

CONFERENCE PREVIEW

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 16-19, 2014
18TH ANNUAL INTERNATIONAL



IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

KNOWLEDGE TRANSLATED INTO RESULTS



Pink14

We live in a business era of
superhuman challenges! Is your IT
team up to the task?

Learn what other IT superheroes
have done to successfully
drive business
change!



Attend The
Industry's #1
Conference!

The World's #1 IT Service Management Conference

Pink's annual conference is recognized as the industry's #1 event!

Now in its 18th hugely successful year, our annual event is globally recognized as the world's premier IT Service Management conference.

Our program is content-rich and comprehensive – 13 tracks, 160+ sessions, covering a vast array of subjects including: IT leadership and people management, leading change, ITIL®, ISO, Lean IT, Six Sigma, PRINCE2®, PMBOK, COBIT® – and more!

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

This is *the* industry's must-attend conference!

Who Should Attend Pink14?

Whether you're new or well advanced in your knowledge of ITIL and IT Service Management – there's something for everyone in the dynamic program:

- C-Level, including CIOs/CTOs/CSOs
- IT Directors, 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, IT Consultants
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to ITSM, ITIL, ISO, Lean IT, Six Sigma, PRINCE2, PMBOK, and COBIT
- And, anyone who is interested in building and managing a truly business focused IT organization

About Pink Elephant

A global company with a proud and pioneering 30 year history, we're the world's #1 provider of IT Service Management and ITIL education, consulting and conferences.

Visit www.pinkelephant.com for more information.



Year after year, our attendees tell us Pink's conference is the industry's best!

"Our team found this event invaluable and very worthwhile.

The investment paid for itself many times over."

"I have a very high bar, and was very, very impressed with the quality of Pink's event. I went back to work and was able to apply immediate action items."

"I have found this event to be the most useful overall as compared to other industry forums and events on this topic."

"This continues to be my IT organization's conference of choice."

**Last
Early Bird
Ends
October 31st**

**See page 7
for details**

Others try to copy our conference, but nobody else can deliver the same extraordinary program and expertise!

We have an exciting new addition to our next conference program!

Pink Think Tank

We're proud to bring together some of the world's leading IT Service Management thinkers to the "Pink Think Tank". Never before has there been such a gathering of some of the best ITSM minds to work together. Pink Think Tank includes these leading ITSM luminaries from across the globe. Visit our website to read more about this exciting new conference addition and to look at all confirmed Pink Think Tank speakers!



Facilitated By Jack Probst
ITSMF USA President,
Principal Consultant,
Pink Elephant, USA



Rob England
Author,
President, Two Hills
Consulting, New Zealand



Troy DuMoulin
Author,
VP Professional Services,
Pink Elephant, Canada



Charles T. Betz
Chief Architect & Technical
Account Director, Signature
Client Group, AT&T Global
Business Services



David Cannon
ITIL Author & VP, I&O
Consulting, Forrester
Research



Karen Ferris
Director, Macanta
Consulting



Charles Araujo
Founder, The IT
Transformation Institute



James Finister
Principal Consultant, Tata
Consultancy Services



Rodrigo Flores
ITIL & ITSM Author,
Managing Director, ACP,
Accenture Cloud

**Where is ITIL and ITSM heading?
These luminaries will tell you!**

The best minds in the industry come together to give you their views, insights and predictions for the future of IT Service Management.



Opening Keynote Colonel Chris Hadfield

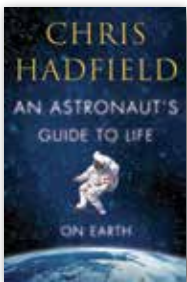
Commander, International Space Station

The Sky Is Not The Limit

“Good morning, Earth” was the tweet Commander Chris Hadfield sent out every morning to his one million followers during his five month stay aboard the International Space Station. Now safely back on Earth, Hadfield has become a worldwide sensation, harnessing the power of social media to make outer space accessible to millions and infusing a sense of wonder into the collective consciousness not felt since man first walked on the moon. Called “the most famous astronaut since Neil Armstrong”, Hadfield continues to inspire with his lessons of leadership, teamwork and collaboration.

