



**6th Annual
IT Service Management Conference & Exhibition
The Business Of IT**
Kuala Lumpur • 9-10 September 2014

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 programme includes 4 tracks with over 25 sessions, which can be personally customised to fit your specific interests and organisational needs.

Pre-conference workshops are also available. These cover a range of subjects and management perspectives. Visit our [conference website](#) to view the full conference programme, 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: 8 September 2014	
Choose from 3 courses. We recommend this course for Service Desk Management knowledge: <ul style="list-style-type: none"> • Problem Management: Root Cause Analysis One-Day Workshop – 8 September 2014 	
Date & Time	Track & Session
Tuesday, 9 September, 2014	
9:10a.m. – 10:10a.m.	Keynote: Vinh Giang "Rather A Mind Opened By Wonder, Than One Closed By Belief"
10:25a.m. – 11:25a.m.	Track 2 <i>Proactive Problem Management: What ITIL® Didn't Tell You</i> Gabriel Soreanu , Senior ITSM Consultant, Cisco Systems, Inc.
12:25p.m. – 1:25p.m.	Track 2 <i>WoW – Journey Of Process Optimisation</i> Rocky Siew Kok Hsuing , Process Specialist, GlaxoSmithKline
1:35p.m. – 2:35p.m.	Track 4 <i>IT Service Management Integration With Business ERP Processes</i> David Birkenbach , Senior Solution Manager, SAP AG
2:50p.m. – 3:50p.m.	Track 1 <i>Your (S)aaS Is On The Line! What Does Today's IT Service Management Leader Need To Know About The Cloud?</i> Facilitator: David Ratcliffe , President, Pink Elephant Panellists: Gary Mellott , Managing Director of Emerging Markets, Cherwell Software & Jean-Paul Andrade , Business Development Manager, Mproof International
4:00p.m. – 5:00p.m.	Expert Panel Discussion: "Conflicting Loyalties! How To Establish Process Ownership In A Highly Distributed Matrix Organisation" Facilitator: David Ratcliffe , President, Pink Elephant Panellists: Troy DuMoulin , VP, Research, Innovation & Product Development, Pink Elephant; Kurt Bergmans , Chief Operations Officer Asia Pacific & Japan, Getronics; Kashif Khan , Senior Manager, Technology Service Management, Standard Chartered Bank & Des Burke , Head of IT&S Service Management, BP

Wednesday, 10 September 2014	
9:00a.m. – 10:00a.m.	General Session: Troy DuMoulin "Tips For Cementing Organisational Change"
10:15a.m. – 11:15a.m.	Track 4 <i>Knowledge Management For Real</i> Paul Jay , Service Quality Innovator, Service Quality
11:25a.m. – 12:25p.m.	Track 1 <i>5 Critical Actions For IT Service Management Leaders</i> David Ratcliffe , President, Pink Elephant
1:25p.m. – 2:25p.m.	Track 2 <i>How To Establish A Service Management Office</i> Kashif Khan , Senior Manager, Technology Service Management, Standard Chartered Bank
2:35p.m. – 3:35p.m.	Track 3 <i>Is The Service Desk Dead?</i> Facilitator: David Ratcliffe , President, Pink Elephant Panellists: David Birkenbach , Senior Solution Manager – SAP ITSM & Vijaya Shanker , Senior Vice President of Technology & Product Management, Symphony SUMMIT
3:45p.m. – 4:45p.m.	Closing Session: David Ratcliffe "8 Key Traits Of An IT Service Management Superhero!"
4:45p.m. – 5:00p.m.	Lucky Draw & Closing Remarks

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