

PRE-CONFERENCE COURSES
FEBRUARY 12-16

CONFERENCE DATES
FEBRUARY 16-19

POST-CONFERENCE COURSES
FEBRUARY 20-22

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!**



***"...By far the
best and most
professionally
rewarding IT
conference
available."***



Pink's Annual Conference Is Recognized As The Industry's #1 Event!

It's A Bird...It's A Plane...It's Pink14!

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 – 14 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 superhero 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.

Stay In The Know!

- #Pink14 and @theitilexperts
- www.facebook.com/PinkElephantInc
- www.linkedin.com/company/pink-elephant



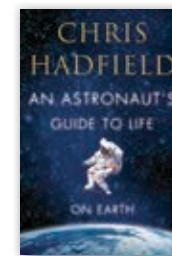
Opening Keynote Speaker Colonel Chris Hadfield

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 millions of followers during his five month stay aboard the International Space Station. His Twitter conversation with William Shatner, who played Captain Kirk in the original *Star Trek* series, went viral, and even Queen Elizabeth tweeted the station commander.

Called "the most famous astronaut since Neil Armstrong" by the *BBC*, Hadfield continues to inspire with his lessons of leadership, teamwork and collaboration, both in space and back on Earth. Whether leading a multi-national team onboard the International Space Station or sharing how to perform seemingly mundane tasks such as brushing your teeth in zero gravity space, Hadfield's cultural understanding, diplomacy and leadership skills have endured him to millions. Come prepared to see your world differently.



Caroline Casey *Looking Past Limits*

Caroline believes in making dreams a reality and her determination and belief comes through in everything she does, having 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. 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.



Adrian Gostick *All In*

Adrian Gostick is a global thought leader on workplace strategy and the author of several successful books on employee engagement that have been on the bestseller lists of the *New York Times* and the *Wall Street Journal*, and mentioned by *CNN's* Larry King.

In this keynote based on his best-selling book, *All In*, where authors Adrian Gostick and Chester Elton present an unprecedented 300,000-person study conducted in the worst of the recession, Adrian will share ground-breaking new findings about how today's high-performance organizations have a distinctive kind of culture that leads to astonishing results.

Josh Klein *Technologist, Innovator*

Josh Klein will open your eyes to what's around the corner: Transparency, BYOD and the IT Broker Model. Learn how to get ahead of these trends and start driving business intelligence from where the data actually is – with you.

Life-long expert and celebrated author on the use of hacking and innovation to create and solve social systems and industries, Josh is the host of *National Geographic's The Link* and serves as a consultant on innovation and cyber security to the CIA, FBI, NSA, the State Department, Microsoft, Oracle, AT&T and many others.



The Water Coolers

Get Ready To Meet A Very Charming & 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.

Gain valuable insight into the constantly changing world of IT Service Management focused services and products. Here is a sample of the organizations that are participating in this year's exhibition. **For a complete list, visit our website.** Interested in exhibiting? Contact Lisa Lyons today at l.lyons@pinkelephant.com.

Thank You Platinum Sponsor, BMC Software:



BMC Software believes that IT innovation drives business transformation. It's why they've spent over 30 years helping companies achieve one goal: mastering IT complexity. From mainframe to mobile, BMC delivers the automation, integration, and sophistication that enable the business and IT to perform like never before.



Axios Systems is solely focused on providing IT Service Management (ITSM) solutions. As a recognized innovator of leading edge technology, Axios continues to transform IT into business centric service providers.



Cherwell Software builds Cherwell Service Management® – the award-winning ITSM software recognized by Gartner® and Forrester®. Founded by ITSM industry leaders, Cherwell Software was named one of the world's top three ITSM vendors.



EasyVista Inc., a leading provider of cloud-based IT Service and Asset Management software, has more than 20 years of experience as a pure player in the IT Management space.



Navvia helps you take the complexity out of ITSM. Navvia offers innovative software designed to drive your service management program, plus a full range of ITSM consulting services to quickly deliver results.



ServiceNow is the enterprise IT cloud company that transforms IT by automating and managing IT service relationships across the global enterprise.



SunView Software's ChangeGear® enables companies to better track, manage and control IT service management. Gaining greater visibility into their IT infrastructure, eliminates system downtime, reduces operational costs, ensures regulatory compliance.



SysAid is an IT service management software that integrates all the essential tools into one Service Desk, so you can manage your IT tasks from a single place.



TeamQuest Performance Software combines industry-leading server, storage and application management tools along with powerful analytics to help you deliver business outcomes and meet the performance needs for your organization.



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www.fruitionpartners.com



www.ibm.com



www.landesk.com



www.mitechcorp.net



www.peoplecert.org



www.pureshare.com



www.unisys.com

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

Lean IT Certification

Lean IT Foundation: Using Lean Principles For Continual Service Improvement February 15-16, 2014

"How To" Instructional Workshops

How To Define & Implement A CMDB According To ITIL Best Practices February 15-16, 2014

Problem Management: Root Cause Analysis Workshop 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



Save 10% On Pre- Or Post-Conference Courses!

Attend the conference *and* a pre- or post-conference course and **SAVE 10%** off the course.



Sunday Optimizers

Maximize Your Learning! Start your conference experience early with one of these breakout educational sessions and conference optimizers.

An ITIL Overview



Rich Petti,
IT Management Consultant,
Pink Elephant

Code: Beginner / Sun – 4:00pm-5:00pm

This presentation is an ideal way to learn about the ITIL framework, and includes an overview of ITIL's five books, their main concepts and best practices.

What IT Managers Need To Know About COBIT



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner / Sun – 4:00pm-5:00pm

Expand your business and IT skills by learning about COBIT, an information technology governance aid to management, and its 34 information technology processes.