In his passionate and illuminating talks, Commander Hadfield imparts the useful and practical lessons that motivate audiences to achieve dreams higher than the clouds.

In his new book, *An Astronaut's Guide To Life On Earth*, Commander Hadfield reveals the secret to success is an unconventional philosophy he learned at NASA. Instead of visualizing victory, astronauts prepare for the worst; always sweat the small stuff; and do care what others think. Through eye-opening, entertaining stories, he explains how conventional wisdom can get in the way of achievement and happiness. The vivid and refreshing insights will teach you how to think like an astronaut, and will change, completely, the way you view life on Earth.



Caroline Casey *Looking Past Limits*

A truly amazing person with a very inspirational story. Caroline's motivational talks are hugely energetic and extremely compelling! Hers is a message of courage, determination, belief in one's self and the focus on one's abilities, not disabilities.

Caroline believes in making dreams a reality and her determination and belief comes through in everything she does. She is a natural motivator and has never allowed the fact that she was born visually impaired hinder her success or get in the way of her dreams. She inspires audiences as she speaks from the heart about growing up and overcoming challenges while only seeing life as a blurry outline. Her determination will rub off on you and you will be challenged to match her energy, drive and honesty and relive her risk taking spirit. Archaeologist; Management Consultant; Adventurer; Entrepreneur and now Managing Director of her own firm, her unique perspective is a portal to pursuing successful vision. Open your eyes, embrace your dreams... and dare to be different.



The Water Coolers

Get ready to meet a very charming and talented cast with an uncanny flair for comedy!

The Water Coolers is a New York based musical comedy group that delivers songs and sketch comedy to the corporate world and in theaters across the country. The Water Coolers uses original songs, musical parodies and comic sketches to lovingly lampoon the fast-changing, fast-talking, hard-driving office environment of today's contemporary business world... including IT! Is there a lot to laugh at? You know it! Both a salute and a send-up, The Water Coolers satirizes the myths, mores and madness of corporate living.



The best program. The best speakers. The most relevant subjects. **YOU GET MORE AT Pink14.**
Pink has the undisputed reputation for bringing you an unsurpassed level of content!



Stephen Wrenn

VP & GM Global Application Services, Johnson & Johnson, & Adjunct Professor, University of New Hampshire

Stephen presents a must-attend session for understanding how to use ITIL and ITSM to successfully manage the critical IT business relationship.



Niel Nickolaisen

CIO, Western Governors University

Implementing Agile and Lean IT have helped Niel's IT organization to gain very successful business results and cultural changes.



Laura Fucci

CIO, City of Henderson NV

Listed on *Government Technology's* 2013 "Top 25 Doers, Dreamers and Drivers" list, Laura will share her exciting story about her "30-day quick win" plan.



Trevor Woods

Executive Director, University of Alberta

Trevor's IT organization is the recipient of the 2012 Project Of the Year IT Excellence Award for their successful ITIL process implementation.



Cathy Kirch

Process Architect, Allstate Insurance Company

Multiple award winner, and one of the most experienced ITIL practitioners in the world, Cathy shares her unique adventure in engaging a "Time and Motion" study.



Jack Probst

Principal Consultant, Pink Elephant

Always a well received and highly rated speaker, Jack presents multiple sessions about ITIL, strategic IT leadership, Agile and Lean IT, and more.



Lynda Frederick

Process Manager, SunGard

Running out of steam on your ITSM projects? Come learn the tangible ways that a small team can launch a big and successful ITSM roll-out in a very short timeframe.



Frankie Blevins

Manager, Business Continuity, Markel Corporation

Are you ready for a disaster? Join Frankie as he shares a case study where ITIL/ITSM best practices were leveraged to strengthen his organization's business continuity program.



Chris Dancy

ServiceSphere

Chris is back with another of his always engaging, provocative and thought-provoking presentations. Join him as he shares his views about contextual ITSM and the next wave of BYOD.



