

**NEW EVENT! EARLY BIRD ENDS MAY 25TH**

**1st Annual  
IT Service  
Management  
Leadership  
Forum**



**Scottsdale, AZ  
August 16-17, 2012**

A must-attend event for anyone charged with implementing any aspect of ITSM process improvement programs.

The unique program features multi-tracks with 90-minute roundtable discussion style sessions, addressing 24 of today's most pressing ITSM issues.

[www.pinkelephant.com](http://www.pinkelephant.com)



**PRE-FORUM COURSES  
AUGUST 13-15**

**ITSM LEADERSHIP FORUM  
AUGUST 16-17**

**POST-FORUM COURSES  
AUGUST 20-24**

## 1ST ANNUAL IT SERVICE MANAGEMENT LEADERSHIP FORUM

SCOTTSDALE, AZ  
AUGUST 16-17, 2012

### “PINKFORUM12”

The 2-day program features multi-tracks of unique 90-minute sessions where you'll hear Subject Matter Experts present their views and recommendations and engage you in roundtable discussions.

#### 24 Burning Issues!

As the ITSM functions in many organizations come under increased scrutiny and pressures, the objective of PinkForum12 is to provide today's ITSM Leaders with essential awareness, insights, guidance and strong advice for ensuring that critical issues are being addressed. Risks need to be mitigated, costs need to be cut, quality needs to be improved, and opportunities need to be seized.

#### PinkForum12 Program – Notice The Difference!

The format for the Forum is different from any previous Pink event. No “death by PowerPoint” here! All sessions are 90-minute roundtable discussions that include a Pink facilitator and a panel of practitioner Subject Matter Experts (IT leaders) and industry luminaries.

#### Who Should Attend?

- IT VPs/Directors
- IT Service and Support Managers
- IT Infrastructure Managers
- Service Desk Managers and Team Leads
- Process Owners
- Senior Analysts
- Quality Managers/Service Level Managers
- ITSM Project Managers and Team Leads
- Anyone seeking to positively influence others to implement change

Pre-Forum Courses	
ITIL® Foundations	August 13-15
ISO/IEC 20000 Foundation	August 13-15
ITIL Manager: Service Strategy	August 13-15
ITIL Manager: Service Design	August 13-15
ITIL Manager: Service Transition	August 13-15
ITIL Manager: Service Operation	August 13-15
ITIL Manager: Continual Service Improvement	August 13-15
ITIL Practitioner: How To Conduct An IT Service Management Process Assessment	August 14-15
ITIL Practitioner: How To Define & Implement A CMDB According To ITIL Best Practices	August 14-15
Lean IT Foundations – Using Lean Principles For Continual Service Improvement	August 14-15
Problem Management – Root Cause Analysis Workshop	August 14-15
IT Service Management Strategic Roadmap	August 15
IT Service Management Implementation Roadmap	August 14-15

Post-Forum Courses	
COBIT® Fundamentals	August 20-21
PRINCE2® Foundation: Tools For Successful Project Management Implementation	August 20-22
PRINCE2 Practitioner: Using Case Studies To Master Project Management	August 23-24
ITIL Practitioner: Operational Support & Analysis	August 20-23
ITIL Practitioner: Release, Control & Validation	August 20-23
ITIL Practitioner: Service Offerings & Agreements	August 20-23
ITIL Practitioner: Planning, Protection & Optimization	August 20-23
Managing Across The Lifecycle	August 20-23
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices	August 20-22

Visit our website for all details, including the Early Bird offer, full agenda, session descriptions, and descriptions for the pre- and post-Forum courses.

