how to use the Service Catalog and the related processes to strengthen IT's capabilities and achieve IT business integration.

Leading The Way To A Lean Problem Management Culture



Joseph Gallagher,
Managing Director,
BNYMellon

Code: Beyond Beginner | Mon – 3:20pm-4:20pm

Can Problem Management be effective and Lean at the same time? Can certain aspects of the Problem Management lifecycle be industrialized, reducing delays, rework, and inventory? You don't have to sacrifice the real benefits of Problem Management and be Lean at the same time. Join Joseph, as he shares his experiences in developing a Lean Problem Management process, including building a Lean charter, mapping the process, classifying value versus non-value add activities, and identifying and reducing process bottlenecks.

Organization Change & ITIL Service Improvement Initiatives: A Look At 3 Models



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: General | Tues – 12:00pm-12:45pm

In this informative session, Rae examines three organizational change models that senior IT managers use to lead change. All three hale from the same basic premise: cultivating new leaders and influencing established leaders by making them change agents themselves. Rae will discuss the main components of each and summarize key take away points for each one for creating a culture for change that really works.

Tips For Dealing With Your CFO



Lou Cino,
Executive Vice President & CFO &
Jack Probst,
Principal Consultant,
Pink Elephant

Code: General | Tues – 3:20pm-4:20pm

CFOs are increasingly calling the shots, which means CIOs are often reporting to them. Do you and your IT management team know how to talk business in a way your CFO will understand? If you're requesting IT expenditures, you must use the language of finance. Lou and Jack will provide you with several tips you can start using immediately to gain more buy-in from your CFOs and finance departments.

Business & IT Alignment: What It Really Means



Paul Wilkinson,
Director,
GamingWorksBV

Code: Beyond Beginner | Tues – 2:00pm-3:00pm

For many years now, business and IT alignment has been a continual top ten issue for managers. With the growing importance of IT, organizations can no longer afford to fail to align IT and business. But current approaches don't seem to be working! Why has the problem existed for so long? What are the reasons? Join Paul as he explores some of the key reasons why the alignment continuously fails – based upon the results of global ABC (Attitude, Behavior and Culture) surveys. He'll also share with you a case study of how one organization gained huge improvements.

Align IT – For Free!



Niel Nickolaisen,
CIO,
Western Governors University

Code: Beyond Beginner | Tues – 4:35pm-5:35pm

In today's dynamic, competitive environments, it is very easy to confuse IT activity with IT accomplishment. How to discern between the two? By aligning IT to the organization. Yet, poor IT alignment is consistently one of the top issues reported by both CIOs and CEOs. In this session, Niel presents a pragmatic, proven model that quickly aligns IT to the organization and the organization to the market. He'll use case studies and examples to share how you too can start using this model immediately to rationalize your project portfolios, align decisions about features and functionality, and minimize exception handling.

Managing IT Investments At NORAD/USNORTHCOM



Colonel Thomas Salo,
Colonel,
United States Army

Code: Beyond Beginner | Mon – 2:00pm-3:00pm

Many large organizations struggle with identifying, prioritizing and approving investments in IT to meet the demands of the organization. Join Colonel Salo as he provides insight into how North American Aerospace and Defense Command (NORAD) and US Northern Command (USNORTHCOM) use C4IP to manage this process. Known as NORAD/USNORTHCOM's Command, Control, Computers, and Communications Integration Process (C4IP),

cont'd

TRACK 1

TRACK 2

C4IP is the commands' application of Service Portfolio Management. Attend this session for tips and advice for designing Service Portfolio Management, first and second level processes, and corresponding policies and procedures. Learn how to tie your IT investments to your organization's missions and objectives.

Delivering Value To The Business: 4P – People, Process, Products & Partners



Andrzej Gadoski,
Senior Specialist – Information Technology Service Management, McMaster University/ Wilfrid Laurier University

Code: General | Mon – 2:00pm-3:00pm

This session will focus on the partnership between IT and the business. Join Andrzej, as he shares with you the results of a project where two leading Canadian universities took their IT business value to the next level by maturing their ITSM programs. Andrzej will elaborate on the linkage between ITSM maturity and an organization's culture, best practices for conducting a maturity assessment and the importance of working in partnership with the business on a service improvement/business value plan. The session will wrap up with lessons learned from the project and helpful techniques that you can use within your organization.

Linking Company Strategy To Portfolio Management



Marc van der Heijden,
Vice President Global IT – Competency Center Sales, Adidas-Group

Code: Beyond Beginner | Tues – 2:00pm-3:00pm

Join Marc, direct from Adidas headquarters in Germany to learn more about how their strategic approach has enabled them to push past the traditional boundaries; creating one integrated and companywide view of the IT portfolio. Marc will take you behind the scenes to reveal how the budget is allocated towards strategic business initiatives, how they ensure the business considers total cost of ownership beyond the project's parameters, and how they ensure the interdependencies remain visible. Marc will finish by pulling off the bandage to reveal the scars that come with pushing the boundaries and the lessons learned.

How To Stop The Blood Letting & Get Investment Back Into IT



David Cannon,
Global Director of the ITSM Practice, BMC Software

Code: Beyond Beginner | Tues – 4:35pm-5:35pm

There does not seem to be an end in sight to the continued cost cutting of the last decade. The world of technology is getting better at reducing costs. Business units find it easier than ever to take over decision-making about IT solutions while IT managers still struggle to respond to the ever-changing demands from the business for quality and functionality. Join David, author of *ITIL Service Strategy and ITIL Service Operation*, as he provides you with effective approaches to calculate the real contribution of IT to business value and show how to demonstrate the need for the right levels of investment and decision-making.

How To Maximize Your Training ROI



Paul Wilkinson,
Director, GamingWorksBV

Code: General | Mon - 1:00pm-1:45pm

Despite attaining numerous ITIL/ITSM certificates, many organizations still struggle to achieve value from their ITIL training investment. Getting a certificate is the basic building block from which to start, as it provides basic understanding and common terminology. But how can you ensure that the investment results in sustainable behavior change and bottom line impact on your performance? Join Paul, a conference favorite to see how one organization used the 8-fields approach to achieve measurable, demonstrable improvements within six months.

[TRACK 3]

Beyond Theory: Making ITSM “Real”

IT As A Factory



Jack Probst,
Principal Consultant, Pink Elephant

Code: Beyond Beginner | Tues – 4:35pm-5:35pm

The Service Lifecycle thinks about managing services as a continuous flow; how a service is conceived, brought to life and ultimately retired. For many, understanding how to manage this flow can be

difficult. Jack will explore the concept of this flow through an IT organization and how that flow is governed by many different principles. Jack will provide context for understanding and managing service lifecycles to improve your management of services.

Problem Analysis & Root Cause Analysis



Gary Case,
Principal Consultant, Pink Elephant

Code: Beyond Beginner | Mon – 4:35pm-5:35pm

If you're an Incident or Problem Manager, this is a must-attend session. Gary will discuss the techniques, skills and competencies that support Problem Management. Learn how to develop the necessary discipline and process maturity as well as analytical skills needed to take permanent corrective action. Gary will take you through several ways to effectively conduct Problem Analysis and Root Cause Analysis – two must-haves if you want to truly demonstrate business value.

Continual Service Improvement – One Metric At A Time



Brian Newcomb,
IT Management Consultant, Pink Elephant

Code: General | Mon – 2:00pm-3:00pm

IT organizations can spew vast amounts of information at the drop of a command, creating clever charts, dynamic graphs and data-laden reports. Yet many organizations struggle with the usability of the content, often overwhelmed by the amount of data. What to do next?

Brian, a former ITIL Practitioner of the Year, will walk you through creating a fact-based, metrics-driven continual improvement effort. You'll learn why you measure, what to measure, how to measure and what to do with the measurements. He'll reveal how to document process metrics, look at them together and combine them to reveal a single process health score.

Still Managing Chaos Through Release & Change Management... But Getting Better!



Anthony Krasinski,
Section Manager, IT Service Management, Erie Insurance

Code: Beginner | Tues – 3:20pm-4:20pm

One of the most popular sessions at Pink12, Tony returns to share Erie Insurance's continuing challenges and successes with their integrated Change and Release Management processes. Tony will bring you up to speed with a snapshot of where Erie was in February 2012; their struggles, challenges and plans for improvement. He'll then take you on a one-year journey, including how Erie got buy-in and commitment from all levels within the organization. Tony will reveal details of their improvement initiatives; what worked, what didn't and why! Finally, he'll disclose what every Release Manager is looking for – statistical evidence of the value that change and release are providing to the organization.