Troy DuMoulin

Vice President, Professional Services, Pink Elephant

One of the world's leading ITIL and ITSM authorities, Troy is presenting many sessions at Pink14 including how to apply The Balanced Scorecard.



Cindy Trudeau

Director of IT Service Management, Presbyterian Health Care

Cindy profiles her IT organization's commitment to Continual Service Improvement and the related ITSM and business processes implemented.



Michael Keil

Assistant Vice President IT Service Management Office, New York City Health and Hospitals Corporation

Michael has a very fascinating story to tell about Hurricane Sandy and how his IT organization handled the aftermath.



Jennifer Wels

IT Management Consultant, Pink Elephant

Expand your business and IT skills by learning about COBIT! Learn how COBIT designs IT to be effective in enabling your entity's business objectives.



Tom Paider

AVP, IT Build Capability, Nationwide

Learn how to get Lean! Tom shares how his IT organization uses Lean IT to deliver on time, within budget and with zero defects.



Gary Case

Principal Consultant, Pink Elephant

This very popular presenter is one of the world's most experienced ITSM consultants. Also an ITIL author, Gary is on hand to tell you about the right way versus wrong ways to implement ITIL processes.

Visit our website for detailed session descriptions of the presentations above, and many, many more!

Exhibition Showcase

Pink14 includes another exciting Exhibition Showcase! Here is a list of confirmed exhibitors so far. For an up-to-date listing, visit our website.



BMC Software
www.bmc.com



Axios Systems
www.axiossystems.com



Cherwell
www.cherwell.com



Navvia
www.navvia.com



TeamQuest
www.teamquest.com



PMG
www.pmg.net



Absolute Software
www.absolute.com



DriveSavers Data Recovery
www.drivesaversdatarecovery.com



FrontRange Solutions
www.frontrange.com



Helix Service Management Services Ltd
www.helix-services.com



LANDesk
www.landesk.com



PureShare
www.pureshare.com



itSMF USA
www.itsmfusa.org

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

Maximize your learning experience by attending one of these pre or post conference courses or workshops.

Pre-Conference Courses	
ITIL Foundation Certification	
ITIL Foundation	February 14-16, 2014
ITIL Capability Certification	
ITIL Operational Support & Analysis	February 12-16, 2014
ITIL Release, Control & Validation	February 12-16, 2014
ITIL Service Offerings & Agreements	February 12-16, 2014
ITIL Planning, Protection & Optimization	February 12-16, 2014
ITIL Lifecycle Certification	
ITIL Service Strategy	February 13-16, 2014
ITIL Service Design	February 13-16, 2014
ITIL Service Transition	February 13-16, 2014
ITIL Service Operation	February 13-16, 2014
ITIL Continual Service Improvement	February 13-16, 2014
ITIL Expert Certification	
Managing Across The Lifecycle	February 12-16, 2014
PRINCE2 Certification	
PRINCE2 Foundation: Tools For Successful Project Management Implementation	February 12-14, 2014
PRINCE2 Practitioner: Using Case Studies To Master Project Management	February 15-16, 2014
Lean IT Certification	
Lean IT Foundations: Using Lean Principals For Continual Service Improvement	February 15-16, 2014
"How To" Instructional Workshops	
Problem Management: Root Cause Analysis Workshop	February 15-16, 2014
How To Define & Implement A CMDB According To ITIL Best Practices	February 15-16, 2014

Post-Conference Courses	
COBIT	
COBIT 5 Foundation	February 20-22, 2014
"How To" Instructional Workshops	
How To Define & Implement A Service Catalog	February 20-21, 2014
Implementing IT Service Management Boot Camp	February 20-22, 2014
IT Service Management Strategic Roadmap	February 20, 2014
ITSM Incident, Problem & Change Clinic: How To Conduct A Gap Analysis & Develop An Improvement Plan	February 20, 2014
How To Measure, Improve & Manage The Effectiveness Of Your Service Level Management Processes	February 20, 2014

Visit our website for course descriptions.