What IT Managers Need To Know About Lean Management



Brian Newcomb,
IT Management Consultant,
Pink Elephant

Code: Beginner / Sun – 4:00pm-5:00pm

Brian will explain Lean's origins and major guiding principles. You'll walk away with an understanding of what Lean Management is, and an awareness of its business and IT value.

What IT Managers Need To Know About CMM & Process Maturity



Gary Case,
Principal Consultant,
Pink Elephant

Code: Beginner / Sun – 4:00pm-5:00pm

Make this a must-attend session to help you better understand other conference presentations that refer to process maturity, assessments, best practices for implementing ITIL processes, and the "health checks".

The Phoenix Project: A Novel About IT, DevOps & Helping Your Business Win



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General / Sun – 4:00pm-5:00pm

The Phoenix Project is an allegory of the challenges an IT organization faces with critical business projects. Jack explores how to implement these practices within your IT organization.

Tips For Cementing Organizational Change



Troy DuMoulin,
VP, Research, Innovation & Product
Development,
Pink Elephant

Code: Beyond Beginner /
Sun – 4:00pm-5:00pm

Troy will explain what "cementing" or "freezing" change in your organization means, and why all IT leaders must understand the concepts of anchoring change in order to make it stick.

24601 Less Miserable – Breaking Free & Building Teams



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General / Sun – 4:00pm-5:00pm

Join Kirk for this session which contains: 2 slides (no death by PowerPoint), 4 hands-on activities, 6 actionable insights, 0 excuses, and 1 objective: a productive and positive workplace culture.

The Cult Of The Customer: Should It Always Be "Customer-First"?



Rob England,
The IT Skeptic

Code: General / Sun – 4:00pm-5:00pm

Join Rob for this thought-provoking session as he examines your assumptions around "customer first." Is it possible to over-serve the customer? This IT Skeptic thinks so.

TRACK 1

The 3 I's Of Leadership

One reason why major transformations fail is because leaders don't effectively "Inform", "Inspire" or "Ignite" people through change. Speakers in this track provide proven how-tos on turning knowledge into results!

Change The Culture, Change The Game



Troy DuMoulin,
VP, Research, Innovation & Product
Development,
Pink Elephant

Code: General / Tues – 2:15pm-3:15pm

Troy will share real case studies about the implemented strategies demonstrated in *Change The Culture, Change The Game*, how to make a positive cultural transition and bring about outstanding results.

The Human Factor – 5 Tips For Creating The Quintessential Hybrid IT Professional



Douglas A. Smith,
ITG Configuration Management,
Health Care Service Corporation

Code: General /
Mon – 11:45am-12:45pm

Doug will discuss how his IT organization successfully applied organizational development principles, and his top five tips to create a "hybrid" Business/IT professional.

There's More To ITIL Than Education



Glen Taylor,
Vice President & Chief Information
Security Officer,
Walt Disney Parks & Resorts

Code: Beyond Beginner /
Tues – 2:15pm-3:15pm

Glen will shed light on training 700 IT staff in ITIL at the Walt Disney Company, highlighting the education, the importance of training programs, and the successes achieved.

CIO: Chief Inspiration Officer?



Dr. Jonathan Reichental,
CIO,
City of Palo Alto, CA

Code: General / Mon – 2:15pm-3:15pm

CIO – Chief Information Officer, Chief Innovation Officer and now Chief Inspiration Officer. Learn from this IT veteran about one of the greatest assets in a CIO's leadership toolkit – inspiration.



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Kirk is back! A conference favorite and always one of the highest rated speakers every year. Kirk is on hand to present multiple sessions to inspire and re-energize!

100 Stories UP – And Why I Take The Stairs

Code: General / Tues – 10:30am-11:30am

Based on his latest book, Kirk explores how leaders use the art and tool of storytelling to inspire massive immediate change on personal and organizational levels.

The Empty Book

Code: General / Mon – 10:30am-11:30am

Ninety-four percent of adults show up to training intending to just get through the session. Learn how to inspire a desire for learning and create a return on training dollars.

The Green Lantern Effect – Unleash Your Power Of Positivity To Infect & Affect The World Of Work

Code: General / Mon – 1:00pm-2:00pm

Chief Morale Officer, Kirk Weisler, will reveal how to inspire your team to get the results you desire and increase: engagement, personal development, team work, ownership, and morale.

When Less Is More & More Is Less!

Code: General / Tues – 1:00pm-2:00pm

When more tasks, demands and distractions equal less morale, motivation and engagement, that's when you need *Less is More*. Kirk examines four key ways to harness this power.

The Clarity Principle: How Great Leaders Make The Most Important Decisions In Business (& What Happens When They Don't)



Robin Hysick,
Director, Product Management,
Pink Elephant

Code: General / Wed – 10:30am-11:30am

Is your ITSM program suffering from an identity crisis? Learn how leaders can get a clear picture of their organization, make impactful decisions, and see them through successfully.

Raising IT: Don't Let IT Fall Victim To Bad Parenting



Rob England,
The IT Skeptic

Code: General / Tues – 10:30am-11:30am

According to Rob, the world has really messed up owning IT. Organizations have an accountability to manage IT as well: an old message that is only now catching on.

TRACK 2

CIO Forum

Find out how to apply a strong IT business strategic perspective from pioneering and innovative CIOs and leading industry experts.

Bringing It All Together – Using Agile & Lean To Transform IT



Niel Nickolaisen,
CIO,
Western Governors University

Code: Beyond Beginner /
Mon – 2:15pm-3:15pm

Niel will tell you about the rigorous four-pronged approach his IT group took to drive innovation, improve operational performance and build credibility, and the resulting cultural changes.