Customer Service – STAT! Leveraging ITSM At NYC Health & Hospitals



Michael Keil,
Assistant Vice President IT Service Management, New York City Health and Hospital Corporation

Code: General | Mon – 3:20pm-4:20pm

Health care is all about delivering superior outcomes and services to patients. IT plays a crucial role in that process. The New York City Health and Hospitals Corporation (HHC) is the largest municipal hospital and health care system in the United States. To better serve its clients, and to support this complex environment, HHC has implemented a Shared Services Model based on the principles of ITSM. Join Michael as he shares how ITSM has better enabled HHC to service its customers through ensuring a positive user experience, improving IT productivity and increasing customer satisfaction. If you're struggling with your Shared Services Model, this session is for you.

IT Service Management Maturity – A Never Ending Journey



Mike Yeates,
Director, Service Management Governance, CIBC

Code: General | Tues 4:35pm-5:35pm

CIBC is a leading Canadian Financial Institution providing Retail and Business Banking, Wealth Management and Wholesale Banking to over 11 million people world-wide. With its core IT Operations processes (Incident, Problem, Change and Request Management) already in place and mature, CIBC turned to maturing the Service Design Process for Infrastructure Services. This work involved understanding the existing processes and how they interacted, identifying opportunities for improvement and formalizing and flowcharting an integrated process. Join Mike, as he shares the results of CIBC's continual journey, the payoffs and the impact upon the organization's products and services.

Team Case Study: Honeywell

A very large, multi-faceted, global organization, Honeywell is one of the world's most successful and respected companies with numerous accomplishments to their name. In these three case study presentations, Lonnie, Tiffany and Bonnie will provide different perspectives of their IT organization's IT Service Management journey. They have many lessons learned to share, and many positive outcomes to profile.

Strategy – Part I



Lonnie Shane,
Vice President, Service Delivery Assurance, IT Chief Operating Officer, Honeywell IT Services Corporate

Code: General | Mon – 3:20pm-4:20pm

As a senior IT executive, Lonnie leads and directs a large diverse team. She'll highlight how her organization went about achieving end-to-end transformation at an amazing pace! Leading with a strategic perspective of this three-part case study, she'll discuss how Honeywell transformed a large silo'd, highly outsourced, technical organization into a fully functional Service Management operating machine. Lonnie will also share how a well thought-out operating model drove organizational change.

Enablement – Part II



Tiffany Redford,
Director, Performance Improvement, Honeywell IT Services Corporate

Code: General | Mon – 4:35pm-5:35pm

Tiffany's presentation profiles how her organization went about enabling a fully functional Service Management operating machine, once a strategic plan was established. She will share details of how Honeywell took the strategy and molded it into the culture through training. She will also include how they immediately obtained buy-in from the employees and stakeholders, developed critical CSFs and KPIs, underwent process transformation, formalized Continual Service Improvement, and enjoyed success in the new operating model delivering value to the business.

Sustainability/Functionalization – Part III



Bonnie Bauer,
Director, Support Services Executive, Honeywell IT Services Corporate

Code: General | Tues – 3:20pm-4:20pm

Bonnie will profile how Honeywell took their Strategy and Enablement to the next level through obtaining the business buy-in. Bonnie will provide information on how Honeywell is utilizing Service Level Management and how the creation of their Service Management Office institutionalized standard practice of portfolio prioritization, Service Design Package, Service Catalog, Change and Configuration Management.

Top 7 #ITSMGoodness Tips



Barclay Rae,
CEO, Barclay Rae Consulting

Code: General | Tues – 1:00pm-1:45pm

For those who follow Barclay on Twitter, you are used to getting his daily #ITSMGoodness tip; a nugget-sized piece of advice to help you get on with delivering ITSM quality. Barclay shares a wealth of knowledge on the service desk, service level management, service catalogs and ITSM projects. He's selected his seven favorite tips and will reveal why these are so important to deliver ITSM quality. Don't miss this opportunity for great advice from this ITSM veteran.

Surviving & Thriving In The Catch-All IT Shop



Chris McCay,
Director of Information Technology, Brailsford & Dunlavy

Code: General | Tues – 2:00pm-3:00pm

Are you an IT Manager who dreams of the Big Business IT Experience but are confined by reality? Is your small/medium IT organization making due with a restricted budget and limited staffing resources? Good news – you can make it work! Join Chris as he shares with you how to survive and thrive in a “catch-all IT shop”. He'll walk you through the steps to create a successful business model for your IT organization including what questions to ask and which key elements to define. Chris will share the good, bad, and not so good of Brailsford & Dunlavy's experiences and how you can create a business model to fit your organization.

[TRACK 4]

IT Business School

Leading Change: Kotter's 8-Step Model



Gary Case,
Principal Consultant,
Pink Elephant & Co-Author,
ITIL Continual Service Improvement

Code: Beyond Beginner | Tues – 2:00pm-3:00pm

Leading Change is recognized as one of the all-time best business books and the definitive work on the subject. In this book, Harvard Business School Professor, John P. Kotter carefully explains his 8-step process for leading and managing major organizational change. Gary explains how to apply the best practices from this book and walks you through several real-world examples for each of the eight steps. If you're a manager at any level of your IT organization who is currently leading any aspect of change, this is a not-to-be-missed session.

Boiling The IT Frog!



Martin Erb,
Director,
Professional Services,
Pink Elephant

Code: General | Tues – 1:00pm-1:45pm

Want to learn how to speak better "business-ese"?

Martin will give you some big tips! In this session, Martin introduces Harwell Thrasher's book, *Boiling The IT Frog: How to Make Your Business Information Technology Wildly Successful Without Having To Learn Anything Technical*. Martin will highlight the book's three most critical lessons. The book is meant for IT people to give to their business customers to help explain the issues faced by IT organizations. It is focused on the critical aspects of IT management that business people need to understand.

Run Grow Transform



Steve Bell,
Founder,
Lean IT Strategies

Code: General | Mon – 4:35pm-5:35pm

In his new book, *Run Grow Transform: Integrating Business and Lean IT* – Steve and contributing authors examine how companies can effectively

use IT capabilities to drive growth and innovation. By overcoming the traditional division between business and IT, value stream orientation guides an organization to more effectively align people and purpose, promote enterprise agility and leverage transformative IT capabilities to create market-differentiating value for their customers. In this presentation, Steve draws from his research to address how the business and IT organization can collaborate and integrate in the daily plan, build, run activities – integrating Lean, Agile and ITSM practices.

Navigating The Cultural Silos Of The IT Value Stream



Troy DuMoulin,
Vice President,
Professional Services,
Pink Elephant

Code: Beyond Beginner | Tues – 3:20pm-4:20pm

Fundamentally, the IT function's reason for existence and right to ongoing funding is based on successfully performing the duties of a trusted service provider. At least this is how some would describe it. If you ask most business stakeholders if they believe IT understands their priorities and challenges, you will hear a uniform "No". In turn, the IT function will often see themselves as unique, with separate goals from the business customers they serve. This perception is shared by the business units themselves. They often hold to the profound belief that IT is not part of the core business competency. How do we fix this? Attend this session to find out.

A Sense Of Urgency



Brian Newcomb,
IT Management Consultant,
Pink Elephant

Code: General | Mon - 12:00pm-12:45pm

In this session, Brian will review Harvard professor John Kotter's, *A Sense of Urgency*, a follow-up to the best-selling book, *Leading Change*. This first step in Kotter's framework - create a sense of urgency – is critical to communicate the need for change in order to break past complacency and encourage action. Brian will share Kotter's approach to dealing with some common frustrations associated with change efforts such as projects that are stalled, too low of a priority, or seem to always need 'more discussion'.

[TRACK 5]

ITSM Project Management Best Practices

Agile Process Development



Jack Probst,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner | Mon – 3:20pm-4:20pm

Many application development organizations have embraced the "Agile" development methodologies in recent years. The question is, "Can Agile development methods and principles be applied to process development?" What is the advantage of developing "agile-like" to the traditional "waterfall" approach? Jack will give you an understanding of the basic tenets of Agile development and how those principles can be applied to your process improvement/development project. Jack will also explore the conditions under which Agile works best versus when you should stick to the tried-and-true waterfall approach.