[www.pinkelephant.com](http://www.pinkelephant.com)

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START	END	#	SESSION TITLE
<b>DAY 1</b>			
7:45 a.m.	8:30 a.m.		<b>Conference Registration &amp; Breakfast</b>
8:30 a.m.	9:10 a.m.	1	<b>Welcome &amp; Opening General Session: Vision, Strategy &amp; Leadership In IT Service Management</b> David Ratcliffe, President, Pink Elephant
9:10 a.m.	9:20 a.m.		<b>Comfort Break</b>
9:20 a.m.	10:50 a.m.	2A	<b>What Can I Do To Improve On The High Failure Rate Of ITSM Projects?</b> Facilitated By: Gary Case & Graham Price, Principal Consultants, Pink Elephant Guest Subject Matter Experts: Elaine Lauritzen, Managing Director, Production Services, Brigham Young University & Ben Cody, Vice President of Service Management Solutions, Serena Software
9:20 a.m.	10:50 a.m.	2B	<b>How Can We Shift From A Technology Focus To A Service Focus?</b> Facilitated By: Troy DuMoulin, AVP, Strategic Solutions & Rae Garrett, Principal Consultant, Pink Elephant Guest Subject Matter Expert: Brian Newcomb, Associate Director, Ohio State University
9:20 a.m.	10:50 a.m.	2C	<b>Because Of The Mobility &amp; Portability Of Many End Point Devices, Security Is An Increasing Concern – What Can We Do About It?</b> Facilitated By: George Spalding, Executive Vice President & Martin Erb, Director, Professional Services, Pink Elephant
10:50 a.m.	11:10 a.m.		<b>Refreshment Break</b>
11:10 a.m.	12:40 p.m.	3A	<b>How Do We Prove The Business Value Of IT?</b> Facilitated By: Jack Probst, Principal Consultant & Anil Dissanayake, IT Management Consultant, Pink Elephant Guest Subject Matter Expert: Den Jones, Senior Manager of IT Service Management, Adobe Systems
11:10 a.m.	12:40 p.m.	3B	<b>Do Frameworks &amp; Standards Get In The Way Of Serving Customers?</b> Facilitated By: George Spalding, Executive Vice President & Jennifer Wels, IT Management Consultant, Pink Elephant Guest Subject Matter Expert: Anthony Krasinski, Section Manager, IT Service Management, Erie Insurance
11:10 a.m.	12:40 p.m.	3C	<b>New Rules, New Roles, New People – New Organization For ITSM?</b> Facilitated By: Troy DuMoulin, AVP, Strategic Solutions & Brenda Iniguez, Strategic Business Development, Pink Elephant Guest Subject Matter Expert: Elaine Lauritzen, Managing Director, Production Services, Brigham Young University
12:40 p.m.	1:40 p.m.		<b>Lunch Break</b>
1:40 p.m.	3:10 p.m.	4A	<b>People Continually Come &amp; Go In IT, How Do We Retain Our ITSM Knowledge?</b> Facilitated By: Rae Garrett, Principal Consultant, & Brenda Iniguez, Strategic Business Development, Pink Elephant Guest Subject Matter Expert: Brian Newcomb, Associate Director, Ohio State University
1:40 p.m.	3:10 p.m.	4B	<b>What's The Perspective &amp; Challenges Of Managing A Diverse Supplier Group?</b> Facilitated By: George Spalding, Executive Vice President & Troy DuMoulin, AVP, Strategic Solutions, Pink Elephant
1:40 p.m.	3:10 p.m.	4C	<b>How Do We Provide Transparency Into The Cost Of IT Services To Business Leaders?</b> Facilitated By: Jack Probst, Principal Consultant & Anil Dissanayake, IT Management Consultant, Pink Elephant Guest Subject Matter Expert: Den Jones, Senior Manager of IT Service Management, Adobe Systems
3:10 p.m.	3:30 p.m.		<b>Refreshment Break</b>
3:30 p.m.	5:00 p.m.	5A	<b>Does ITSM Have A Leadership Role In Managing Corporate Social Media Activities?</b> Facilitated By: George Spalding, Executive Vice President & Martin Erb, Director, Professional Services, Pink Elephant Guest Subject Matter Expert: Phil Day, Chief, National Institutes of Health IT Service Desk
3:30 p.m.	5:00 p.m.	5B	<b>What Does Today's ITSM Leader Need To Know About The Cloud?</b> Facilitated By: Troy DuMoulin, AVP, Strategic Solutions & Graham Price, Principal Consultant, Pink Elephant
3:30 p.m.	5:00 p.m.	5C	<b>Why Do I Need A CMDB When I Have IT Asset Management?</b> Facilitated By: Jack Probst, Principal Consultant & Anil Dissanayake, IT Management Consultant, Pink Elephant Guest Subject Matter Expert: Anthony Krasinski, Section Manager, IT Service Management, Erie Insurance
5:00 p.m.	6:30 p.m.		<b>Networking Reception</b>