Leading Change: Kotter's 8-Step Model



Gary Case,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner /
Tues – 2:15pm-3:15pm

Learn how to apply the best practices from *Leading Change*, Professor Kotter's 8-step change process with real-world examples from Gary Case, one of the world's leading ITSM consultants.

The 30-Day Quick Win Plan – Improve Something ... Anything



Laura Fucci,
CIO of Henderson NV,
(former) CIO of Clark County

Code: General / Tues – 11:45am-12:45pm

Laura is no stranger to rolling up her sleeves and getting the job done. Hear how her team overhauled Clark County's IT department, and streamlined the county's business with technology.

IT People Should Not Be In The Disaster Recovery Business



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

Code: Beyond Beginner /
Mon – 10:30am-11:30am

Michael will share details about how disaster recovery is not an option, and how it helped his organization recover from the flooding caused by Hurricane Sandy!

The Power Of The Pyramid In Leadership



Wes Wright,
Senior VP/CIO,
Seattle Children's Hospital

Code: Beyond Beginner /
Tues – 2:15pm-3:15pm

Wes will share his basic leadership approach and how he's used these fundamental principles successfully at Seattle Children's Hospital and throughout a 20 year Air Force career.

Cultural Transformation & Organizational Maturity



Jack Probst,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner /
Mon – 11:45am-12:45pm

Many organizations struggle to understand the steps necessary to transition from one stage to the next. Jack will tell you why organizational readiness is critically important for senior IT managers.

TRACK 3

ITSM Winner's Circle

Learn from the best! Sessions in this track are presented by past winners of the Project Of The Year and Practitioner Of The Year awards.

Together We Grow, Divided We Status Quo



Sarah Sentes,
Manager of Executive Operations,
University of Alberta, Academic
Information & Communications
Technology

Code: Beyond Beginner / Mon – 11:45am-12:45pm

2012 IT Excellence Project Of The Year award winner. Join Sarah on this whirlwind tour of how her team designed and implemented ITIL processes within nine months, impacting 45,000 end-users, to create one unified university through IT consolidation.

*For longer,
more detailed
session descriptions,
and for the daily
agenda, visit our
website.*

2003 Project Of The Year Winner – A Decade Of Living, Learning & Relearning



Jeff Gorby,
Enterprise Process Architect,
Nationwide

Code: General / Mon – 2:15pm-3:15pm

2003 Project Of The Year award winner. Jeff will explain how to survive rapid organizational change, tailor ITIL to fit an IT model not based on ITIL, and how this has been incorporated into Nationwide's IT Culture.

Getting Your Daily Dose Of C: Bringing Awareness & Value To Your C-Level Leaders



Patrick Soule,
Director, Infrastructure Services,
Allstate Insurance Company

Code: General / Tues – 10:30am-11:30am

2007 Project Of The Year award winner. Hear how Allstate established regular ITSM meetings with their C-Level by putting IT's accomplishments into words and numbers that got their attention.

Time & Motion For IT Service Management (ITSM)



Cathy Kirch,
Process Architect,
Allstate Insurance Company

Code: Beyond Beginner / Mon – 10:30am-11:30am

2006 Practitioner Of The Year Award and 2011 Case Study Of The Year Award winner. Join Cathy as she reveals how to apply a Time and Motion Study to ITSM technology upgrades, maintenance modifications, and, most importantly, what areas to keep a watchful eye on.

Top 5 Do's & Don'ts Of RCA



Joseph Gallagher,
Managing Director,
Bank of New York Mellon

Code: General / Tues – 2:15pm-3:15pm

2011 IT Excellence Project Of The Year award winner. In this presentation, Joseph will describe the lessons learned from his numerous roles over the years, and the best practices he and his colleagues implemented at BNY Mellon.

Winning Isn't Everything...It's Just The Beginning



Bob Gribben,
Associate Director of Service
Operations, Ohio State University

Code: Beyond Beginner / Mon – 10:30am-11:30am

Bob will share the next steps in OSU's ITSM journey since winning Pink Elephant's 2010 Project of the Year, as well the secrets of keeping the momentum going during changes in senior management.

How Brigham Young University (BYU) Uses Configuration, Incident, Problem & Change Management In ITSM



Elaine Lauritzen,
Managing Director, Production Services,
Brigham Young University

Code: Beyond Beginner / Tues – 2:15pm-3:15pm

Former Practitioner of the Year award winner, Elaine returns to share the continuing success of BYU's ITSM program, and detail the ongoing efforts to improve BYU's IT service delivery.

TRACK 4 ITSM Project Management

Whether an IT project succeeds depends to a large degree on how effectively project management best practices are applied. Attend these sessions to find out how to achieve successful outcomes.

Using Agile Improvement Methodologies To Focus On ITSM Quick Wins



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General / Mon – 10:30am-11:30am

This session will look at how you can use Agile / SCRUM planning and improvement techniques to focus on rapid CSI sprints to make incremental process improvements over time.

Cultural Neuroscience: Cultural Intelligence For Global IT Leaders



Samad Aidane,
Founder,
Guerrilla Project Management

Code: General / Wed – 10:30am-11:30am

Samad will provide you with the key insights emerging from the latest research in Cultural Neuroscience, their application to leadership practices, and how to design culturally sensitive technology change initiatives.

Service Management At CERN – Not Just For IT Anymore



Olaf van der Vossen,
Service Management Project
Coordinator, CERN

Code: General / Mon – 2:15pm-3:15pm

In this unique case study, Olaf will share the steps taken to convince the global CERN community of the need for Service Management, and selecting the ITIL framework.