The Neuroscience Of Leading Change



Samad Aidane,
Founder,
Guerrilla Project Management

Code: Beyond Beginner | Tues – 4:35pm-5:35pm

Leading change is a tremendous challenge. The more we understand how people deal with change, the more we can manage our projects effectively. The latest research from the emerging field of Neuroscience is revealing that the brain experiences the workplace as a social system. Samad will profile David Rock's SCARF Model to summarize the five social domains that drive human behavior during change. These five social domains explain how individuals approach new situations and why people find change so challenging. Attend this session to gain practical knowledge and how to overcome the challenges of resistance to change.

The Biggest Challenges Of An ITSM Program Manager & How To Overcome Them



Gary Case
Principal Consultant,
Pink Elephant & Co-Author,
ITIL Continual Service Improvement

Code: Beginner | Tues – 4:35pm-5:35pm

Leading others through major change for any program or project manager can be a daunting task. But there

is a right versus a wrong way to go about it and Gary will tell you. Based on his many years of ITSM process implementation experience, Gary will dig into his consultant's case book to share his list of the biggest challenges most managers face and how to overcome them. If you're a newbie, don't miss this session!

The Value Equation Of Service Management



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General | Tues – 12:00pm-12:45pm

Understanding, discovering and mapping services has been one of the interesting challenges many IT managers wrestle with as they embark on IT Service Management programs. Documenting services is one thing but do we truly understand the nature of what is behind the service definition. Jack will explore what is behind or at the core of the terms defining a service and what it means to service providers and customers. Key terms will be treated in-depth and prepare you to advance your Service Management program.

Using Myers-Briggs To Manage Your IT Project Team



Bernardo Tirado,
CEO and Founder,
The Project Box,
LLC,
Six Sigma Black Belt

Code: General | Mon – 4:35pm-5:35pm

A high performing collaborative project team is definitely a major contributing factor to the overall success of your IT project. Myers-Briggs Personality Test is a psychometric questionnaire designed to measure psychological preferences in how people perceive the world and make decisions which can be an effective tool to strategize on how to best lead and manage a team. The results of the test put individuals into 16 categories and Bernardo will explain the significance of each one. Bernardo will elaborate on all these traits and offer very valuable advice to Project Managers and IT leaders about the people side of achieving project management success.

Project Management & Change Management: The Value & Challenges Of Integration & Alignment



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: General | Mon – 12:00pm-12:45pm

Join Jennifer for a highly interactive discussion about the often challenging relationship between Project

Management and Change Management. Come prepared to contribute your questions, insights and opinions to this session that focuses on various aspects of this highly engaging topic. Jennifer will address: Should Change Managers have the authority to say "NO" to project changes? To what extent should projects be exempt from the Change Management Process? At what point in a Project Lifecycle should Change Managers expect Project Managers to submit RFCs? What roles are designated in ITIL to coordinate change efforts between Project Management and Change Management?

Lessons Learned For Rapid Process Improvement



Luis Orozco,
Engineer/Technical Officer –
Operations, Smart Metering at
Ontario's Independent Electricity
System Operator (IESO)

Code: Beginner | Mon – 3:20pm-4:20pm

Ontario's Independent Electricity System Operator (IESO) is the Smart Metering Entity responsible for the operation of Ontario's meter data management and repository (MDM/R). The MDM/R is one of the world's first and largest system implementations of its kind. In late 2010, IESO launched the Service Desk and Incident Management processes with 13 of its 73 utility organizations. Just 3 years later, the IESO responded to customer feedback and its own experiences to redesign its Incident, Problem, Service Request and Change Management processes to better service customers and deliver operational efficiencies. Join Luis as he shares with you IESO's approach and lessons learned for rapid process improvement and implementation initiative.

ITIL & PRINCE2 – How They Co-Exist In Perfect Harmony



Tracy Alldridge,
PMP and PR2P,
Alarsta Inc – Consulting

Code: Beyond Beginner | Mon – 2:00pm-3:00pm

The alliance between the PRINCE2 and ITIL frameworks provides a number of benefits and controls, not the least of which is standardization. All projects, regardless of their project management methodology, must at some point deliver the product and become operational. So join Tracy, a PMP and PR2P, as she walks you through some practical recommendations to initiate the co-existence between ITSM and PRINCE2 practices using real-world examples from her work with the Canadian Federal Government and private sector companies.

IT & Business Alignment & Integration – What Metrics, Frameworks & Standards NIH Employs



John Castilia,
PMP, Service Management Office,
Division of Customer Support,
Center for Information Technology
(CIT), National Institutes of Health

Code: Beyond Beginner | Tues – 3:20pm-4:20pm

From an ITIL foundation of ongoing management, CIT is moving toward greater IT and business alignment and integration. During his discussion, John, a certified Project Management professional, will profile: 1) ITIL & EPLC Project Management lifecycle framework, complementary frameworks producing value adding activity and 2) Service Lifecycle Delivery Model – applying ITIL Service Strategy, Design and Transition Phase framework to Service Management projects.

[TRACK 6]

The IT Situation Room

priSM – What Is It & Why You Should Care



Cathy Kirch,
Chair,
priSM America

Code: General | Tues – 1:00pm-1:45pm

Have you wondered what is next in your career? Do you have some ITIL certifications, experience with ITSM and want to prove your value? Are you an organization trying to hire the right candidate to provide ITSM experience but don't know what skills you should be looking for? If you answered yes, then this is the session for you! Cathy will review how professional recognition in ITSM through the priSM Institute has been defined, the credentials that are available, the nominal fees, and how to submit to receive your credentials. This interactive session will answer your questions around priSM and provide background on the institute, its organization and the members that belong to it and run it.

The Other PaaS – People As A Service



Kathryn Howard,
ITSM Consultant,
Visual Explanations

Code: General | Mon – 2:00pm-3:00pm

The rapid evolution of technology is making a profound impact on the way employees and organizations interact. "Work/Life Balance" has

TRACK 6

started to blur the lines of work and private life. Innovation is key for organizations to continue to thrive. But new technology means we are more accessible. How do we manage this “work/life integration”? In this session, Kathryn will provide an understanding on: how social media and emerging technologies are impacting the way we work; gaining the ability to take control, develop and grow your own personal brand; and what it means to define your work/life integration and how that affects your professional relationships.

ITSM Parenting: Raising Empowered & Self-Sufficient IT Staff



Andy White,
Principle Solutions Marketing,
BMC Software

Code: General | Tues – 3:20pm-4:20pm

Are you a parent? If not, chances are pretty good that you know at least one parent and have heard the saga of raising children. As infants and toddlers, you do everything for them; feed them, clothe them and never let them out of your site. When they are four or five years old they are a little more independent but you still have to set the rules and parameters. Does this remind you of your IT organization? Join Andy as he uses the parent-child analogy to reveal how ITSM is writing the rules and parameters that govern IT departments. IT needs to move from doing everything for the staff to a model that now provides an environment for the staff to be creative, collaborate, get stuff done, and yet still be safe. If you're looking to empower your IT staff, this session is for you.

Knocking Down The Walls Between IT Support & Operations



Bruce Campbell,
Principal Solutions –
Marketing Manager,
BMC Software

Code: General | Tues – 3:20pm-4:20pm

Today's end-user is driven by a very different set of expectations, resulting from the consumerization of IT, BYOD, and huge daily doses of social media. The key is to bite the bullet and figure out how to blur the lines between ITSM and Operations in ways that benefit productivity, user expectations and business needs. Attend this session and you'll walk away with examples of initiatives that can provide higher levels of support, higher customer satisfaction and productivity when Operations and IT Service play nicely together.

Best Practices For Implementing An ITSM Tool



Q&A – Panel Discussion

Facilitated By: **George Spalding,**
Executive VP, Pink Elephant



Panelists:

David Mainville,

CEO & Co-founder, Navvia

John Castilia,

PMP, Service Management Office,

Division of Customer Support, Center

for Information Technology (CIT),

National Institutes of Health, &

Evan Carlson,

VP North America, EasyVista



Code: General |

Mon – 12:00pm-12:45pm

Bring your questions and most pressing issues to this open forum. Join George and a group of panelists from all walks of life, including the vendor community, together with real-life IT managers who have been-there-done-that!

