

EARLY BIRD ENDS MAY 30TH

3rd Annual

IT Service Management Leadership Forum

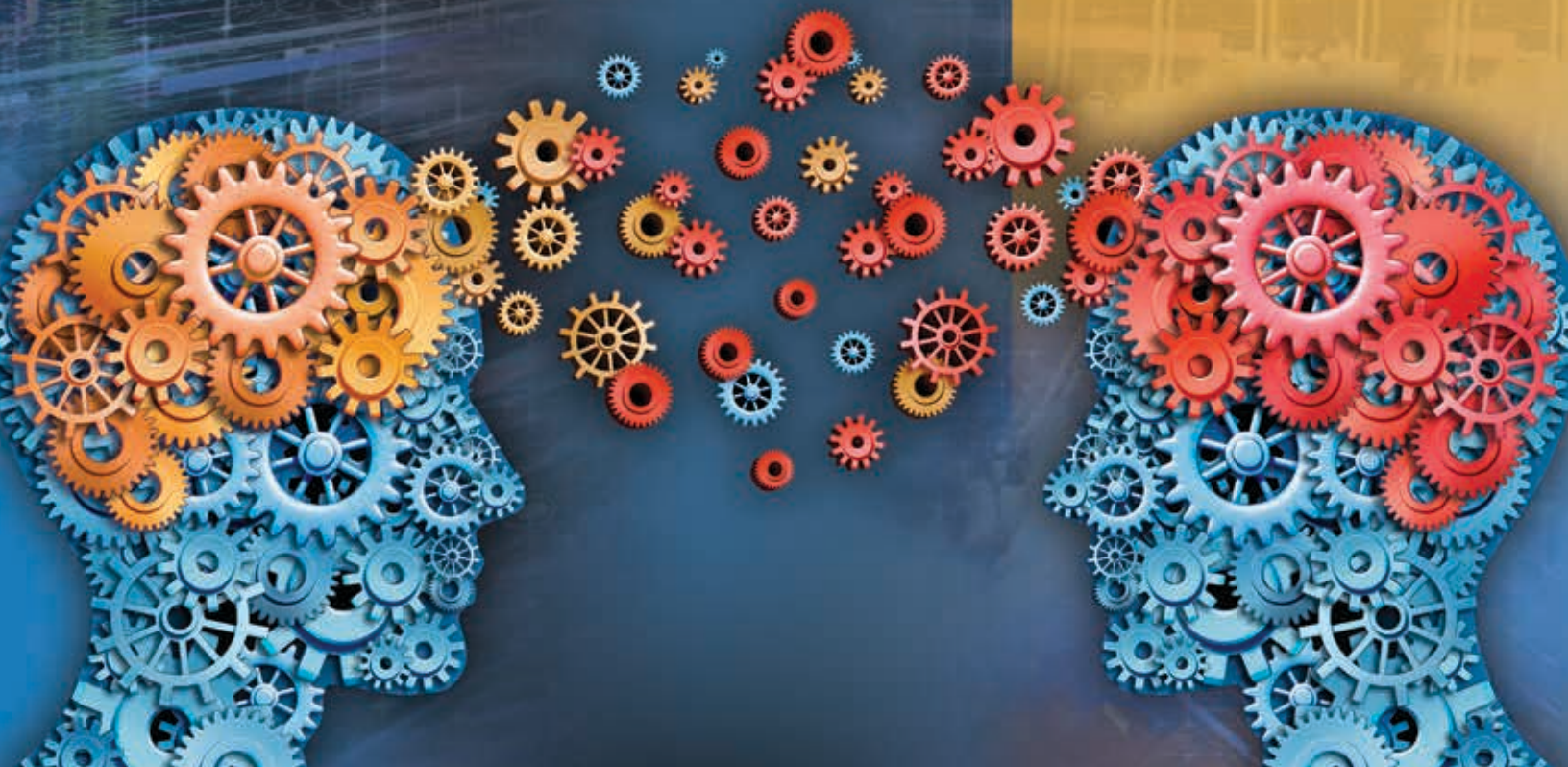
“PinkFORUM14”

Scottsdale, AZ ▶ August 18-19, 2014



*“I’ve attended many
IT events. This was
excellent and
absolutely one of the
most meaningful
and relevant.”*

– PinkFORUM13 Attendee



PinkFORUM14
AUGUST 18-19

PinkFORUM14 COURSES
AUGUST 18-22

3rd Annual IT Service Management Leadership Forum

“PinkFORUM14”

Scottsdale, AZ ▶ August 18-19, 2014

Join us for “PinkFORUM14” – a must-attend event for IT leaders charged with influencing those around them to implement change and achieve positive business results.

The unique program features multiple tracks with case studies from CIOs and senior IT managers, roundtable discussions addressing many of today’s most pressing IT Service Management (ITSM) issues, and Pink University sessions delivered by Pink’s world renowned senior consultants and business leaders.

PinkFORUM14 aims to provide today’s IT leaders with essential awareness, insights and guidance for ensuring that critical issues related to ITSM process implementations are being addressed, including Lean IT, Agile, ITIL®, COBIT® and other frameworks, standards and models.

Don’t miss this opportunity to engage in this extraordinary and one-of-a-kind industry experience.

Who Should Attend?