Introduction To Lean Project Management



Mike Orzen,
Founder,
Mike Orzen & Associates

Code: General / Tues – 2:15pm-3:15pm

Mike will explain the Formal Project Management process, the core principles of Lean and Operational Excellence and how to implement these to better meet the actual needs of the organization.

The Little Engine Who Could: How The Little SunGard Team Accomplished A Big ITSM Rollout Fast



Lynda Frederick,
Process Manager,
SunGard

Code: General / Tues – 10:30am-11:30am

Lynda will share SunGard's approach of identifying and training coaches to support testing, training, and post-implementation support for an end user base of 300 people.

Rolling Out ITIL Across Multiple Locations



Matt Borkowski,
Program Director –
Service Management,
BAE Systems, Inc.

Code: Beyond Beginner / Tues – 1:00pm-2:00pm

Matt will discuss implementation of ITIL best practices at his very large, multi-layered organization of 46,000 across multiple locations.

The Dragon's Den Of ITSM! Or, How To Justify An ITSM Improvement Project To Executive Management



David Ratcliffe,
President,
Pink Elephant

Code: General / Wed – 10:30am-11:30am

David will pass on his valuable experience to help you gain the necessary go-ahead for your project from each of the "ITSM Dragons": CEO, CFO and CIO.

TRACK 5

Service Support & Operations

The Service Desk continues to be a major focus area for many IT organizations. Find out what IT support managers need to know from leading support industry experts featured in this track.

Ridin' Out The Storms: Leveraging ITIL & ITSM For Business Continuity



Frankie Blevins,
Manager, Business Continuity,
Markel Corporation

Code: General / Tues – 10:30am-11:30am

Join Frankie as he shares with you this very real case study where ITIL/ITSM best practices were leveraged to enhance Markel's Business Continuity Program.

Starting Small & Preparing To Grow Tall



Joseph Munoz,
Senior Technical Liaison Generalist,
Pepperdine University

Code: Beginner / Mon – 1:00pm-2:00pm

Join Joseph as he shares Pepperdine University's first steps in moving towards process maturity. Joseph will reveal the five most critical weak spots, how they were prioritized and corrected.

Is Your ITSM Instrument Rated For 89,000 Deployments Per Day?



J. Paul Reed,
Principal Consultant, Release
Engineering Approaches

Code: General / Mon – 10:30am-11:30am

Paul will examine the specific behavioral and operational elements of the national airspace system that have been tamed and look at what's applicable to implementing your own DevOps culture.

Dev&Ops: A Tale Of Two Tribes Under One Flag



Troy DuMoulin,
VP, Research, Innovation & Product
Development,
Pink Elephant

Code: Beyond Beginner / Tues – 11:45am-12:45pm

"Dev" often views "Ops" as over-controlling, and "Ops" often sees "Dev" as undisciplined flakes. It's time to stop the finger-pointing and work together towards the goal of serving the business.

Major Incidents – How Cogeco Cable Manages & Measures



Kevin Brown,
Process Manager – Incident, Problem,
Request,
Cogeco Cable, Inc.

Code: Beginner / Tues – 2:15pm-3:15pm

Learn how Cogeco Cable measures Major Incidents, the three temporary leadership roles needed during a Major Incident, who should be in these roles and their responsibilities.

Plan, Build, Operate – The MetLife Way



Kim Donica,
Assistant Vice President,
MetLife

Code: Beyond Beginner / Mon – 2:15pm-3:15pm

Kim will describe how her team implemented outcome-based Application Incident Management for Enterprise Application Development, resulting in cost savings, improved service and greater value-add to the business and IT partners.

Proactive Problem Management: What ITIL Didn't Tell You



Gabriel Soreanu,
Senior ITSM Consultant,
Cisco Systems, Inc.

Code: Beyond Beginner / Tues – 1:00pm-2:00pm

This session will present practical techniques and a governance model for implementing strong proactive Problem Management used by forward thinking organizations such as Cisco and other global Fortune 500 organizations.

ITIL – You Can Take It With You



Michael Gill,
Application Production Support Team
Lead,
Kaiser Permanente

Code: General / Tues – 10:30am-11:30am

Michael will outline ways to apply ITIL without spending a prohibitive amount of money, and anticipating growth and change by establishing business process-based support from the outset.

Seven Keys To Service Level Management



Karen Smith,
Service Level Process Owner/
Manager,
HCA Health Care

Code: General / Tues – 11:45am-12:45pm

Karen will share how her organization moves Service Level Management forward while delivering value to the business customer and the value it brings to a winning team.

TRACK 6

How-To ITIL Clinics & Workshops

These sessions take you beyond the content of the certification courses, and provide the opportunity to get expert guidance from the industry's best. It's like getting free consulting!

How To Get Started Implementing ITIL



Graham Price,
Principal Consultant,
Pink Elephant

Code: Beginner / Mon – 2:15pm-3:15pm

How To Create ITIL Project & Process Management Roles



Brian Newcomb,
IT Management Consultant,
Pink Elephant

Code: General / Mon – 2:15pm-3:15pm

How To Get Senior Management Buy-In



Anil Dissanayake,
Director of Professional Services Asia,
Pink Elephant

Code: General / Tues – 10:30am-11:30am

Why & How To Conduct An ITIL Process Assessment



Robin Hysick,
Director, Product Management,
Pink Elephant

Code: Beginner / Tues – 2:15pm-3:15pm

How To Conduct Problem Management Root Cause Analysis



Victor Mack,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner / Wed – 10:30am-11:30am

For longer, more detailed session descriptions, and for the daily agenda, visit our website.

