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 conference website to view the full conference program, including session descriptions and course outlines.

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

Pre-Conference Courses: February 13-17, 2013
Choose from 19 courses. We recommend these options for 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

Date & Time	Track & Session
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	
7:15a.m. – 8:15a.m.	**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"**
12:00p.m. – 12:45p.m.	**Track 7** *How To Get Started Implementing ITIL* **Graham Price**, Principal Consultant, Pink Elephant
1:00p.m. – 1:45p.m.	**Track 6** *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 & **Julianne Journitz,** Director of Client Services, Pomona College
2:00p.m. – 3:00p.m.	**Track 7** *Operational IT Service ROI* **Doug Tyre**, IT Service Management Professional, University of Miami
3:20p.m. – 4:20p.m.	**Track 7** *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 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"**
12:00p.m. – 12:45p.m.	**Track 7** *Turning A Vicious Cycle Into A Value Cycle* **Gary Case**, Principal Consultant, Pink Elephant
1:00p.m. – 1:45p.m.	**Track 7** *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.
3:20p.m. – 4:20p.m.	**Track 6** *Knocking Down The Walls Between IT Support & Operations* **Bruce Campbell**, Principal Solutions Marketing Manager, BMC Software
4:35p.m. – 5:35p.m.	**Track 7** *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, 2013	
7:15a.m. – 8:15a.m.	**Breakfast Club:** *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**

1:00p.m. – 3:45p.m.	**Half-Day Workshops – Choose from Four:**
	• *ITSM Strategic Road Map Workshop*
	  Troy DuMoulin, Vice President, Professional Services, Pink Elephant
	• *Incident Management Health Check*
	  Robin Hysick, Director, Product Management, Pink Elephant
	• *Event Management Health Check*
	  Charlie Miles, IT Management Consultant, Pink Elephant
	• *Problem Management Health Check*
	  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 (ITIL certification course) – February 21-23, 2013
- How To Define & Implement A Service Catalog – February 21-22, 2013
- IT Service Management Implementation Roadmap – February 21-22, 2013
- How To Conduct An IT Service Management Process Assessment – February 21-22, 2013
- 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.*