



INFORMATION FOR PROJECT MANAGEMENT PROFESSIONALS (PMP)[®]

Pink Elephant is a global Registered Education Provider with the Project Management Institute (PMI). As such, we are able to issue Category Three Professional Development Units (PDUs) to Project Management Professionals worldwide.

By attending this conference, you qualify to receive PDUs towards your Project Management Practitioner (PMP)[®] certification. PMPs are required to obtain 60 PDUs every 3 years to maintain their designation. One PDU is equal to one hour of structured learning.

How To Use This Document

Each conference session carries a specific number of PDUs, noted in the daily session agenda on the following pages. Use this worksheet to record your official PDUs for PMI by circling the PDU for each session you attend. **The maximum amount of PDUs that can be received is 20.5.** After the conference, calculate the total number of PDUs, then fill in your personal information at the end of the worksheet, and sign the document.

How To Submit PDUs To the Project Management Institute

You are responsible for reporting qualifying activities to the Project Management Institute as they occur. PDU activities should be reported via your login on the PMI website. Alternatively you can complete the online form, 'PDU Activity Reporting Form' found at <https://ccrs.pmi.org> which can be sent by mail or fax according to the instructions provided on the PMI website. The online system also allows you to view your transcripts to confirm that PDU activity has been posted.

You will be asked for the following information when you report on the PDU activity you took part in:

Provider ID: 2457

Activity #: 90021 (Pink Elephants 17th Annual IT Service Management Conference and Exhibition)

If you have any questions about how to use this worksheet, please visit the Registration Information and Customer Service Desk. A Pink Elephant representative will be happy to assist you.



Sunday, February 17, 2013		
4:00pm – 5:00pm: Conference Optimizers		PDU
CO1	An ITIL® Overview	1
CO2	What IT Managers Need To Know About COBIT®	1
CO3	What IT Managers Need To Know About Lean Management	1
CO4	What IT Managers Need To Know About CMM & Process Maturity	1
CO5	Why You Should Consider PRINCE2® Project Management Certification	1
CO6	Tips For Cementing Organizational Change	1
CO7	Focus Group: ITIL & ITSM In Utilities	1
CO8	Focus Group: ITIL & ITSM In Government	1
CO9	Focus Group: ITIL & ITSM In Financial Services	1
CO10	Focus Group: ITIL & ITSM In Education & Universities	1
Maximum Number of PDUs for Sunday, February 17, 2013 Conference Optimizers		1

Monday, February 18, 2013		
7:15am - 8:15am: Breakfast Clubs		PDU
BM1	An ITIL Overview	1
BM2	What IT Managers Need To Know About COBIT	1
BM3	What IT Managers Need To Know About CMM & Process Maturity	1
BM4	ITSM Program & Project Management Forum	1
BM5	IT Support & Service Desk Forum	1
BM6	“Platinum Pass Ask-The-Expert Breakfast Club”	1
BM7	Critical Migration Success Factors	1
BM8	Change Management: The Greatest ROI of ITIL	1
9:10am - 10:10am		
	Keynote: Neil deGrasse Tyson “The Next Big Thing”	1
10:30am – 11: 30am		
	Keynote: Captain Sullenberger “Making A Difference”	1
12:00pm – 12:45pm		
101A	Mavens, Connectors, Salesmen – What Every ITSM Leader Needs To Know About Them	0.75
101B	24601 Less Miserable – Breaking Free & Building Teams	0.75
102	The Strategic Role Of An IT Operating Model	0.75
104	A Sense Of Urgency	0.75
105	Project Management & Change Management: The Value & Challenges of Integration & Alignment	0.75
106	Best Practices For Implementing An ITSM Tool Q&A – Panel Discussion	0.75
108	How To Get Started Implementing ITIL	0.75
1:00pm – 1:45pm		
201	Death By Meeting	0.75
202	How To Maximize Your Training ROI	0.75
206A	Best Practices For Managing BYOD Q&A – Panel Discussion	0.75
206B	The Checklist Manifesto: How To Get Things Right	0.75
207A	Success Strategies For Crossing IT Silos & Improving Organizational Culture	0.75
207B	Principles & Guidance For Event Management	0.75
208	How To Conduct Problem Management Root Cause Analysis	0.75
2:00pm – 3:00pm		
301A	100 Stories UP – And Why I Take The Stairs	1
301B	Leadership: Helping Others To Succeed	1