### PinkForum12 Session Descriptions

To read full descriptions for the sessions being presented at PinkForum12, visit our website.

DAY 2			
8:00 a.m.	8:30 a.m.		<b>Conference Networking Breakfast</b>
8:30 a.m.	10:00 a.m.	6A	<b>What Are The Most Meaningful ITSM Metrics – &amp; How Can They Be Used?</b> Facilitated By: Gary Case & Graham Price, Principal Consultants, Pink Elephant Guest Subject Matter Expert: Anthony Krasinski, Section Manager, IT Service Management, Erie Insurance
8:30 a.m.	10:00 a.m.	6B	<b>How Can We Demonstrate ROI When Adopting A Best Practice Framework (Such As ITIL Or COBIT Or Six Sigma, etc)?</b> Facilitated By: Troy DuMoulin, AVP, Strategic Solutions & Jennifer Wels, IT Management Consultant, Pink Elephant Guest Subject Matter Expert: Den Jones, Senior Manager of IT Service Management, Adobe Systems
8:30 a.m.	10:00 a.m.	6C	<b>What Does “Bring Your Own Device (BYOD)” Do To Your IT Strategy?</b> Facilitated By: George Spalding, Executive Vice President & Anil Dissanayake, IT Management Consultant, Pink Elephant Guest Subject Matter Expert: Phil Day, Chief, National Institutes of Health IT Service Desk
10:00 a.m.	10:20 a.m.		<b>Refreshment Break</b>
10:20 a.m.	11:50 a.m.	7A	<b>Continual Service Improvement – Pipedream Or Possibility?</b> Facilitated By: Gary Case, Principal Consultant & Martin Erb, Director, Professional Services, Pink Elephant
10:20 a.m.	11:50 a.m.	7B	<b>Is There A Right Way To Manage The Growing Impatience Of The Business With The Speed Of Rolling Out IT Services?</b> Facilitated By: Jack Probst & Graham Price, Principal Consultants, Pink Elephant Guest Subject Matter Expert: Brian Newcomb, Associate Director, Ohio State University
10:20 a.m.	11:50 a.m.	7C	<b>Will Development &amp; Operations Ever Really Get Along?</b> Facilitated By: Troy DuMoulin, AVP, Strategic Solutions & Rae Garrett, Principal Consultant, Pink Elephant Guest Subject Matter Expert: Anthony Krasinski, Section Manager, IT Service Management, Erie Insurance
11:50 a.m.	12:50 p.m.		<b>Lunch Break</b>
12:50 p.m.	2:20 p.m.	8A	<b>The Future Of The Service Desk: Is It Going Away, Changing Or Staying The Same?</b> Facilitated By: Gary Case, Principal Consultant & George Spalding, Executive Vice President, Pink Elephant Guest Subject Matter Expert: Elaine Lauritzen, Managing Director, Production Services, Brigham Young University
12:50 p.m.	2:20 p.m.	8B	<b>Should ITSM Tools Be Located On Premise Or In The Cloud As SaaS?</b> Facilitated By: David Ratcliffe, President & Martin Erb, Director, Professional Services, Pink Elephant Guest Subject Matter Expert: Phil Day, Chief, National Institutes of Health IT Service Desk
12:50 p.m.	2:20 p.m.	8C	<b>How Do We Ensure What We Supply As IT Services Are Aligned To The Demands Of The Business?</b> Facilitated By: Troy DuMoulin, AVP, Strategic Solutions & Anil Dissanayake, IT Management Consultant, Pink Elephant
2:20 p.m.	2:40 p.m.		<b>Refreshment Break</b>
2:40 p.m.	3:10 p.m.	9A	<b>What Emerging Technologies Will I Be Worrying About Next Year?</b> Facilitated By: George Spalding, Executive Vice President & Martin Erb, Director, Professional Services, Pink Elephant
2:40 p.m.	3:10 p.m.	9B	<b>What Are The CSFs &amp; Important Considerations For Implementing A New ITSM Tool?</b> Facilitated By: Jack Probst, Principal Consultant & Jennifer Wels, IT Management Consultant, Pink Elephant
2:40 p.m.	3:10 p.m.	9C	<b>When People Resist Change: What Can I Do About It?</b> Facilitated By: Gary Case & Rae Garrett, Principal Consultants, Pink Elephant Guest Subject Matter Expert: Elaine Lauritzen, Managing Director, Production Services, Brigham Young University
3:10 p.m.	3:20 p.m.		<b>Comfort Break</b>
3:20 p.m.	4:30 p.m.	10	<b>Closing General Session: ITSM Leadership: You Don't Need To Be In Charge To Get Results</b> David Ratcliffe, President, Pink Elephant