Best Practices For Managing BYOD



Q&A – Panel Discussion

Facilitated By:
George Spalding,
Executive VP, Pink Elephant



Panelists:

Matthew Neigh,

Director of Services & Support,

Cherwell Software,

David Wagner,

Business Development Principal,

TeamQuest Corporation, &

Julianne Journitz,

Director of Client Services,

Pomona College



Code: General | Mon – 1:00pm-1:45pm

One of the biggest issues facing IT organizations and businesses today. Join George and his group of expert panelists from across the industry who will discuss all the ins and outs and best practices for managing BYOD.

ITSM In The Service Of Humanity: Creating, Delivering, Socializing & Sustaining Value



Mark Kawasaki,

ITSM Specialist,

Emory University

Code: General | Mon – 3:20pm-4:20pm

In the summer of 2012, Mark gave up his office at Emory University and went fully mobile around

campus, relying only on his devices and a vast wireless network. Mark's goal? To discover the benefits and challenges of a new way of working, moving between schools, libraries and common areas, with no permanent place to work. After spending time with university students and faculty, Mark's experiment quickly turned into a quest, seeking new ways to make value visible to the customer, the business and IT. Join Mark in this session that explores the connections between technology, business value and social value.

The Checklist Manifesto: How To Get Things Right



Rob England,
The IT Skeptic

Code: General | Mon – 1:00pm-1:45pm

The world has access to mind-boggling amounts of information. Yet failures continue to impact us on a daily basis. Why? According to Atul Gawande, author of the Checklist Manifesto, the magnitude of today's knowledge has exceeded our ability to deliver it safely,

consistently and correctly. Employing KISS strategy (Keep It Simple, Silly), Gawande argues that using a simple checklist can bring about striking improvements in almost any field. Join the IT Skeptic as he gives a high-level overview of this best-selling book and takes a look at how this basic tool can help you when the heat is on.

[TRACK 7]

Service Support & Operations

Success Strategies For Crossing IT Silos & Improving Organizational Culture



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner | Mon – 1:00pm-1:45pm

You've worked hard to be a good, service focused IT organization. Now you're wondering how to take your service capabilities to the next level. Should you focus on managing more than Incidents and Service Requests? Acquire new software? Or do you look at your people and the way they work? Changing the way teams work and gaining agreement are difficult organizational changes. In this session, Rae will look at what makes organizational change difficult, how to build success strategies and the enabling behaviors which change agents must possess to pave the way for results.

Improving Customer Focus Through Business Relationship Management



Gary Case,
Principal Consultant,
Pink Elephant & Co-Author,
ITIL Continual Service Improvement

Code: Beginner | Tues – 3:20pm-4:20pm

One of the key challenges of most organizations today is a lack of understanding and partnering between the business and the internal or external service provider organization. Often times the service provider is not engaged early enough to define needs and requirements. Business Relationship Management (BRM) is a key process that enhances the relationship between the business and service provider organization. In this session, Gary will identify the key roles and responsibilities for both BRM and Service Level Management, define the integration between the two, key process activities and discuss the relationship between BRM and the rest of the Service Lifecycle.

IT Asset Management vs. ITIL Configuration Management: Two Sides Of The Same Coin Or Different Processes?



Victor Mack,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner | Tues – 1:00pm-1:45pm

In this instructional session, Victor will clarify the difference between Asset Management and Configuration Management. The two are in fact separate concepts that should not be interchangeable although they are complementary. The asset lifecycle process starts with procurement and ends with retirement or disposal of the asset. Thus, Asset Management complements and uses a sub-set of the data within the Configuration Management System (CMS) to manage the lifecycle of procure-to-retire or “cradle-to-grave” management of discrete IT assets.

Turning A Vicious Cycle Into A Value Cycle



Gary Case,
Principal Consultant,
Pink Elephant & Co-Author,
ITIL Continual Service Improvement

Code: Beginner | Tues – 12:00pm-12:45pm

Gary is planning to take you back to the basics. He'll discuss why without good Incident, Problem or Change Management processes, a vicious cycle is created. Incidents continue to pile up as there aren't any Problem Management activities to identify and reduce recurring incidents. Changes are introduced to solve one thing but break something else. Does this sound familiar? The key is to take these basic

processes and turn them into a Value cycle. Attend this session to learn the key activities and roles that are important to move from a Vicious Cycle to a Value Cycle.

Mature Release Management – What It Really Looks Like!



Robin Hysick,
Director, Product Management,
Pink Elephant

Code: General | Mon – 3:20pm-4:20pm

In the early days of Service Management, Release Management was more of an observer. In the last five years, it's galloped to the forefront, challenging organizations who are looking to increase their operational efficiency. Release Management is now used in the same breath as Incident, Change and Configuration Management. Yet Release Managers sit in the cross-hair of Development and IT Operations. Join Robin as she reveals what organizations need to know to get Release Management right; including the process requirements, understanding the expectations of the business, and the ensuring releases are deployed with appropriate governance.

Applying Adaptive Case Management To ITSM: The Standard+Case Approach



Rob England,
The IT Skeptic

Code: Beyond Beginner | Tues – 4:35pm-5:35pm

Always one to challenge the status quo, Rob has a new concept to present: the Standard+Case Model for service response. Standard+Case is about applying a body of knowledge called Adaptive Case Management to ITSM, synthesising it with your existing process approach. The IT Skeptic shares this exciting new concept that will radically improve the way you handle responses to any sort of “tickets”. It also provides a good skills path for Service Desk Analysts that fits well with gamification. If you only look at one new idea this year, look at this one. It is an ITSM game-changer.

The Second Lap – Consolidating & Building On Success



Sterling Wright,
Chief Enterprise Services,
Infrastructure Division,
Army National Ground
Intelligence Center

Code: General | Tues – 2:00pm-3:00pm

In this case study, you will hear how a mid-sized IT organization took a breath after a hard-fought ITIL project and then moved to institutionalize the key

processes. A small team – with senior executive support – set out to analyze and improve their Incident, Problem, Change, Release, Configuration, and Request Fulfillment processes. Sterling, a 25 year IT veteran, will discuss lessons learned – what worked and what didn't; how they created a sense of urgency when nothing was on fire; how they built team spirit from enthusiastic volunteers; how they managed slipping deadlines and resistance to change; and how they adjusted goals and expectations while still being able to declare victory and be truly successful.

Operational IT Service ROI



Doug Tyre,
IT Service Management Professional,
University of Miami

Code: General | Mon – 2:00pm-3:00pm

The Service Portfolio Management (SPM) process determines the optimum mix of services provided to the business, much like an investment portfolio manager selects financial instruments to maximize his client's returns. Join Doug as he shares with you the results of his research project on the importance of Continual Service Improvement as applied to the SPM, to ensure positive Return On Investment (ROI). Doug will reveal how this re-examination can build transparency and foster trust between IT and the business, a benefit which can far outweigh the effort of the re-examination.

Principles & Guidance For Event Management



Charlie Miles,
IT Management Consultant,
Pink Elephant

Code: Beginner | Mon – 1:00pm-1:45pm

The basic premise for Event Management is automated detection of exception conditions that require action. The cost of correcting errors in requirements and procedures for automated processes is higher than for those manually executed. As such, it is important to understand your monitoring technology capabilities and limitations, and increasingly how this is done when the environment extends into 3rd party MSPs, ASPs and Clouds. In this session, Charlie will share with you some fundamental rules, detailed process policies, guidelines, standards and measures that are necessary to ensure a successful Event Management Process.

TRACK 7

TRACK 7

Boiling The Ocean, One Gallon At A Time – How A Configuration Management System Can Deliver Sustainable Business Value



Douglas Smith,
Manager, ITG Configuration Management, Health Care Service Corporation

Code: Beginner | Tues – 2:00pm-3:00pm

Participants in this session will learn how to identify incremental, measurable and sustainable business benefits through the implementation of a Configuration Management System (CMS). Douglas will reveal how Health Care Service Corporation (HCSC) is delivering value by evolving its approach toward Service Asset and Configuration Management (SACM). Leveraging multiple vendor technologies in an integrated manner, HCSC's IT organization is delivering business value – stakeholder by stakeholder – by focusing on what matters most – its customers. This session will provide guidance for how to assess the genuine worth of SACM and the CMS within large organizations and to target the resulting implementation.