302A	Managing IT Investments at NORAD / USNORTHCOM	1
302B	Delivering Value To The Business: 4P – People, Process, Products & Partners	1
303	Continual Service Improvement - One Metric At A Time	1
305	ITIL & PRINCE2 – How They Co-Exist in Perfect Harmony	1
306	The Other PaaS – People As A Service	1
307	Operational IT Service ROI	1
308A	How To Decide Which Courses Are Best For Which Roles & Develop Education Plans For ITIL Training	1
308B	How To Create ITIL Project & Process Management Roles	1
309	An ITSM Journey – 10 Years Later	1
310	ISO & ITIL – A Winning Combination At U Of PA	1
312	Bridging Development & Ops With Process-Based ITSM	1
3:20pm – 4:20pm		
401	Overcoming The Five Dysfunctions Of A Team	1
402	Leading The Way To A LEAN Problem Management Culture	1
403A	Team Case Study: Honeywell - Strategy – Part I	1
403B	Customer Service – STAT! Leveraging ITSM At NYC Health & Hospitals	1
405A	Agile Process Development	1
405B	Lessons Learned For Rapid Process Improvement	1
406	ITSM In The Service of Humanity: Creating, Delivering, Socializing & Sustaining Value	1
407	Mature Release Management – What It Really Looks Like!	1
409	Saving Money & Improving Satisfaction – One Service Request At A time!	1
410A	Achieving Your Vision Through Continual Service Improvement	1
410B	From Cost Center To Profit Center In 5 Lean Steps	1
412A	Declaring Amnesty For Your Warring IT Tribes	1
412B	Cooking Up Great ITSM : The Whole is Greater Than The Sum of Its Parts	1
4:35pm – 5:35pm		
501A	Mirror, Mirror	1
501B	Assessing & Shifting Organizational Culture To Support Strategic Goals	1
502	How To Use The Service Catalog As A Strategic IT Management Tool	1
503A	Problem Analysis & Root Cause Analysis	1
503B	Team Case Study: Honeywell - Enablement – Part II	1
504	Run Grow Transform	1
505	Using Myers-Briggs To Manage Your IT Project Team	1
508	How To Get Senior Management Buy-In	1
509	Using Complementary Methodologies For Your ITSM Flight – A Jazz Aviation Success Story	1
510	Using Release Management to Improve Financial Governance at Bell Aliant	1
511	What IT Governance Isn't	1
512A	Who Am I – Identity & Security In The World Of SaaS	1
512B	Blurred Boundaries – “Consumerization of IT”	1
Maximum Number of PDUs for Monday, February 18, 2013		7.5

Tuesday, February 19, 2013		
7:15am - 8:15am: Breakfast Clubs		PDU
BT1	What IT Managers Need To Know About Lean Management	1
BT2	A Practical Approach To Implementing Service Level Management	1
BT3	ITSM Program & Project Management Forum	1
BT4	IT Support & Service Desk Forum	1
BT5	“Platinum Pass Ask-The-Expert Breakfast Club”	1
BT6	Three Steps To ITSM Success: How To Deliver Lasting Business Value	1