**Energize Your Team!**  
Send a team of 3 or more and save 33%!  
See page 7 for details on all discounts.

## AT PINKFORUM12, WE BRING YOU THE BEST OF THE BEST!

### Pink Subject Matter Experts

Pink has the experts the industry is buzzing about. Our “Pinkers” are highly respected and acclaimed around the world, and are sought after for their extraordinarily deep level of knowledge and expertise.



**David Ratcliffe**  
President, Pink Elephant

A highly accomplished business and IT professional, David is considered one of the leading authorities in the areas of ITIL and ITSM. A regular presenter at conferences around the world including North America, Europe, the Middle East, Asia, Australia and New Zealand, David is highly respected for his insightful and practical solutions to real-life business and IT Management issues.



**George Spalding**  
Executive Vice President, Pink Elephant

George Spalding is the co-author of ITIL V3’s *Continual Service Improvement* core volume, and is one of the world’s most engaging ITSM experts. In addition to his extensive commitment to improving the industry, George spent several years as a consultant to the White House on technical presentations and White House conferences. George has achieved ITIL Service Manager certification, is a regular author of IT articles and white papers, and is a presenter at global ITSM conferences and events.



**Troy DuMoulin**  
AVP, Strategic Solutions, Pink Elephant

Troy DuMoulin is a leading ITIL and ITSM authority with a solid and rich background in executive IT management consulting. Troy holds the ITIL Service Manager and Expert certifications and has extensive experience leading global ITSM programs. He is a frequent speaker at ITSM events all over the world and is a contributing author to multiple ITSM books, papers and official ITIL publications including *ITIL’s Planning To Implement IT Service Management* and *Continual Service Improvement*.



**Jack Probst**  
Principal Consultant, Pink Elephant

An ITIL Expert, Jack previously served as the senior leader of a major, award winning ITIL implementation initiative at a major insurance organization. He possesses decades of experience in IT process development and implementation, IT and business strategic alignment, business operations and general management. Additionally, Jack is a seasoned speaker and graduate-level educator, and is a member of the (itSMF) Academic Sub Committee and he was recognized with the 2007 Industry Knowledge Contribution Award. Jack is also currently serving as the ISO JTC1/SC7 US Task Group lead focused on ITSM (ISO/IEC 20000 standards series).



**Gary Case**  
Principal Consultant, Pink Elephant

Gary Case is the co-author of ITIL V3’s *Continual Service Improvement* core volume, and is a 30-year IT veteran, which includes serving as the Director of Training for Help Desk Institute (HDI). As a Principal Consultant and ITIL Expert, currently the highest ITIL certification, Gary specializes in providing strategic process consulting, business alignment, project management, and training to IT professionals across all industries. Gary is also a very popular speaker and he presents ITSM and ITIL-related sessions to audiences at major events worldwide.