[TRACK 8]

How-To ITIL Clinics

These sessions taught by Pink's highly knowledgeable and experienced ITIL experts are very instructional and discussion-based in nature to take you beyond the content of the certification courses. You have ample opportunity to ask your most pressing questions and get expert guidance from the industry's best. Each session includes recommended steps for success and barriers/pitfalls to avoid with suggestions for how these can be overcome.

How To Get Started Implementing ITIL



Graham Price,
Principal Consultant, Pink Elephant

Code: Beginner | Mon – 12:00pm-12:45pm

How To Conduct Problem Management Root Cause Analysis



Anil Dissanayake,
IT Management Consultant, Pink Elephant

Code: Beyond Beginner | Mon – 1:00pm-1:45pm

How To Decide Which Courses Are Best For Which Roles & Develop Education Plans For ITIL Training



Pierre Bernard,
IT Management Consultant, Pink Elephant

Code: General | Mon – 2:00pm-3:00pm

How To Create ITIL Project & Process Management Roles



Graham Price,
Principal Consultant, Pink Elephant

Code: General | Mon – 2:00pm-3:00pm

How To Get Senior Management Buy-In



Anil Dissanayake,
IT Management Consultant, Pink Elephant

Code: General | Mon – 4:35pm-5:35pm

How To Conduct An ITIL Process Assessment



Robin Hysick,
Director, Product Management, Pink Elephant

Code: Beginner | Tues – 12:00pm-12:45pm

How To Create & Manage A Successful Service Catalog



Jack Probst,
Principal Consultant, Pink Elephant

Code: Beginner | Tues – 2:00pm-3:00pm

How To Create & Manage Successful SLAs & OLAs



Rae Garrett,
Principal Consultant, Pink Elephant

Code: Beginner | Tues – 3:20pm-4:20pm

[TRACK 9]

CSI Through Balanced Scorecard, PDCA, Six Sigma & CMMI



Cathy Kirch,
Process Architect, Allstate Insurance Company

Code: General | Mon – 2:00pm-3:00pm

Cathy will profile her organization's Service Management journey and how they have kept the momentum going into their 10th year and integrated processes beyond Service Operations and Service Transitions. In this session, Cathy will cover the advancement of IT Service Management. Attend this session to learn more about implementation approaches, organizational alignment, and obstacles to overcome so you can enable your organization to provide a successful IT Service Management approach.

Using Complementary Methodologies For Your ITSM Flight – A Jazz Aviation Success Story



Martha Wenc,
IS Processes Manager, Jazz Aviation

Code: Beginner | Mon – 4:35pm-5:35pm

Four years ago, Martha and her colleagues were tasked with developing and strengthening the service management processes within Jazz Aviation. Martha drew on her experiences as a certified Six Sigma Black Belt, Six Sigma and Lean Instructor and Myers-Briggs facilitator to start the engines of Jazz's ITSM journey. After a cautious start, Jazz is now focusing on the service lifecycle. The discipline of service management has become clearly entrenched in Jazz's IT strategy as a multi-year initiative and grown to extend beyond IT. Fasten your seatbelts and make sure your trays are in a secure and upright position. You're about to learn how complementary methodologies can help you achieve increased customer satisfaction and service quality.

Metrics That Matter At Adobe



Den Jones,
Senior Manager of IT Service Management, Adobe Systems

Code: General | Tues – 4:35pm-5:35pm

Developing, implementing, tracking and reporting meaningful business metrics is a challenge for many

IT managers and their teams. Many do a good job of tracking operational level key performance but what about measurements that really matter at a more strategic business level and that show IT's contribution to overall business goals? And what about using the results in an action-oriented way as part of an effective continual service improvement process. Den will discuss how his IT organization tackled these critical issues and he'll share some meaningful IT Service Management metrics that he and his senior IT colleagues use, what they are and how they are presented/reported and acted upon.

Saving Money & Improving Satisfaction – One Service Request At A Time!



Robert Crump,
Client Service & Support Manager, American Water

Code: General | Mon – 3:20pm-4:20pm

According to Robert, when all is said and done IT exists for two reasons, to deliver new services and to support the ones in place. A typical IT organization spends 60% of its operating budget on Infrastructure and Operations, leaving 40% for new initiatives. In an effort to improve operating efficiency, American Water embarked on a journey to overhaul its Service Request Management process, starting with the New Hire On-Boarding requests. Robert will share how his organization leveraged the principles of service management to ensure all new employees were productive day-one of their job. Be sure to attend this session to learn how a service request initiative can transform your organization's culture and its impact on organizational change management.

[TRACK 10]

Using Frameworks To Achieve Business Value, Outcomes & Results



Donna Manley,
Senior IT Director, University of Pennsylvania

Code: Beyond Beginner | Mon – 2:00pm-3:00pm

Donna will discuss how U of PA is the only ISO 9001:2008 certified Ivy League data center in the country! This is a very challenging certification to go after and U of PA is very proud of this significant accomplishment. They attribute a large part of their ability to attain and sustain ISO certification to the use of the ITIL methodology with a focus on process re-engineering and automation. Donna will explain why the ISO certification path was chosen for their

continuous improvement initiatives and exactly how ITIL best practices were used to help them acquire this very coveted result.

IT Process Framework – Testing The Theory



Viktor Petermann,
Head of Process Office, Swedbank Group IT

Code: Beyond Beginner | Tues – 2:00pm-3:00pm

Recently Swedbank was tasked with merging two IT Organizations and running a program to consolidate seven processes. Four different approaches for managing processes were used and ITIL, CMMI and COBIT were selected as the main practices. Viktor will reveal the challenges and lessons learned on their journey; the resulting service-oriented approach and better understanding about processes, and how Process Framework ensures business alignment and effective delivery for IT organizations.

From Cost Center To Profit Center In 5 Lean Steps



Shaveta Datta,
Quality and Business Improvement Manager, du

Code: Beyond Beginner | Mon – 3:20pm-4:20pm

Located in the United Arab Emirates, du is a provider of telephone, broadband, IPTV and satellite up/downlink services, servicing over five million people and 40,000 businesses. Faced with increasing competition, du turned to Lean as a means to identify and eliminate waste and non-value-add activities to their service call center. Join Shaveta, a certified Lean Master Black Belt as she walks you through du's Lean journey. She'll show you how du used the Lean five steps to identify and eliminate non-value-add activities and guide you through which departments you should target in order to drive continuous improvement. If you're looking to reduce inefficiency in your call center, be sure to attend this session.

Using Release Management To Improve Financial Governance At Bell Aliant



Darren Dunn,
Senior Operations Manager, Bell Aliant

Code: Beyond Beginner | Mon – 4:35pm-5:35pm

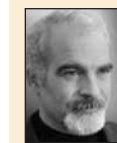
Bell Aliant is one of North America's largest regional communications providers and the first company in Canada to cover an entire city with fibre-to-the-home technology with its FibreOPT™ services. Join Darren as he profiles how he and his team integrated key learnings from Release Management into their FibreOPT™ Financial Management process. Darren

will profile his organization's Capital Review Board (CRB) and its key role in their Release Management process. He'll share why and how the CRB was established, who is involved and the specific role CRB plays within Release Management. He'll also highlight approvals, governance and management reporting processes and how these elements of Release Management are managed.

Team Case Study: Cisco

Headquartered in San Jose, with over 70,000 employees and revenues of USD 40B, Cisco is one of the world's most respected companies. In this three part case study, Doug, Gustav and Terry will profile several progressive and successful approaches undertaken by their IT organization to strengthen IT Business integration on many fronts and through the use of IT Service Management together with other standards and frameworks.

Designing The Plane While Flying IT: New Approaches For Change Management In A Continuously Changing World



Doug Walton, PhD,
Organizational Change Program Manager, Cisco Systems

Code: Beyond Beginner | Tues – 2:00pm-3:00pm

Getting stuff done is difficult when everything is changing at all levels – constantly and continuously. The extreme complexity and integration of modern IT can lead to a spin cycle that mires everything and goes nowhere. Drawing upon years of research and consulting, Doug will share with you four approaches to unstuck your organization. He'll also chart a course for continuous and successful change, including; getting out of the spin cycle by aligning minds, "fail early and fail often!", make change stick through multi-level engagement, and organizing multiple changes into waves. If you're struggling with change within your organization, this session is for you.

