



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

**Sample Itinerary For Project/Program Managers**

This itinerary represents only one option for ITSM and ITIL® Project/Program Managers. The conference program includes 15 tracks with over 160 sessions, which can be personally customized to fit your specific interests and organizational needs.

Pre- and post-conference courses are also available. These cover a wide range of subjects and management perspectives. Visit our [conference website](#) to view the full conference program, including session descriptions and course outlines.

You can also print this itinerary and keep it on hand at the conference for easy reference.

<b>Pre-Conference Courses: February 13-17, 2013</b>	
Choose from 19 courses. We recommend these options for Project/Program Managers:	
<ul style="list-style-type: none"> <li>• ITIL Foundations (ITIL certification course) – February 15-17, 2013</li> <li>• PRINCE2® Foundation: Tools For Successful Project Management Implementation – February 13-15, 2013</li> <li>• PRINCE2 Practitioner: Using Case Studies To Master Project Management – February 16-17, 2013</li> <li>• Continual Service Improvement (ITIL certification course) – February 15-17, 2013</li> <li>• Service Design (ITIL certification course) – February 14-17, 2013</li> </ul>	
<b>Date &amp; Time</b>	<b>Track &amp; Session</b>
<b>Sunday, February 17, 2013</b>	
4:00 p.m. – 5:00 p.m.	<b>Conference Optimizer</b> <a href="#">Why You Should Consider PRINCE2® Project Management Certification</a> <b>Graham Price</b> , Principal Consultant, Pink Elephant
5:00 p.m. – 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>
<b>Monday, February 18, 2013</b>	
7:15a.m. – 8:15a.m.	<b>Practitioner Radio Live Recording</b>
7:15a.m. – 8:15a.m.	<b>Breakfast Club:</b> <a href="#">ITSM Program &amp; Project Management Forum</a> Moderated By: <b>Graham Price</b> , Principal Consultant & <b>Brian Newcomb</b> , IT Management Consultant, Pink Elephant
9:10a.m. – 10:10a.m.	<b>Keynote: Dr. Neil deGrasse Tyson “The Next Big Thing”</b>
10:30a.m. – 11:30a.m.	<b>Keynote: Captain Sullenberger “Making A Difference”</b>
12:00p.m. – 12:45p.m.	<b>Track 5</b> <a href="#">Project Management &amp; Change Management: The Value &amp; Challenges of Integration &amp; Alignment</a> <b>Jennifer Wels</b> , IT Management Consultant, Pink Elephant
1:00p.m. – 1:45p.m.	<b>Track 6</b> <a href="#">The Checklist Manifesto: How To Get Things Right</a> <b>Rob England</b> , The IT Skeptic
2:00p.m. – 3:00p.m.	<b>Track 5</b> <a href="#">ITIL &amp; PRINCE2 – How They Co-Exist in Perfect Harmony</a> <b>Tracy Alldridge</b> , PMP and PR2P, Consultant, Alarsta Inc - Consulting
3:20p.m. – 4:20p.m.	<b>Track 12</b> <a href="#">Declaring Amnesty For Your Warring IT Tribes</a> <b>Carlos Casanova</b> , Solutions Architect & Author, K2 Solutions Group, Inc.
4:35p.m. – 5:35p.m.	<b>Track 5</b> <a href="#">Using Myers-Briggs To Manage Your IT Project Team</a> <b>Bernardo Tirado</b> , CEO and Founder, The Project Box, LLC, Six Sigma Black Belt
5:35p.m. – 7:00p.m.	<b>Networking Reception</b>



<b>Tuesday, February 19, 2013</b>	
7:15a.m. – 8:15a.m.	<b>Breakfast Club</b> <a href="#">Big Data – Marrying Service Management With Service Delivery</a> <b>David Wagner</b> , Business Development Principal, TeamQuest Corporation
9:10a.m. – 10:10a.m.	<b>Keynote: Sally Hogshead “The 7 Triggers Of Fascination &amp; Personal Branding”</b>
10:30a.m. – 11:30a.m.	<b>Keynote: Matt Ridley “When Ideas Have Sex”</b>
12:00p.m. – 12:45p.m.	<b>Track 8</b> <a href="#">How To Conduct An ITIL Process Assessment</a> <b>Robin Hysick</b> , Director, Product Management, Pink Elephant
1:00p.m. – 1:45p.m.	<b>Track 4</b> <a href="#">Boiling The IT Frog!</a> <b>Martin Erb</b> , Director, Professional Services, Pink Elephant
2:00p.m. – 3:00p.m.	<b>Track 7</b> <a href="#">The Second Lap - Consolidating &amp; Building On Success</a> <b>Sterling Wright</b> , Chief, Infrastructure Division, Infrastructure Division, Army National Ground Intelligence Center
3:20p.m. – 4:20p.m.	<b>Track 10</b> <a href="#">Leading Successful Service Execution With ‘Architecture-Led Planning’ &amp; Portfolio Management</a> <b>Gustav Toppenberg</b> , Senior Manager Leading the ‘Connected IT Architecture Practice’, Cisco IT
4:35p.m. – 5:35p.m.	<b>Track 5</b> <a href="#">The Biggest Challenges Of An ITSM Program Manager &amp; How To Overcome Them</a> <b>Gary Case</b> , Principal Consultant, Pink Elephant
5:35p.m. – 7:00p.m.	<b>Networking Reception</b>
<b>Wednesday, February 20, 2013</b>	
7:15a.m. – 8:15a.m.	<b>Breakfast Club:</b> <a href="#">Service Management (in 40 minutes!)</a> <b>Rob England</b> , The IT Skeptic
9:10a.m. – 10:10a.m.	<b>Keynote: Chester Elton “The Orange Revolution: How One Great Team Can Transform An Entire Organization”</b>
1:00p.m. – 3:45p.m.	<b>Half-Day Workshops</b> <a href="#">The LOE Index: A Quantitative Tool For Measuring The Individual Response To Organizational Change – An Overview</a> <b>Dr. Victoria M. Grady</b> , PhD, Assistant Professorial Lecturer, Department of Organizational Science, Columbian School of Arts & Sciences, George Washington University
3:45p.m.	<b>Conference Ends</b>
<b>Post-Conference Courses: February 21-23, 2013</b>	
Choose from 9 courses. Our recommended options for Project/Program Managers:	
<ul style="list-style-type: none"> <li>• ITSM In Action: The Apollo 13 Simulation Workshop – February 21, 2013</li> <li>• IT Service Management Implementation Roadmap – February 21-22, 2013</li> <li>• How To Conduct An IT Service Management Process Assessment – February 21-22</li> </ul>	

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