**Anil Dissanayake**  
IT Management Consultant, Pink Elephant

Anil has over 20 years of senior IT management experience in a variety of industries, from insurance to financial services. Possessing the highest level of ITIL certification currently available (ITIL Expert), Anil has hands-on experience leading process improvement programs from inception to full implementation. Recognized as an industry leader, Anil received Pink Elephant’s ITIL Practitioner Of The Year Award in 2005, prior to joining Pink Elephant.



**Graham Price**  
Principal Consultant, Pink Elephant

In addition to holding the ITIL Expert Certificate and PMP, Graham possesses a wealth of knowledge and experience gained in a management career spanning over 25 years in the financial services and call center industries as well as in ITSM. Pink’s customers appreciate Graham’s very practical real-world guidance.



**Jennifer Wels**  
IT Management Consultant, Pink Elephant

Jennifer is one of Pink’s most experienced and sought after trainers. Drawing on her vast expertise with COBIT, ITIL, as well as her in-depth knowledge of PRINCE2 Project Management methodology, Jennifer receives high praise from customers for her ability to combine her deep knowledge of theory with here’s-what-really-happens-in-the-real-world practical know how.



**Rae Garrett**

Principal Consultant, Pink Elephant

Rae holds ITIL Expert certification and has very extensive hands-on experience. Her business management experience includes leading the following process teams: Change Management, Incident Management, Problem Management, Service Asset & Configuration Management, and she has also led organizational culture transformation teams.



**Martin Erb**

Director, Professional Services, Pink Elephant

As a practitioner in a large international financial institution, Martin's organization was one of the first to embrace ITIL best practices. He has more than 30 years of IT experience, and this rich background is combined with Martin's very deep knowledge of LEAN, ITSM and other best practice frameworks.



**Brenda Iniguez**

Strategic Business Development, Pink Elephant

Brenda is a certified ITIL expert and a highly experienced senior IT practitioner with first hand experience overseeing major IT projects and high performance teams in Fortune 100 companies. In addition, she was also selected for the TSO V3 ITIL Live Content Review Group, a panel of 11 worldwide ITIL experts. She is very well versed in Service Management disciplines and has also spent major parts of her career focusing on the people side of IT and organizational change.

## Guest Subject Matter Experts

We are very pleased to have the following highly respected and successful IT practitioners and representatives from the vendor community on hand as panelists. Each will participate in sessions as described in the Agenda-At-A-Glance. They'll provide you with real-world insights and here's-how-we-did-it guidance based on their extensive practical experience.



**Elaine Lauritzen**

Managing Director, Production Services, Brigham Young University

Brigham Young University (BYU) is one of the oldest and largest universities in the US with over 40,000 students and faculty users. During BYU's 9-year ITIL and ITSM journey, Elaine has played a key leadership role. She is a passionate and dedicated IT leader who is Pink Elephant's 2009 ITIL Practitioner Of The Year Award winner.



**Brian Newcomb**

Associate Director, Ohio State University

Recipients of Pink Elephant's 2010 ITIL Project Of The Year Award, and one of the largest universities in the world with over 64,000 students and faculty, OSU has many ITSM successes to share. Brian himself is the winner of Pink Elephant's 2011 Practitioner Of The Year Award, and in his leadership role has led teams who have successfully completed many process improvement initiatives.



**Anthony Krasinski**

Section Manager, IT Service Management, Erie Insurance

Erie Insurance is one of the most respected financial services companies in the US with over 4 million policy holders, and employing close to 5,000 people in 11 states across the northeast. Tony has over 25 years of IT experience in a variety of areas from programming, Service Desk Management and IT Service Management. His leadership scope includes Service Desk Management and ITSM including responsibility for Incident, Problem, Change, Asset and Release Management.