Leading Successful Service Execution With 'Architecture-Led Planning' & Portfolio Management



Gustav Toppenberg,
Senior Manager Leading the 'Connected IT Architecture Practice', Cisco IT

Code: Beyond Beginner | Tues – 3:20pm-4:20pm

In his senior manager role at Cisco IT, Gustav is responsible for enabling the IT strategy and

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the architecture community, operationalizing EA and leading the Cisco 'Architecture-led planning' vision. In his presentation, he will discuss how he and his colleagues have led successful service execution with 'architecture-led planning' and portfolio management. 'Architecture-led Planning' is the evolutionary extension of the implementation of 'Service-led Execution', which is the implementation of Service Management at Cisco. This planning process allows Cisco to conduct company-wide long-range planning linked to its core architectures and is designed to link the architectures/strategies to the execution of portfolio projects and programs as they transform, renovate, improve or sustain Cisco's IT Services.

IT Business Architecture: Cementing The Relationships

Terry Stibbards,
IT Business Architect,
Cisco IT

Code: Beyond Beginner | Tues – 4:35pm-5:35pm

Business Architecture in IT allows the IT organization to provide visibility in how to engage from different levels of maturity. It also allows IT to deal with multiple partners trying to fund and influence priorities. Terry is responsible for charting how IT runs more like a business at Cisco IT and has helped to orchestrate the overall transformation from silos to an Architecture and Services led value based priority organization.

Achieving Your Vision Through Continual Service Improvement

Hyatt Hollman,
Director Service Management,
ITS, Hartford Health Care

Code: Beginner | Mon – 3:20pm-4:20pm

Continual Service Improvement can seem like a no-end-in-site program, which can easily demotivate staff and quickly sideline the project. To be successful, organizations need to find ways to help staff buy-in, embrace change and incorporate into their culture. Hyatt will share with you his "Fast Path" ITIL Implementation approach and its impact on his team. Fast Path helps you to avoid managing or implementing to exceptions and focus on where an organization is today; a baseline, while keeping the ITSM vision plainly in focus.

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COBIT & IT Governance

Plug & Socket: Preparing IT For Governance

Rob England,
The IT Skeptic

Code: Beginner | Tues – 1:00pm-1:45pm

Rob will discuss the practical application of governing IT. He will explain that there is plenty of abstract information about Governance of IT but when you actually do it, the lack of practical information is worrying. Rob has been exploring what is out there. When the governors come looking for you, wanting to implement governance, what will they have with them and what will they want you to have ready?

What IT Governance Isn't

Rob England,
The IT Skeptic

Code: General | Mon – 4:35pm-5:35pm

Rob has very strong views about COBIT, ITIL and governance so be prepared for him to call it as he sees it. He plans to provide a simple primer on governance of IT and ISO 38500. Despite what some people try to make it, Rob will discuss what governance is not. And, he will review seven interrelated areas that are often confused with governance.

ITIL: An IT Governance Enabler

Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: General | Tues – 1:00pm-1:45pm

Many organizations are adopting an overall governance framework such as COBIT. However, the question, 'How can ITIL enforce governance principles?', arises. This timely session covers a view of how COBIT and ITIL align and mutually complement each other. Additionally, Jennifer provides an overview of COBIT's framework emphasizing how you can use it for more than just audit purposes. Jennifer also provides valuable insight into how you can effectively use COBIT and ITIL as part of an overall service improvement initiative.

[TRACK 12]

Tools & Technology

Bridging Development & Ops With Process-Based ITSM

Peter Rizzo,
Director for Evaluation Services (EVS)
Quality Assurance and
IT Management Development,
Interactive Data Corporation

Code: Beyond Beginner | Mon – 2:00pm-3:00pm

Join Peter as he discusses how he and his team leveraged an innovative process-based approach to IT Service Management resulting in the successful automation and streamlining of over 30 processes to support Application Lifecycle Management and IT Operations. If your organization is looking to take charge of the number of failed or unintentional changes, be sure to attend this session for great insight and lessons learned.

Shifting To The New Consumerization Paradigm

Elisabeth Cullivan,
Product Marketing,
EasyVista

Code: Beyond Beginner | Mon – 4:35pm-5:35pm

IT consumerization is the blending of personal and business use of technology devices and applications. This blending is having a significant impact on corporate IT departments, who traditionally issue and control the technology that employees use to do their jobs. Consequently, IT departments are faced with deciding how to protect their networks and manage technology that they perhaps did not procure. Join Elisabeth and learn how to respond to the IT paradigm shift by breaking down barriers that exist between IT and the business.

Optimizing IT Costs & Services With Big Data (Little Effort!) – Case Studies

David Wagner,
Business Development Principal,
TeamQuest Corporation

Code: Beginner | Tues – 4:35pm-5:35pm

IT organizations have a wealth of Service Management and Service Delivery tools, processes and metrics that typically exist in relative isolation. This session will present detailed real-life examples of how existing tools and metrics can be brought together using big data techniques to optimize costs and performance of IT environments.

Who Am I – Identity & Security In The World of SaaS

Arlen Feldman,
Chief Technology Officer &
Head of Development,
Cherwell Software

Code: Beginner | Mon – 4:35pm-5:35pm

As more and more software moves into the cloud, it is important to understand the challenges and trade-offs related to security, identity and user management. Join Arlen as he walks you through these new challenges. What questions should you ask your supplier prior to signing? What trade-offs are you making when you move to the cloud? If you're thinking about moving to the cloud, this session is not to be missed.

Cooking Up Great ITSM: The Whole Is Greater Than The Sum Of Its Parts

Ian Aitchison,
ITSM Product Director,
LANDesk Software

Code: General | Mon – 3:20pm-4:20pm

So you've got people, processes and great technology. Add a dash of cloud, a sprinkle of hybrid and a big spoonful of mobile usage. Now integrate and automate thoroughly for a delicious view of the future of technology-enhanced ITSM. Join Ian in this lively presentation, exploring how an integrated, process-centric approach can lead to a startling transformation of the customer/end-user experience of IT, on any device, anywhere.

Declaring Amnesty For Your Warring IT Tribes

Carlos Casanova,
Solutions Architect & Author,
K2 Solutions Group, Inc.

Code: General | Mon – 3:20pm-4:20pm

Amnesty is roughly defined as an executive act which restores the innocence to an individual that previously violated policy/law without changing that law. Individuals within an organization who violate policies often do so in the belief that it is for the greater good, in the short-term. However, longevity is the objective. To achieve this, organizations need to adopt a service management culture that eliminates these violations and fosters cooperation amongst IT departments. Join Carlos to create your own amnesty program. He'll start at the root – where to look for data integrity issues and how to address them – then provide guidance on how you can identify the cultural hurdles and how to address the resistance to cultural change.

Dave, I'm Afraid I Have To Place You On Hold

Chris Dancy,
Director In The Office Of The CTO,
BMC Software

Code: General | Tues – 2:00pm-3:00pm

You can't manage it until you measure it. This mantra has led to an era of automation, self-service and consolidation. Doing more with less, doing less with less. The IT department is birthing out robots faster than an alien invasion. These robots are not the type you were told about in childhood. These robots are here to take jobs away. Join Chris for an engaging look back at the history of robotics that have displaced human jobs. Then he will look forward at the trends in automation that are disrupting information technology and information systems.

The Right Way To Select Tools

Kristin Colburn,
IT Management Consultant,
Pink Elephant

Code: General | Tues – 12:00pm-12:45pm

When looking at the 4P's of Service Design – People, Process, Products and Partners, there is normally a lot of attention applied to the implementation of ITIL processes and deploying education plans to provide people with the required levels of new skills and knowledge. But what about a toolset to support people and processes? Are you giving adequate attention to this area of your continuous improvement initiatives? Join Kristin as she shares with you the key things your service management tools need to do and the right way to go about selecting the right ones to support your ITIL processes.

How To Align Process & Technology

Charlie Miles,
IT Management Consultant,
Pink Elephant

Code: Beginner | Tues - 12:00pm-12:45pm

Most ITSM experts agree on the alignment of process and technology, but some tool vendors prefer that IT organizations adopt their 'out of the box' process. As Charlie will explain, this approach doesn't necessarily ensure alignment. Working with many IT organizations to implement ITSM best practices, including as both process consultant and as a tool vendor, Charlie will describe an assessment methodology you can use to make sure you don't fall into this ITSM implementation trap.