Conference Information & Registration

CONFERENCE LOCATION

Pink Elephant's 2014 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest-rated hotels.

Until October 31st, pay only \$99 per night for hotel guest rooms at the Bellagio. Call Pink Elephant to book your rooms.

After the Early Bird ends on October 31st, conference attendees are entitled to a special event rate. To obtain this special rate, attendees must call Pink Elephant at 1-888-273-PINK by January 3, 2014. Book early, rooms are limited. Room rate is subject to availability.

CONFERENCE FEES

There are two types of passes you can purchase: Regular Pass, or Platinum Pass.

1) Regular Pass: US\$2,195

- All conference materials
- All meals (continental breakfasts, lunches and snacks at receptions)
- Access to all conference sessions

2) Platinum Pass: US\$2,695

- All Regular Pass entitlements PLUS...
- Reserved seating in the General Session room
- Access to the special Platinum Lounge where you can grab a beverage and relax, and network with other Platinum Pass holders
- Dedicated Platinum Registration counter for fast check-in
- Dedicated Platinum Concierge and Customer Service counter
- "Front-of-the-Line Pass" for Celebrity Keynote book signings. Pink conferences are renowned for the amazing line up of keynote speakers. We set the pace that everyone else tries to follow! Now, with the Front-of-the-Line Pass, you won't have to wait in a long line to get your book signed or for a photo op!
- Platinum Dining Room where you can have lunch, network and engage with speakers, and other Platinum Pass holders
- Hotel room upgrade to "Dancing Fountain View" (based on availability)
- Attendance at a series of 3 exclusive "Platinum Pass Ask-The-Expert Breakfast Club" workshops with Pink's Subject Matter Experts Troy DuMoulin, Jack Probst and Gary Case on Monday, Tuesday and Wednesday mornings

LAST EARLY BIRD SPECIAL OFFER!

Register before October 31st:

Regular Pass: US\$2,195, and all Regular Pass benefits, PLUS

- 3 hotel room nights at \$99 per night at the Bellagio Hotel (February 16, 17, 18)
- No risk! Cancel anytime until December 31, 2013

Platinum Pass: US\$2,695, and all Platinum Pass benefits, PLUS

- 3 hotel room nights at \$99 per night at the Bellagio Hotel (February 16, 17, 18)
- No risk! Cancel anytime until December 31, 2013

SUBSTITUTIONS & CANCELLATIONS

You can substitute an attendee from the same organization at anytime. All substitutions must be submitted in writing to registrations@pinkelephant.com.

No Risk! You can cancel anytime until December 31, 2013 and get a full refund. After this date, Pink Elephant will not provide refunds or credits for cancellations.

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

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, e-mail us at info@pinkelephant.com.

TO REGISTER

Choose one of the following options:

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

STAY CONNECTED!

Stay connected to Pink for all the latest news and updates:

- Follow us on Twitter: @theitilexperts
- Follow our event hashtag: #Pink14
- Subscribe to PinkLINK & E-Bulletins: <http://www.pinkelephant.com/ResourceCenter/PinkLink/>

IT EXCELLENCE AWARDS

SEND IN YOUR NOMINATIONS BY DECEMBER 6TH!

Pink Elephant is now accepting nominations for Project Of The Year, Practitioner Of The Year and Innovation Of The Year. Plus, a new award – Leader Of The Year Award. These awards are presented annually at our conference to recognize individual and corporate commitment to IT excellence and 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 IT Service Management in the last calendar year.

Leader Of The Year

Recognizes senior IT Leaders who inspire others to successfully achieve positive business results.



*2012 Project Of The Year Award Winner,
University of Alberta*

Visit our website for details about qualification, submission criteria, and all winners from previous years.



Pink Elephant
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Suite 1200
Rolling Meadows, IL
60008

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KNOWLEDGE TRANSLATED INTO RESULTS

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Each year Pink Elephant presents the world's #1 IT Service Management conference – ITIL, Lean IT, COBIT, ISO, Six Sigma, and more – we cover it all! 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 visit us at www.pinkelephant.com