**Phil Day**

Chief, National Institutes of Health IT Service Desk

Phil has over 15 years' experience in IT management and business support. Shifting to the public sector in 1999, he arrived at the National Institutes of Health (NIH) to work in IT Support as a tier one help desk agent. Over several years of transformative organizational change, Phil now heads NIH's very large and multi-layered consolidated IT Service Desk. A very passionate ITSM champion, Phil has led his teams through many successful ITSM and ITIL initiatives during the past few years.



**Den Jones**

Senior Manager of IT Service Management, Adobe Systems

Den is responsible for driving the transformation of Adobe's IT Service Management practice. Den brings over 20 years of experience delivering IT infrastructure services to this role. Prior to Adobe he has held various management, engineering and consulting roles across different industries including manufacturing, financial services and software. He is known for being passionate about leveraging processes to improve performance and productivity while maintaining a laser focus on delivering business value.



**Ben Cody**

Vice President of Service Management Solutions, Serena Software

Ben has a broad background in information technology, with more than 17 years of experience in product development and product management. Prior to joining Serena, Ben was the Senior Director of Product Management for BMC's Service Management product family, including the Remedy product line and has previously held key positions within product organizations at Global 360, Peregrine Systems, and Texas Instruments.

## VENUE INFORMATION

PinkForum12 will be presented at the Fairmont Scottsdale Princess, Scottsdale, AZ – the ultimate desert oasis!

To reserve your room, at a very special rate of \$109 (plus tax and applicable fees), contact the hotel directly at 1-800-344-4758 and make sure to indicate you are attending Pink Elephant's event to get the special event rate. To obtain this special rate, attendees must call by July 12th. Subject to availability.

## REGULAR FEE

After the early bird ends May 25th, the full individual fee is \$1,495 USD.

## EARLY BIRD DISCOUNT

Register and pay before May 25th, 2012 and receive a \$200 discount.

## TEAM DISCOUNTS

Send a team and save!

For teams, register 3 attendees or more from the same organization, and each one receives a 33% discount.

## SUBSTITUTIONS & CANCELLATIONS

You can cancel until July 16th, 2012. No refunds or credits after July 16th, 2012; however, substitutions can be made at any time. Cancellations must be made in writing.

Pink Elephant reserves the right to cancel or reschedule workshops or events.

## TO REGISTER

Choose one of the following options:

- Phone: 1-888-273-PINK
- E-mail: registrations@pinkelephant.com
- E-mail: info@pinkelephant.com
- Online: www.pinkelephant.com/PinkForum12

## QUESTIONS?

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

## IT SERVICE MANAGEMENT LEADERSHIP FORUM – DISCUSSION BOARD

There's no need to wait until PinkForum12 to share your thoughts. Get connected – start the discussion now!

Go to our online Discussion Board and share your insights and opinions, asks questions, learn from others, and much more. Even if you don't attend PinkForum12, make your voice heard – we'll incorporate all major discussion points into the sessions. And, the IT Service Management Leadership Discussion Board will continue after PinkForum12 to keep the dialogue and exchange going.

To participate on the Discussion Board, visit [www.pinkelephant.com/PinkForum12](http://www.pinkelephant.com/PinkForum12)

## ALL ATTENDEES RECEIVE A REPORT!

A Pink Scribe will record all items of research highlighted by the Experts as well as dynamically include the discussion, questions and answers, conclusions and recommendations from the whole group. This knowledge and collective wisdom from every session will be published in the "2012 ITSM Leadership Report" and made available to all participants at no additional charge after the event.

## EXHIBITION SHOWCASE

Gain valuable insight into the constantly changing world of IT Service Management focused services and products. PinkForum12 will showcase many leading edge organizations from the vendor community.

For a complete list of exhibitors, visit [www.pinkelephant.com](http://www.pinkelephant.com).

## PINKFORUM12 PROFILED SPONSOR:



Serena Software is the recipient of the 2011 Innovation Of The Year Award presented each year at Pink's annual ITSM conference.

## Get Involved!

To inquire about exhibiting, call Lisa Lyons, 1-888-273-PINK ext. 228.



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