[TRACK 13]

Breakfast Clubs

ITSM Program & Project Management Forum

Moderated By:
Graham Price,
Principal Consultant &
Brian Newcomb,
IT Management Consultant,
Pink Elephant

Code: General |
Mon & Tues – 7:15am-8:15am

Attention program and project managers/directors! On Monday and Tuesday mornings, Graham and Brian will host a Breakfast Club specifically designed to address the biggest issues and challenges facing your ITSM, ITIL and continuous improvement implementation projects. No issue, question or problem is too big or small. Graham and Brian will start each session with "One Tip Of The Day" then invite audience participation.

IT Support & Service Desk Forum

Moderated By:
**Charlie Miles &
Jim McKenna,**
IT Management Consultants,
Pink Elephant

Code: General |
Mon & Tues – 7:15am-8:15am

On Monday and Tuesday mornings, Charlie and "Dr. Jim" – two very experienced, knowledgeable and highly respected IT support experts – will host a Breakfast Club designed to address the biggest issues facing today's ITIL and ITSM focused IT support groups and Service Desks. These sessions will be in a Q&A format with roundtable discussions.

IT Leadership Roundtable Discussions – How To Successfully Lead Change

Moderated By:
Brenda Iniguez,
Strategic Business Development,
Pink Elephant

Code: General | Tues & Wed – 7:15am-8:15am

Dual sessions specifically designed for IT leaders to focus on the challenges you face today trying to influence others to embrace change and execute successfully. Subjects will include how to communicate to keep your organization engaged; the types of communication required for Service Management deployments; tips for engaging initial support and ideas for how leaders keep their teams informed and engaged from initiative kickoff through deployment.

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An ITIL Overview



Rich Petti,
IT Management Consultant,
Pink Elephant

Code: Beginner | Mon – 7:15am-8:15am

This overview is an ideal way to learn about ITIL's IT Service Management framework and Service Lifecycle approach. Designed for those new to ITIL, the agenda includes an overview of ITIL's five books – *Service Strategy*, *Service Design*, *Service Transition*, *Service Operation* and *Continual Service Improvement* – and their main concepts and best practices.

What IT Managers Need To Know About COBIT



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner | Mon – 7:15am-8:15am

COBIT (Control Objectives for Information and related Technology) is designed to be an information technology governance aid to management. COBIT's business-orientated framework identifies 34 information technology processes, grouped in 4 domains and is supported by over 200 detailed control objectives. The 34 IT processes guide management to selecting Critical Success Factors – the most important issues or actions that management need to achieve control over – so that IT can be effective in enabling the entity's business objectives.

What IT Managers Need To Know About Lean Management



Martin Erb,
Director, Professional Services,
Pink Elephant

Code: Beginner | Tues – 7:15am-8:15am

Martin will help you walk away with an understanding of Lean Management and its business and IT value. Lean is focused on getting the right things to the right place at the right time in the right quantity to achieve perfect workflow while minimizing waste and being flexible about change. Use Lean to eliminate waste and respond to changing customers desires.

What IT Managers Need To Know About CMM & Process Maturity



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: Beginner | Mon – 7:15am-8:15am

Learn about the key concepts and guiding principles of "process maturity." This session includes an overview of the CMM model and the six different process maturity stages. What does each stage mean and why should every IT manager know? This session will help you understand other conference presentations that refer to process maturity, assessments, best practices of implementing ITIL processes and the "ITIL Process Health Checks".

Service Management (in 40 Minutes!)



Rob England,
The IT Skeptic

Code: General | Wed – 7:15am-8:15am



Rob wrote the book, *Basic Service Management*, which compresses an introduction to "everything" about Service Management into 50 pages. In this presentation, he will compress the book into a summary of Service

Management in 40 minutes flat. Whether you are new to service management, or think you know it all, Rob challenges you to step back and really explore the basic elements of "service" and what it really means.

Critical Migration Success Factors



Evan Carlson,
VP North America,
EasyVista

Code: General | Mon – 7:15am-8:15am

Evan will present a real-life customer success story that will help IT Service Management professionals gain a practical understanding of Critical Success Factors related to Service Operation fundamentals, cost effective migrations from legacy tools, and the benefits achieved from moving to the Cloud. Learn how organizations are improving Service Desk productivity, delivering best in class service and achieving cost reductions.

Big Data – Marrying Service Management With Service Delivery



David Wagner,
Business Development Principal,
TeamQuest Corporation

Code: General | Tues – 7:15am-8:15am

This session will describe the TeamQuest conceptual approach and framework by which big data analytic techniques can be applied. These techniques will be used to easily harvest existing rich IT service, business and component metrics to optimize costs and performance of the underlying IT infrastructure as well as minimize service risk.

Three Steps To ITSM Success: How To Deliver Lasting Business Value



David Mainville,
CEO & Co-Founder,
Navvia

Code: General | Tues – 7:15am-8:15am

Many ITSM initiatives fail because they are unable to demonstrate value to the business. One reason for this is that ITSM is treated as a project and not a program. David will demonstrate three critical steps for embedding ITSM into your organization. Regardless of where you are in your ITSM journey, this lively and interactive discussion will get you thinking about ways to make your program a success!

Change Management: The Greatest ROI Of ITIL



Matthew Neigh,
Director of Services & Support,
Cherwell Software

Code: Beginner | Mon – 7:15am-8:15am

Change Management is the sign of a mature organization. According to Matthew, truth is, it is one of the greatest ROIs of ITIL – when done well. Unfortunately, everyone has a surefire way to implement it. The reality is that Change Management is unique to every organization. In this session, learn about the myths, the reality and a framework for bringing Change into your organization.

Cooking Up Great ITSM: Automated Self Service Baked In 1 Hour



Brian Hoskins,
Product Manager,
LANDesk Software

Code: Beginner | Wed – 7:15am-8:15am

Attend this session to see how an integrated, process-centric approach can transform a customer experience. Brian cooks up automated self-service live! He will take you through all the service ingredients, the process steps and before your eyes,

create a delicious and healthy self-service menu to start your day.

ISO 20000 ITSM Certification – Instead Of, Or In Addition To, ITIL?



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General | Wed – 7:15am-8:15am

Benefit from Jack's expertise – he's one of North America's most knowledgeable ISO 20000 experts. He also serves on the US Task Group 25 and was named as the Head of the US delegation. An increasing number of organizations are choosing to have their IT staff and departments audited for ISO 20000 certification. Why? Jack will tell you all about it. He'll describe the key components of ISO 20000's IT Service Management framework, and also explain how it complements ITIL. His presentation will also include an overview of "individual" vs. "organization" certifications.

"Platinum Pass" Ask-The-Expert Breakfast Club



Mon, Tues & Wed – 7:15am 8:15am

Exclusive! Only for attendees who've purchased a Platinum Pass. Spend quality Q&A discussion time with the best ITSM consultants in the industry – Gary Case (Monday), Jack Probst (Tuesday), and Troy DuMoulin (Wednesday).

Social ITSM – Rise Of The DNA Based Response System



Chris Dancy,
Director In The Office of the CTO,
BMC Software

Code: General | Wed – 7:15am-8:15am

Era 2017-2051: Autonomous, Heads Up, Biotech, Perspective as a Service, Micro-tasks, Influence, Precognitive Information Systems, Micro Big Data, and Interactive Emotional Response Gestures. These are just a few of the many items that are going to dramatically impact the service desk of 2017 and beyond. Start your morning with Chris' vision for the future. Discover the tools, skills, metrics that will drive the next generation of connected employees back to Support. Mark your calendar. 2017 is not that far away!

A Practical Approach To Implementing Service Level Management



Gary Case,
Principal Consultant,
Pink Elephant & Co-Author,
ITIL Continual Service Improvement

Code: Beginner | Tues – 7:15am-8:15am

It's not always about a Service Level Agreement. The main objective of IT Service Management (ITSM) is to deliver services our customers want and value, while IT manages the cost and risks. In this session, you will learn some best practice Quick Wins associated with the 4Ps (People, Process, Product and Partner), the role of Operational Level Agreements and using the CSI Approach and 7-Step Improvement Process to identify improvement opportunities.

