

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

Sample Itinerary For Service Desk Management

This itinerary represents only one option for IT professionals with a Service Desk Management level of ITSM and ITIL® knowledge. The conference program includes 15 tracks with over 160 sessions, which can be personally customized to fit your specific interests and organizational needs.

Pre- and post-conference courses are also available. These cover a wide range of subjects and management perspectives. Visit our <u>conference website</u> to view the full conference program, including session descriptions and course outlines.

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

Pre-Conference Courses: February 13-17, 2013

Choose from 19 courses. We recommend these options for Service Desk Management knowledge:

- ITIL Foundations (ITIL certification course) February 15-17, 2013
- Operational Support & Analysis (ITIL certification course) February 15-17, 2013
- Service Operation (ITIL certification course) February 15-17, 2013
- How To Define & Implement A CMDB According To ITIL Best Practices February 16-17, 2013
- HDI Support Center Manager (HDI certification course) February 15-17
- HDI Support Center Director (HDI certification course) February 15-17

Sunday, February 17, 2013 4:00 p.m. – 5:00 p.m. Conference Optimizer What IT Managers Need To Know About Lean Management Martin Erb, Director, Professional Services, Pink Elephant 5:00 p.m. – 7:00 p.m. Welcome Reception & Exhibition Showcase Open Monday, February 18, 2013 Practitioner Radio Live Recording 7:15a.m. – 8:15a.m. Breakfast Club: IT Support & Service Desk Forum Moderated By: Charlie Miles & Jim McKennan, IT Management Consultants, Pink Elephant 9:10a.m. – 10:10a.m. Keynote: Dr. Neil deGrasse Tyson "The Next Big Thing" 10:30a.m. – 11:30a.m. Keynote: Captain Sullenberger "Making A Difference" 7 Track 7 1:00p.m. – 1:45p.m. How To Get Started Implementing ITIL Graham Price, Principal Consultant, Pink Elephant 1:00p.m. – 1:45p.m. Facilitator: George Spalding, Executive VP, Pink Elephant Panelists: Matthew Neigh, Director of Services & Support, Cherwell Software, David Wagner, Business Development Principal, TeamQuest & Julianne Journitz, Director of Client Services, Pomona College 2:00p.m. – 3:00p.m. Track 7 Mature Release Management – What It Really Looks Like! Robin Hysick, Director, Product Management, Pink Elephant 3:20p.m. – 4:20p.m. Mature Release Management – What It Really Looks Like! Robin Hysick, Director, Product Management, Pink Elephant 4:35p.m. – 5:35p.m. Track 2 How To Use The Service Catalog As A Strategic IT Management Tool Troy D	Date & Time	Track & Session
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5:35p.m. – 7:00p.m. Networking Reception		Troy DuMoulin, Vice President, Professional Services, Pink Elephant
	5:35p.m. – 7:00p.m.	Networking Reception



Tuesday, February 19, 2013	
7:15a.m. – 8:15a.m.	Breakfast Club:
	A Practical Approach To Implementing Service Level Management
	Gary Case, Principal Consultant, Pink Elephant
9:10a.m. – 10:10a.m.	Keynote: Sally Hogshead "The 7 Triggers Of Fascination & Personal
	Branding"
10:30a.m. – 11:30a.m.	Keynote: Matt Ridley "When Ideas Have Sex"
	Track 7
12:00p m 12:45p m	Turning A Vicious Cycle Into A Value Cycle
12:00p.m. – 12:45p.m.	Gary Case,
	Principal Consultant, Pink Elephant
	Track 7
1:00p.m. – 1:45p.m.	IT Asset Management vs. ITIL Configuration Management: Two Sides Of The
	Same Coin Or Different Processes?
	Victor Mack, IT Management Consultant, Pink Elephant
2:00p.m. – 3:00p.m.	Track 1
	Epic Adventures In ITSM
	Bob Strong, Manager, Technology Services, Assurant Inc.
	Track 6
3:20p.m. – 4:20p.m.	Knocking Down The Walls Between IT Support & Operations
	Bruce Campbell, Principal Solutions Marketing Manager, BMC Software
	Track 7
4:35p.m. – 5:35p.m.	Applying Adaptive Case Management to ITSM: The Standard+Case Approach
	Rob England, The IT Skeptic
5:35p.m. – 7:00p.m.	Networking Reception
Wednesday, February 20, 2	
	Breakfast Club:
7:15a.m. – 8:15a.m.	Service Management (in 40 minutes!)
	Rob England, The IT Skeptic
9:10a.m. – 10:10a.m.	Keynote: Chester Elton "The Orange Revolution: How One Great Team Can
	Transform An Entire Organization"
10:30a.m. – 11:45a.m.	Conference Re-Cap
	Half-Day Workshops – Choose from Four:
	ITSM Strategic Road Map Workshop
	Troy DuMoulin, Vice President, Professional Services, Pink Elephant
4.00	Incident Management Health Check
1:00p.m. – 3:45p.m.	Robin Hysick, Director, Product Management, Pink Elephant
	<u>Event Management Health Check</u>
	Charlie Miles, IT Management Consultant, Pink Elephant
	<u>Problem Management Health Check</u>
	Rae Garrett, Principal Consultant, Pink Elephant
3:45p.m.	Conference Ends
Post-Conference Courses:	February 21-23, 2013
Choose from 9 courses. Our	recommended options for Service Desk Management:
 ITIL Foundations (IT 	IL certification course) – February 21-23, 2013
How To Define & Im	plement A Service Catalog – February 21-22, 2013

- IT Service Management Implementation Roadmap February 21-22, 2013
- How To Conduct An IT Service Management Process Assessment February 21-22, 2013
- ITSM In Action: The Apollo 13 Workshop February 21

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