How To Create & Manage Successful SLAs & OLAs



Brian Newcomb,
IT Management Consultant,
Pink Elephant

Code: *Beginner* /
Wed – 10:30am-11:30am

How To Create & Manage A Successful Service Catalog



Jack Probst,
Principal Consultant,
Pink Elephant

Code: *Beginner* / Tues – 2:15pm-3:15pm

How To Decide Which Courses Are Best For Which Roles & Develop Education Plans For ITIL Training



Gary Case,
Principal Consultant,
Pink Elephant

Code: *General* / Mon – 10:30am-11:30am

TRACK 7

CSI: There Is No Finish Line

Continual Service Improvement (CSI) in IT is an ongoing effort to improve services or processes. To be truly effective, a deliberate CSI approach must be culturally embraced. Do you know how?

The Balanced Scorecard



Gary Case,
Principal Consultant,
Pink Elephant

Code: *Beyond Beginner* /
Wed – 10:30am-11:30am

According to authors Kaplan and Norton, organizations should take a “balanced” view of strategic management, planning, setting targets and aligning strategic initiatives. How does IT fit in? Gary explains how!

Getting Results Through Formalized IT Process Governance



Cindy Trudeau,
Director, IT Technical and
Operational Services,
Presbyterian Healthcare Services

Code: *Beyond Beginner* / Mon – 1:00pm-2:00pm

Don't miss this opportunity to learn how a formalized IT Process Governance effort expedited Presbyterian

Healthcare's ITIL journey and created IT enterprise excitement, adoption and results.

Implementing CSI Throughout The Service Lifecycle



John Fullilove,
ITSM Program Delivery Manager,
Presbyterian Healthcare Services

Code: *Beyond Beginner* /
Tues – 10:30am-11:30am

John will share how CSI was deployed within the appropriate process governance structures, and about the people side of CSI; individual resource skills, and behavior, organizational culture and process changes.

Why Doers Do



David E. Wile,
Author,
Iago Group

Code: *General* / Wed – 10:30am-11:30am

A seasoned IT veteran with over 25 years' experience, David will introduce you to the E-T Model of human performance and his measured approach to analyzing and improving human performance.

What IT Managers Need To Know About CMM & Process Maturity



Gary Case,
Principal Consultant,
Pink Elephant

Code: *Beginner* / Mon – 2:15pm-3:15pm

Make this a must-attend session to help you better understand other conference presentations that refer to process maturity, assessments, best practices for implementing ITIL processes, and the “health checks”.

TRACK 8

Using Frameworks & Standards To Achieve Business Value

Lean IT, ISO, ITIL, COBIT, and more – how should IT organizations really be using these to successfully achieve true business value? The best minds in the industry are on hand to tell you.

How To Harvest Low Hanging Improvements



Julianne Journitz,
Director of Client Services,
Pomona College

Code: *General* / Mon – 10:30am-11:30am

Julianne will share with you the various methods Pomona College used to improve services that were

easy and assisted in winning hearts and minds to the cause of improvement.

On Time, Every Time, Within Budget & With Zero Defects – That's The Nationwide Way



Tom Paider,
AVP, IT Build Capability,
Nationwide

Code: *Beyond Beginner* /
Tues – 10:30am-11:30am

Tom explores how Nationwide used Lean to create a next generation application development and maintenance framework that ensures teams can deliver on time, within budget and with zero defects.

Cleared For Take-Off – How To Implement An ITIL-Centric Service Lifecycle Approach



Martha Wenc,
ISS Processes Manager,
Jazz Aviation Services

Code: *General* / Mon – 2:15pm-3:15pm

Pink13's Case Study of the Year winner returns to share with you Jazz Aviation's next steps in using ITIL-complementary methodologies to align IT projects with the organization's business goals.

A Blue Print For Developing Proper Process Metrics



Anthony Krasinski,
Section Manager, IT Service
Management,
Erie Insurance Group

Code: *General* / Mon – 2:15pm-3:15pm

Tony returns to demonstrate how to show the value of process through specific indicators, with great tips on how to present data to your executives using Erie's traffic light method.

Expanding ITSM Beyond IT: Providing Real Value To The Business



Joshua Smith,
IT Service Management Team Lead,
Mohawk Industries

Code: *Beyond Beginner* /
Mon – 11:45am-12:45pm

Joshua will reveal how Mohawk Industries used ITSM to create an HR Center of Excellence and how one business user utilizes the ITSM tool for their own Customer Service Center.

TRACK 9

Pink Think Tank

Pink Elephant is proud to present the Pink Think Tank – the first such gathering of the world's leading ITSM thinkers to consider some of ITSM's toughest questions.

Pink Think Tank Power Session



Facilitator:
Jack Probst,
Principal Consultant,
Pink Elephant

Code: *General* / Wed – 10:30am-11:30am

Participate in this very unique session with some of the world's most respected and greatest ITSM minds and get first-hand results of their “power session” held before the conference.

Balanced Diversity – A Portfolio Approach To Organizational Change



Karen Ferris,
Director,
Macanta Consulting

Code: *General* / Tues – 1:00pm-2:00pm

Come learn about a ground-breaking technique that will ensure change becomes part of the fabric of the organization for strategic, tactical and operational changes of all sizes and complexities.

Semantics Matter: How Mentality Determines The Possible



Charles T. Betz,
Director of Strategy & Innovation,
Signature Client Group,
AT&T Global Business Services

Code: *General* / Tues – 11:45am-12:45pm

Charles will cover numerous fundamental concepts we may “know” to be true in IT management, whether these structures are still useful with increasing IT agility, and present some alternatives.