BT7	Big Data – Marrying Service Management With Service Delivery	1
BT8	IT Leadership Roundtable Discussions – How To Successfully Lead Change	1
9:10am - 10:10am:		
	Keynote: Sally Hogshead “The 7 Triggers Of Fascination & Personal Branding”	1
10:30am - 11:30am		
	Keynote: Matt Ridley “When Ideas Have Sex”	1
12:00pm – 12:45pm		
601	The Empty Book	0.75
602	Organization Change & ITIL Service Improvement Initiatives: A Look At 3 Models	0.75
605	The Value Equation Of Service Management	0.75
607	Turning A Vicious Cycle Into A Value Cycle	0.75
608	How To Conduct An ITIL Process Assessment	0.75
612A	The Right Way To Select Tools	0.75
612B	How To Align Process & Technology	0.75
1:00pm – 1:45pm		
701	The Service Management Office 2.0	0.75
703	Top 7 #ITSMGoodness Tips	0.75
704	Boiling The IT Frog!	0.75
706	priSM – What Is It & Why You Should Care	0.75
707	IT Asset Management vs. ITIL Configuration Management: Two Sides Of The Same Coin Or	0.75
711A	ITIL – An IT Governance Enabler	0.75
712B	Plug & Socket: Preparing IT For Governance	0.75
2:00pm – 3:00pm		
801A	Epic Adventures In ITSM	1
801B	Business & IT Alignment: What It Really Means	1
802	Linking Company Strategy To Portfolio Management	1
803	Surviving & Thriving In The Catch-All IT Shop	1
804	Leading Change: Kotter’s 8-Step Model	1
807A	The Second Lap - Consolidating & Building On Success	1
807B	Boiling The Ocean, One Gallon At A Time – How A Configuration Management System Can Deliver Sustainable Business Value	1
808	How To Create & Manage A Successful Service Catalog	1
810A	Designing The Plane While Flying IT: New Approaches For Change Management In A Continuously Changing World	1
810B	IT Process Framework – Testing The Theory	1
812	Dave, I'm Afraid I Have To Place You On Hold	1
3:20pm – 4:20pm		
901	Creating A Learning Culture With ITIL & ISO 20000	1
902	Tips For Dealing With Your CFO	1
903A	Still Managing Chaos Through Release & Change Management ... But Getting Better!	1
903B	Team Case Study: Honeywell - Sustainability/ Functionalization – Part III	1
904	Navigating the Cultural Silos Of The IT Value Stream	1
905	IT & Business Alignment & Integration – What Metrics, Frameworks & Standards NIH Employs	1
906A	ITSM Parenting: Raising Empowered & Self-Sufficient IT Staff	1
906B	Knocking Down The Walls Between IT Support & Operations	1
907	Improving Customer Focus Through Business Relationship Management	1
908	How To Create & Manage Successful SLAs & OLAs	1

910	Leading Successful Service Execution With 'Architecture-Led Planning' & Portfolio Management	1
4:35pm – 5:35pm		
1001	Organization Change & Culture 101	1
1002A	Align IT – For Free!	1
1002B	How To Stop The Blood Letting & Get Investment Back Into IT	1
1003A	IT Service Management Maturity – A Never Ending Journey	1
1003B	IT As A Factory	1
1005A	The Neuroscience Of Leading Change	1
1005B	The Biggest Challenges Of An ITSM Program Manager & How To Overcome Them	1
1007	Applying Adaptive Case Management to ITSM: The Standard+Case Approach	1
1009	Metrics That Matter At Atos	1
1010	IT Business Architecture: Cementing The Relationships	1
1012	Optimizing IT Costs and Services with Big Data (Little Effort!) – Case Studies	1
Maximum Number of PDUs for Tuesday, February 19, 2013		7.5

Wednesday, February 20, 2013		
7:15am - 8:15am: Breakfast Clubs		PDU
BW1	Service Management (in 40 minutes!)	0.75
BW2	Social ITSM – Rise Of The DNA-Based Response System	0.75
BW3	Cooking Up Great ITSM: Automated Self Service Baked In 1 Hour	0.75
BW4	IT Leadership Roundtable Discussions – How To Successfully Lead Change	0.75
BW5	"Platinum Pass Ask-The-Expert Breakfast Club"	0.75
BW6	ISO 20000 ITSM Certification – Instead Of, Or In Addition To, ITIL?	0.75
BW7	Implementing Absolute Service ITSSM on Demand and on Premise	0.75
BW8	Avoiding the Pitfalls That Make IT So Freak'n Hard Panel Discussion	0.75
9:10am - 10:10am		
	Keynote: Chester Elton "The Orange Revolution: How One Great Team Can Transform An Entire Organization"	1
1:00pm – 3:45pm		
W1	ITSM Strategic Road Map Workshop	2.75
W2	Incident Management Health Check	2.75
W3	Event Management Health Check	2.75
W4	Problem Management Health Check	2.75
W5	Change Management Health Check	2.75
W6	The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change – An Overview	2.75
Maximum Number of PDUs for Wednesday, February 20, 2013		4.5
Maximum Number of PDUs for Conference, February 2013		20.5



PDUs earned from Pink Elephants 17th Annual IT Service Management Conference and Exhibition is _____
The maximum amount of PDUs that can be received is 20.5.

NAME _____ TITLE _____

ORGANIZATION _____

ADDRESS _____

STATE/PROVINCE _____ ZIP/POSTAL CODE _____

COUNTRY _____ EMAIL _____

TELEPHONE _____ FAX _____

PMI MEMBER ID # _____

Signature: _____ Date: _____

In the event of an audit, please keep this worksheet in your records. We ask that you do not discard nor submit to Pink Elephant for processing.