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Networking Focus Groups

Sun – 4:00pm-5:00pm

You are not alone! Many others share common issues, challenges and questions, so there's no need to reinvent the wheel. Bring your most pressing questions and challenges to these industry-based networking sessions and focus groups to learn how others have tackled the ups and downs of ITIL and ITSM projects and IT improvement initiatives.

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Half-Day Workshops

Choose from one of many workshops ranging from operational to strategic in focus.

ITSM Strategic Road Map Workshop



Troy DuMoulin,
Vice President,
Professional Services,
Pink Elephant

Code: General | Wed – 1:00pm-3:45pm

Whether you're new to ITIL and ITSM or already started your journey and are looking for validation, this is an invaluable session for senior IT managers. Take this opportunity to spend quality time with one of the world's leading ITSM consultants! Troy – a veteran of numerous strategic engagements – will provide you with a step-by-step strategic roadmap for ITIL and ITSM implementation based on his 15+ years experience helping others achieve success.

The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change – An Overview



Dr. Victoria M. Grady,
PhD, Assistant Professorial Lecturer,
Department of Organizational Science,
Columbian School of Arts & Sciences,
George Washington University

Code: Beyond Beginner | Wed – 1:00pm-3:45pm

Dr. Grady will provide a review of: the Model of the Organizational Loss of Effectiveness (LOE); the corresponding LOE Index together with a summary of why and how to assess seven symptoms – Global Assessment; Frustration; Apprehension/Anxiety; Retardation of Development; Refusal to Participate; Withdrawal; and Rejection of Environment.

ITIL Process "Health Checks"

Choose from one of the many process assessments below and walk away with specific action items you need to address upon your return to work.

Incident Management Health Check



Robin Hysick,
Director, Product Management,
Pink Elephant

Code: General | Wed – 1:00pm-3:45pm

Event Management Health Check



Charlie Miles,
IT Management Consultant,
Pink Elephant

Code: General | Wed – 1:00pm-3:45pm

Problem Management Health Check



Rae Garrett,
Principal Consultant,
Pink Elephant

Code: General | Wed – 1:00pm-3:45pm

Change Management Health Check



Kristin Colburn,
IT Management Consultant,
Pink Elephant

Code: General | Wed – 1:00pm-3:45pm

Pink Elephant is the world's leading supplier of IT Service Management education, consulting and conferences. Below is a detailed listing of our products and services.

Consulting

Our onsite ITSM experts will help you through the process of turning knowledge into tangible action items guaranteed to kick-start your ITSM project.

Education

Public Courses: Pink offers the most public courses in the world. Check our online schedule-at-a-glance for a complete listing of cities and dates nearest you at <http://www.pinkelephant.com/Products/Education/>

In-House Training: Think of this as a public training session customized just for you and some of your closest colleagues.

Self-paced Online Courses: A cost effective way to take the training necessary to pass certification exams.

Instructor-led Online Courses: A compromise between self-paced and in-house training, you get the benefit of having a live instructor and at the same time, saving on the cost of travel by staying home or at the office.

Experiential Learning: A gamification of ITSM best practices. A course designed for teams that love to interact with each other and rather than learning in a classroom setting.

"How-to" Courses: Learning about ITSM theories is one thing but applying what you've learned in practical applications is another. Pink's home-grown series of practical HOW-TO courses are designed to help you apply what you've learned to everyday realistic scenarios. Learn practical topics like: Service Catalog Implementation, ITSM Process Assessment, Root Cause Analysis, Continual Service Improvement Workshops, building Strategic Roadmaps and much more.

Products & Tools

PinkATLAS: An online knowledge tool and ITIL resource center, containing hundreds of documents, templates, process maps, implementation how-to's, reference books, videos and white papers. Each subscription also gives you access to Pink's highly experienced consultants.

PinkVERIFY: Created to help ITIL/ITSM practitioners identify software tools that support their process improvement initiatives, PinkVERIFY is an internationally recognized ITSM tool suite assessment service that certifies software applications' ITIL compatibility.

PinkSCAN: PinkSCAN is the industry's first online ITIL process assessment tool that walks you through a "process health check" of 23 ITIL processes. Plus, get benchmarking data, reports and graphs. PinkSCAN is the most detailed and effective online ITIL process assessment tool available anywhere!

PinkBASELINE: A consultant led ITIL capability assessment of current state IT processes.

Certifications

ITIL: ITIL Foundations
ITIL Operational Support & Analysis
ITIL Release, Control & Validation
ITIL Service Offerings & Agreements
ITIL Planning, Protection & Optimization
ITIL Service Strategy
ITIL Service Design
ITIL Service Transition
ITIL Service Operation
ITIL Continual Service Improvement
Managing Across The Lifecycle

Lean IT: Using Lean Principles For Continual Service Improvement Based on the core principles of Lean, this two-day certification course will help IT departments become customer and value oriented, removing waste, inflexibility and variability.

ISO 27002: Includes the design, transition, delivery and improvement of services that fulfill service requirements and provide value for both the customer and the service provider within the context of ITSM.

PRINCE2: PRojects IN Controlled Environments is a process-based, scalable approach for effective IT project management for those seeking to become effective IT project contributors.

COBIT5: COBIT5 is an IT governance framework that assists enterprises to achieve their objectives for the governance and management of Information Technology.

Industry Conferences

Pink Elephant offers a vast array of industry special events. To find out more visit the following link: <http://www.pinkelephant.com/Products/Conferences/>



Conference Location

Pink Elephant's 2013 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest rated hotels.

A block of rooms is reserved for attendees at an unbelievable, discounted rate.

To obtain this special rate, attendees must call Pink Elephant at 1-888-273-PINK by January 7, 2013. Book early, rooms are limited. Room rate is subject to availability.

Conference Fees

There are two types of conference passes:

- Regular Pass - \$2,195
 - Platinum Pass - \$2,695
- The Platinum Pass includes numerous extras such as reserved seating, Front-Of-The-Line Passes for Celebrity book signings, exclusive workshops, and much, much, more.

Combination Discounts

Register and pay for the conference and a pre- or post-conference course and save 10% off the pre- or post-conference course fee.

Pink Is Green!

When you attend our conference, you won't receive a huge, bulky manual filled with session presentations. We won't have any onsite printing facilities either. We've made this decision as part of our continuing effort to conserve resources.

We will make presentations available through a password protected website from February 1 – April 1, 2013.

Substitutions & Cancellations

You can substitute an attendee from the same organization at any time. All substitutions must be submitted in writing to registrations@pinkelephant.com. No risk! You can cancel anytime until December 31st, 2012. After this date, Pink Elephant does not provide refunds or credits for cancellations.

For no-shows – if an attendee fails to attend the conference, no credit or refund is provided.

Team Discounts

Maximize your conference learning experience – send a team of 3 or more and save!

Energize your team! Attending a conference is a great team building experience.

Bring your IT management team, executive sponsors, project managers, and process owners. Each year about 70% of attending organizations send multiple attendees to ensure maximum benefit from the comprehensive multi-track, four day program.

Discounts and/or specials cannot be combined.



Project of the Year Award Winner, State Compensation Insurance Fund



SEND IN YOUR NOMINATIONS!

There are many success stories out there and we want to hear them. **Send in your nominations by December 7th!**

Pink Elephant is now accepting nominations for Project Of The Year, Practitioner Of The Year and Innovation Of The Year. These awards are presented annually at our conference to recognize individual and corporate commitment to IT Service Management best practices.

Project Of The Year

Recognizes an organization that has demonstrated significant commitment to best practice frameworks including ITIL, ISO, COBIT, Lean IT, and Six Sigma.

Practitioner Of The Year

Recognizes an individual who has shown commitment to best practices, continuous improvement and quality principles.

Innovation Of The Year

This award is in recognition of a product or service developed by the vendor community that has made the greatest contribution to ITSM in the last calendar year (2012).

Visit our website at www.pinkelephant.com/Pink13 for details about qualification, submission criteria, and all winners from previous years.

[Questions]

Please call us at 1-888-273-PINK from 8:30 a.m. to 6:30 p.m. Eastern Standard Time, Monday through Friday. Or, email us at info@pinkelephant.com.

TO REGISTER

Choose one of the following options:

- Phone: 1-888-273-PINK
- Online: www.pinkelephant.com
- E-mail: registrations@pinkelephant.com
- E-mail: info@pinkelephant.com