The Rebirth Of The IT Artist



Charles Araujo,
Founder,
The IT Transformation Institute

Code: *General* / Tues – 10:30am-11:30am

Charles will explain how the changes in our industry will result in a need for creative IT professionals, and the three steps to take to create a culture of creativity.

Slow IT: Meet In The Middle (MITM)



Rob England,
The IT Skeptic

Code: *General* / Mon – 1:00pm-2:00pm

The IT Skeptic returns to explore a revolutionary trend that he's seeing in IT – Slow IT! Rob explains this, and how IT and the enterprise must meet in the middle.

Leveraging COBIT 5 To Enable Service Orchestration & Effective IT Governance



Troy DuMoulin,
VP, Research, Innovation & Product
Development,
Pink Elephant

Code: *Beyond Beginner* /
Mon – 2:15pm-3:15pm

This executive session will explain how to leverage and integrate best practice frameworks such as COBIT, ITIL, ETOM, and CMMI to effectively establish a practical governance model.

Surviving The Business Apocalypse – Why Your State-Of-The-Art ITSM Implementation Just Won't Cut It



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

Code: *Beyond Beginner* /
Tues – 2:15pm-3:15pm

We put technology into the hands of our users and what happened? We got the Business Apocalypse. David equips you with basic weaponry and plots your escape route to survival.

“SIAM” – Where Or What Is It?



James Finister,
Principal Consultant,
Tata Consultancy Services

Code: *General* / Mon – 10:30am-11:30am

Like the popular musical, The King & I, this session will clearly show that book learning and theoretical knowledge is not enough to achieve the results we need.

My aaS Is On The Line, But There's No One Here From ITSM



Rodrigo Flores,
Managing Director, ACP,
Accenture Cloud

Code: *General* / Wed – 10:30am-11:30am

Join Rodrigo as he comments on the lack of ITSM focus in the cloud space and how IT needs to change in order to own, assure, monitor and measure Cloud resources.

SAMPLE ITINERARIES

Pink Elephant has the most comprehensive power packed agenda you'll find anywhere!

If you need help creating your personalized hour-by-hour agenda, we're providing these sample itineraries to help you.

- Beginner Level
- Service Desk Management
- Project/Program Managers
- Advanced ITIL & ITSM
- CIO & Senior IT Leadership
- Incident Management & Related Processes
- Problem Management & Related Processes
- Change Management & Related Processes
- Continual Service Improvement Processes
- ...& More!

Visit our website for the itineraries and more information.



TRACK 10

Tools & Technology

Case studies, suppliers, and industry experts show what it takes for successful process implementation and integration, better decision-making and monitoring service performance to identify continual improvement opportunities.

Best Practices For Implementing An ITSM Tool Q&A – Panel Discussion



Facilitator:
George Spalding,
Executive Vice President,
Pink Elephant

Code: General / Mon – 11:45am-12:45pm

Join George and a group of panelists from all walks of life including the vendor community together with real-life IT managers who have been-there-done-that!

BYOD – How Fermilab Stays Secure Even With Thousands Of Personal Device Users



Tammy Whited,
Service Manager & Department Head
in the Office of the CIO, Fermilab

Code: General / Mon – 2:15pm-3:15pm

Tammy will share details of Fermilab's BYOD service, benefits, support, and planned improvements at the place where the world's scientists solve the mysteries of matter, energy, space and time.

Bring Your Own Device (BYOD) In Any Environment



Sherri Hammons,
Chief Technology Officer,
State of Colorado

Code: Beyond Beginner /
Mon – 10:30am-11:30am

Join Sherri as she discusses how the Centennial State is putting worker productivity first and rolling out BYOD on an unprecedented scale.

How Starz Stopped Worrying & Learned To Love BYOD



Judy Batenburg,
VP, IT Infrastructure & Operations,
Starz Networks

Code: General / Tues – 2:15pm-3:15pm

Judy will review Starz's mobile strategy which included a BYOD option and an MDM platform, significantly decreasing complexity and cost, while improving device manageability and customer satisfaction.

TRACK 11

Breakfast Clubs

Get a head start on your day! Join our early morning sessions to hear insights, practical guidance, and successes and lessons learned from a varied line-up of speakers.



ITSM: The Move To Mobile



Dr. Darren Williams,
Vice President & General Manager,
Service Management,
Absolute Software

Code: General / Tues – 7:15am-8:15am

Join Dr. Williams as he shares how ITSM can support the move to mobile and empower IT, the business and employees, and allow IT to keep up with the business.

Making Space For ITSM



David Mainville,
CEO & Co-Founder,
Navvia

Code: General / Mon – 7:15am-8:15am

Service Management is what should happen between these ITSM conferences. Learn how to make space for your service management program so you can keep ITSM alive all year long.

LIVE – Practitioner Radio



Chris Dancy,
ServiceSphere &
Troy DuMoulin,
VP, Research, Innovation & Product
Development,
Pink Elephant

Code: General / Mon – 7:15am-8:15am

Join Chris and Troy for the most popular IT Service Management radio broadcast in the industry! This episode is the only live engagement this duo records together.

Leveraging IT Resource Performance Management To Increase IT Performance



Jason Hopwood,
Senior Business Solutions Consultant,
Axios Systems

Code: General / Tues – 7:15am-8:15am

IT departments must be prepared to deliver social communications to increase IT performance and end user satisfaction. Jason explains ITRPM and how it relates to social IT.

The Death Of Laptops: The Promise & Challenge Of The New Mobile Based Platform



Matthew Neigh,
Technology Evangelist,
Cherwell Software

Code: General / Tues – 7:15am-8:15am

Don't miss this session with Matt to learn what to include in a BYOD policy, how to address security threats, and demonstrate IT's business value.

