

**18th Annual International
IT Service Management Conference & Exhibition
Knowledge Translated Into Results**
Bellagio Hotel • Las Vegas • February 16-19, 2014

Gary Case's Picks At Pink14

I am always interested in finding out how strong IT business strategic perspectives have been applied, and hearing examples from pioneering and innovative CIOs and leading industry experts, and this can be seen with my session choices below. To see more details on these courses, or to build an itinerary that suits your personal interests, visit our [conference website](#).

I will see you at Pink14!

Gary Case,
Principal Consultant,
Pink Elephant

Pre-Conference Courses: February 12-16, 2014	
Choose from 16 courses. I recommend:	
<ul style="list-style-type: none"> • PRINCE2 Foundation – February 12-14, 2014 • Problem Management: Root Cause Analysis – February 15-16, 2014 	
Date & Time	Track & Session
Sunday, February 16, 2014	
4:00p.m. – 5:00p.m.	Conference Optimizer <i>What IT Managers Need to Know About COBIT®5</i> Jennifer Wels , Management Consultant, Pink Elephant
5:00p.m. – 7:00p.m.	Welcome Reception & Exhibition Showcase Open
Monday, February 17, 2014	
7:15a.m. – 8:15a.m.	Practitioner Radio Live Recording
7:15a.m. – 8:15a.m.	Breakfast Club <i>"Platinum Pass Ask-The-Expert Breakfast Club"</i> Jack Probst , Principal Consultant, Pink Elephant
9:00a.m. – 10:00a.m.	Keynote: Colonel Chris Hadfield "The Sky Is Not The Limit"
10:30a.m. – 11:30a.m.	Track 12 <i>Look, It's Our IT Museum – No Wait! That's Our Data Center</i> George Spalding , Executive Vice President, Pink Elephant
11:45a.m. – 12:45a.m.	Track 2 <i>Cultural Transformation & Organizational Maturity</i> Jack Probst , Principal Consultant, Pink Elephant
1:00p.m. – 2:00p.m.	Track 7 <i>Getting Results Through Formalized IT Process Governance</i> Cindy Trudeau , Director, IT Technical and Operational Services, Presbyterian Healthcare Services
2:15p.m. – 3:15p.m.	Track 3 <i>2003 Project Of The Year Winner – A Decade Of Living, Learning & Relearning</i> Jeff Gorby , Enterprise Process Architect, Nationwide
3:35p.m. – 4:45p.m.	Keynote: Caroline Casey "Looking Past Limits"
4:45p.m. – 6:30p.m.	Networking Reception

Tuesday, February 18, 2014	
7:15a.m. – 8:15a.m.	Breakfast Club <i>IT Leadership Roundtable Discussion – How To Successfully Lead Change</i> Moderated By: Jack Probst , Principal Consultant, Pink Elephant
8:30a.m. – 10:10a.m.	Keynote: Josh Klein “Technologist. Innovator”
10:30a.m. – 11:30a.m.	Track 1 <i>100 Stories UP – And Why I Take The Stairs</i> Kirk Weisler , Chief Morale Officer, Team Dynamics
11:45a.m. – 12:45p.m.	Track 5 <i>Dev&Ops: A Tale of Two Tribes Under One Flag</i> Troy DuMoulin , Vice President, Professional Services, Pink Elephant
1:00p.m. – 2:00p.m.	Track 4 <i>Rolling Out ITIL Across Multiple Locations</i> Matt Borkowski , Program Director – Service Management, BAE Systems, Inc
2:15p.m. – 3:15p.m.	Track 2 <i>The Power Of The Pyramid In Leadership</i> Wes Wright , Senior VP/CIO Seattle Children’s Hospital
3:35p.m. – 4:45p.m.	Keynote: The Water Coolers
4:45p.m. – 6:30p.m.	Networking Reception
Wednesday, February 19, 2014	
7:15a.m. – 8:15a.m.	Breakfast Club <i>The Phoenix Project: A Novel About IT, DevOps & Helping Your Business Win</i> Jack Probst , Principal Consultant, Pink Elephant
8:45a.m. – 10:10a.m.	Keynote: Adrian Gostick “All In”
10:30a.m. – 11:30a.m.	Track 12 <i>You’re Seeing Someone Else, Aren’t You? – The IT Department In A Ménage à Trois</i> Mark Smalley , IT Paradigmologist, ASL BiSL Foundation
1:00p.m. – 3:45p.m.	Half-Day Workshop <i>ITSM Strategic Road Map Workshop</i> Troy DuMoulin , Vice President, Professional Services, Pink Elephant
3:45p.m.	Conference Ends
Post-Conference Courses: February 20-22, 2014	
Choose from 6 courses. I recommend:	
<ul style="list-style-type: none"> • IT Service Management Strategic Roadmap – February 20, 2014 • COBIT 5 Foundation – February 20-22, 2014 • Implementing IT Service Management Boot Camp – February 20-22, 2014 	

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

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