Optimizing The Software Defined Data Center (SDDC)



David Wagner,
Advocate,
TeamQuest Corporation

Code: General / Mon – 7:15am-8:15am

This presentation will discuss the opportunities and challenges of Virtualization and Cloud technologies, and show examples of how cost and service performance optimization can be achieved during SDDC adoption.

How To Become An Organizational Superman In 120 Days



Dave Howard,
IT Professional,
Migration Technologies

Code: General / Tues – 7:15am-8:15am

Don't miss this opportunity to preview a comprehensive 5-step approach that quickly assembles the services, costs and strategies, and establishes a sound decision base that is valued by the business.

An ITIL Overview



Rich Petti,
IT Management Consultant,
Pink Elephant

Code: Beginner / Mon – 7:15am-8:15am

This presentation is an ideal way to learn about the ITIL framework, and includes an overview of ITIL's five books, their main concepts and best practices.

IT Support & Service Desk Forum



Moderated By:
Charlie Miles & Jim McKennan,
IT Management Consultants,
Pink Elephant

Code: General / Mon & Wed – 7:15am-8:15am



The sessions encourage audience participation, and are specifically designed to address the biggest issues facing today's ITIL and ITSM focused IT support groups and Service Desks.

The Phoenix Project: A Novel About IT, DevOps & Helping Your Business Win



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General / Wed – 7:15am-8:15am

The Phoenix Project is an allegory of the challenges an IT organization faces with critical business projects. Jack explores how to implement these practices within your IT organization.

IT Leadership Roundtable Discussions – How To Successfully Lead Change



Moderated By:
Jack Probst,
Principal Consultant,
Pink Elephant

Code: General / Tues – 7:15am-8:15am

This specialized session for IT leaders will cover the types of communication required for Service Management deployments, engaging initial support and keeping teams informed from start to finish.

IT Leadership Roundtable Discussions – How To Successfully Lead Change



Moderated By:
Gary Case,
Principal Consultant,
Pink Elephant

Code: General / Wed – 7:15am-8:15am

This specialized session for IT leaders will cover the types of communication required for Service Management deployments, engaging initial support and keeping teams informed from start to finish.

Contextual ITSM & The Next Wave Of BYOD



Chris Dancy,
ServiceSphere

Code: General / Wed – 7:15am-8:15am

Chris is on hand to highlight the five key drivers to location aware support and profile the top 10 ways you can use location in your support organization today.

What IT Managers Need To Know About COBIT



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner / Mon – 7:15am-8:15am

Expand your business and IT skills by learning about COBIT, an information technology governance aid to management, and its 34 information technology processes.

What IT Managers Need To Know About Lean Management



Brian Newcomb,
IT Management Consultant,
Pink Elephant

Code: Beginner / Mon – 7:15am-8:15am

Brian will explain Lean's origins and major guiding principles. You'll walk away with an understanding of what Lean Management is, and an awareness of its business and IT value.

"Platinum Pass" Ask-The-Expert Breakfast Club



Mon, Tues & Wed – 7:15am-8:15am

Exclusive! Only for attendees who've purchased a Platinum Pass. Spend quality Q&A discussion time with the best ITSM consultants in the industry – **Jack Probst** (Monday), **Gary Case** (Tuesday), and **Troy DuMoulin** (Wednesday).

TRACK 12

Discussion Forums

You don't have to reinvent the wheel – bring your most pressing questions and challenges and hear how others have tackled ITSM projects and IT improvement initiatives.

The Biggest Challenges Of Implementing Major Change & How To Overcome Them



Facilitated By:
Gary Case,
Principal Consultant,
Pink Elephant

Code: General / Tues – 11:45am-12:45pm

There's a right way versus a wrong way to go about leading others through major change. Learn the invaluable do's and don'ts you won't find in any certification course!

Service Management Roles



Facilitated By:
Troy DuMoulin,
VP, Research, Innovation & Product
Development,
Pink Elephant

Code: General / Mon – 1:00pm-2:00pm

In this revealing discussion, ITIL practitioners will discuss the importance of Service and Process Governance roles, why you should consider them, and best practices for assigning responsibilities and accountabilities.

IT Business Alignment



Facilitated By:
Anil Dissanayake,
Director of Professional Services Asia,
Pink Elephant

Code: General / Mon – 2:15pm-3:15pm

Is there a strong partnership in your organization between IT and corporate business processes? Join this panel of senior IT experts to better understand the critical success factors.

"You're Seeing Someone Else, Aren't You?" – The IT Department In A Ménage à Trois



Mark Smalley,
IT Paradigmologist,
ASL BLSL Foundation

Code: General / Wed – 10:30am-11:30am

This presentation explores the shift in relationships that the commoditization of IT has triggered, how to reposition yourself to create optimal added value and which competences you need to succeed.

Is The Service Desk Dead?



Facilitated by:
George Spalding,
Executive Vice President,
Pink Elephant

Code: General / Tues – 10:30am-11:30am

Recent articles have stated that the Service Desk is dead unless it reinvents itself into an innovation support role. In this panel we'll hear several different viewpoints, including yours.

*For longer,
more detailed
session descriptions,
and for the daily
agenda, visit our
website.*

TRACK 12

Look, It's The IT Museum... No, Wait! That's Our Data Center



George Spalding,
Executive Vice President,
Pink Elephant

Code: General / Mon – 10:30am-11:30am

Today's workforce has 3 distinct generations with unique technology relationships. Our Chief Baby Boomer, George Spalding, examines the impact millennials and Gen Xers will have on the IT department.

TRACK 13

TRACK 13

Half-Day Workshops

Only at Pink! Choose from one of the many half-day workshops ranging from operational to strategic in focus.

TRACK 14

Introduction To Lean Project Management



Mike Orzen,
Founder,
Mike Orzen & Associates

Code: General / Wed – 1:00pm-3:45pm

Learn about the characteristics of Lean project management, how Lean principles complement the strengths of traditional project management, and overviews of PMBOK and Agile PM.

ITSM Strategic Road Map Workshop



Troy DuMoulin,
VP, Research, Innovation & Product
Development,
Pink Elephant

Code: General / Wed – 1:00pm-3:45pm

Take this opportunity to spend quality time with one of the world's leading ITSM consultants! Troy will provide you with a step-by-step strategic roadmap for ITIL and ITSM implementation.

The ITSM Leadership MasterClass



David Ratcliffe,
President,
Pink Elephant

Code: Beyond Beginner /
Wed – 1:00pm-3:45pm

In this workshop, David shares the 5 major components of leadership that IT professionals, at all levels, need to understand, and how they should be applied within the ITSM environment.

Standard + Case



Rob England,
The IT Skeptic

Code: General / Wed – 1:00pm-3:45pm

This workshop will leave you with an exciting new concept (and a copy of Rob's book on the topic) which will revolutionize the way you handle responses to any situation.

ITIL Process "Health Checks"

Participate in an extraordinary learning experience! Choose from one of the process assessments below, and walk away with specific action items you need to address upon your return to work.

Service Level Management Health Check



Brian Newcomb,
IT Management Consultant,
Pink Elephant

Code: General / Wed – 1:00pm-3:45pm

Incident Management Health Check



Robin Hysick,
Director, Product Management,
Pink Elephant

Code: General / Wed – 1:00pm-3:45pm

Release Management Health Check



Charlie Miles,
IT Management Consultant,
Pink Elephant

Code: General / Wed – 1:00pm-3:45pm

Problem Management Health Check



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: General / Wed – 1:00pm-3:45pm

Change Management Health Check



Victor Mack,
IT Management Consultant,
Pink Elephant

Code: General / Wed – 1:00pm-3:45pm

TRACK 14

Platinum Sponsor

Our Platinum sponsor, BMC Software will host four powerful breakout sessions showcasing some of today's most pressing ITSM issues and industry trends.

It's Not Self-Service If It Actually Empowers People



Chris Dancy,
Director In The Office Of The CTO,
BMC Software

Code: General / Tues – 10:30am-11:30am

Self Service and Assistance served us well until technology became an extension of our nature and personality. Chris explains how to stop building portals, and instead start empowering contemplative technology.

The Consumer Imperative: Introducing The New Rules Of IT Support



Chris Rixon,
Principle Solutions Marketing Manager,
BMC Software

Code: General / Mon – 10:30am-11:30am

Businesses have become maestros at delivering service to their customers. How can IT support teams do the same? Join Chris for a step-by-step exploration of the Outstanding Service Delivery principles.

Harnessing The Social, Mobile & Collaborative Technology Revolution For IT Service Management



Jeff Moloughney,
Solutions Marketing Manager,
BMC Software

Code: General / Wed – 10:30am-11:30am

Your customers, employees and end-users don't "check" their technology expectations at the door. Jeff explores the social, mobile and collaborative trends we can harness to transform our IT service offerings.

Power To Your People: Transforming The IT Experience



Alf Abuhajleh,
Principal Solutions Marketing Manager,
BMC Software

Code: General / Wed – 10:30am-11:30am

Join Alf to see how you can transform the IT experience for your end users, and learn about BMC's MyIT and why it's capturing the imagination of IT management everywhere.

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.

To book a room at The Bellagio Hotel, please call Pink Elephant at 1-888-273-7465. Book early, rooms are limited.

COMBINATION DISCOUNTS

Register and pay for the conference and a pre- or post-conference course and save 10% off the pre- or post-conference course fee.

TEAM DISCOUNTS

Maximize your conference learning experience – send a team of 3 or more and save!

Discount and/or special offers cannot be combined.

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
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- Dedicated Platinum Concierge and Customer Service counter
- "Front-of-the-Line Pass" for Celebrity Keynote book signings
- 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



"Not everyone is meant to make a difference. But for me, the choice to lead an ordinary life is no longer an option."
– Spider-Man

"A hero can be anyone."
– Batman

"You will be different, sometimes you'll feel like an outcast, but you'll never be alone."
– Superman

"It's the choices that make us who we are, and we can always choose to do what's right."
– Spider-Man

"Why do we fall, sir? So that we can learn to pick ourselves up."
– Alfred Pennyworth

"Don't give in to fear. Fight it."
– Green Lantern

"It's not who I am underneath, but what I do that defines me."
– Batman

SUBSTITUTIONS & CANCELLATIONS

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

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

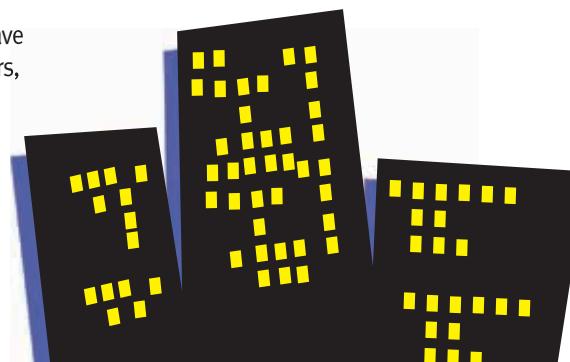
QUESTIONS?

Please call us at 1-888-273-PINK from 8:30 a.m. to 6:30 p.m. Eastern Time, Monday through Friday. Or, e-mail us at info@pinkelephant.com.

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