- C-Level IT Leaders
- IT Service & Support Managers
- IT Infrastructure Managers
- Service Desk/Service Operation Managers
- Process Owners
- Senior Analysts
- Quality Managers/Service Level Managers
- Project Managers

... And, anyone seeking to positively influence others to implement change.

About Pink Elephant

Each year Pink Elephant presents must-attend ITSM conferences and leadership forums that bring together IT professionals from around the world. With a pioneering 30 year history, we are a global leader in ITIL expert-led consulting and ITSM best-practice education. Pink Elephant also offers a vast array of products and services, such as business simulation workshops and online implementation tools, to help you meet all your IT and business goals.

PinkFORUM14 Courses

Maximize your PinkFORUM14 experience by taking one of these courses.

PinkFORUM14 Courses	
ITIL Capability Certification	
ITIL Operational Support & Analysis	August 18-22
ITIL Release, Control & Validation	August 18-22
ITIL Service Offerings & Agreements	August 18-22
ITIL Planning, Protection & Optimization	August 18-22
Post-PinkFORUM14 Courses	
ITIL Foundation Certification	
ITIL Foundation	August 20-22
ITIL Lifecycle Certification	
ITIL Service Strategy	August 20-22
ITIL Service Design	August 20-22
ITIL Service Transition	August 20-22
ITIL Service Operation	August 20-22
ITIL Continual Service Improvement	August 20-22
COBIT Certification	
COBIT 5 Foundation	August 20-22
Lean IT Certification	
Lean IT Foundation: Using Lean Principles For Continual Service Improvement	August 20-21
“How To” Instructional Workshops	
How To Define & Implement A Service Catalog	August 20-21
How To Define & Implement A CMDB According To ITIL Best Practices	August 20-21
Problem Management: Root Cause Analysis Workshop	August 20-21
IT Service Management Strategic Roadmap	August 20
NEW! The ITSM Leadership MasterClass	August 20

For course descriptions and fees, please visit our website.

Many courses can be delivered online too!



Tribal Leadership

Dave Logan

Author, Co-Founder & Senior Partner, CultureSync

#1 Bestselling Author & Leadership Expert

Dave currently teaches leadership and negotiation in the USC Executive MBA (ranked fifth in the world). Most leaders agree that culture is the critical factor in performance, but can’t define, measure, or change it. Dave’s book, *Tribal Leadership* (*New York Times*, *Wall Street Journal* and *USA Today* bestseller) and its teachings show two simple steps – diagnosis and then the best treatment that leaders take to build cultures that can do things most people think are impossible: out-innovating, outperforming, creating an immunity to scandals, and having mountains of fun in the process.

Identity & The Leader

Ed Marx

CIO, Texas Health Resources



Award Winning CIO

Ed is the winner of *Pink’s 2013 IT Leader of the Year Award*, and the *John E. Gall Jr. CIO of the Year Award*. He is a highly respected senior IT leader both within and outside the health care industry. Ed and his teams have won numerous accolades for their business minded approach. What is Ed’s winning formula and what are the contributing factors to his IT organization’s success? Ed will highlight how identity must be rooted in core values that never change, and that building an identity as a senior leader must be focused on establishing effective teams and mentoring future leaders to do likewise.



Hope Is Not A Plan – Aligning Your Leadership & Business Strategies To Compete & Win

Dr. Tasha Eurich

Organizational Psychologist, Speaker & Author

Celebrated Academic & Ranked A Top 100 Thought Leader

In 2013, Dr. Eurich was honored as one of Denver Business Journal’s “40 under 40” rising stars in business. In 2014, she was named a Top 100 Thought Leader by Trust Across America alongside the likes of Stephen Covey, Jim Kouzes, and Bill George. Good leaders create economic value for organizations—and poor leaders leave a trail of carnage in their wake. A recent Deloitte study indicates that senior executives report that their ability to develop leaders is one of their top risks in the coming years. Dr. Eurich will take you through a process to learn whether your company’s strategy to build its leaders will have the intended effects.

How To Translate Big Data Into Big Information & Deliver Business Value!

Becky Wanta

CEO & President, RSWIC Consulting & Former CIO, MGM Resorts International



Ranked in Top 200 CIOs

Becky was ranked in the Top 50 Female CIOs, and Top 200 CIOs for 2012 by ExecRank. In her former role as CIO, MGM Resorts International (MGMRI), she led the implementation of MLife. MLife was not a “Loyalty Program,” but a 360-degree evaluation of the customer across MGMRI’s entire assets-based portfolio. In her role as the Senior Executive for technology, Becky partnered with her CMO, developed and executed a successful strategy to take disparate, structured and unstructured data from multiple sources and translated it into useful information to support MGMRI’s business goals to “wow” their customers; drive customer value and build repeat business.

Track 1 – Pink University
Industry experts, including Pink’s own highly acclaimed senior consultants, present value-added practical guidance about business best practices, ITSM strategic management, and IT leadership.

Track 2 – Case Studies
Real-life and highly seasoned CIOs and IT leaders share their experiences, tried-and-true solutions, and ITSM successes.

Track 3 – Exhibitor Showcase & Thought Leadership
Exhibiting organizations present insights about IT strategic management and the ever-changing technological landscape.

Track 4 – Panel Discussion Forums
Bring your most pressing questions and challenges to share with the expert panelists. These facilitated, open discussion sessions include a wide range of industry professionals from all areas of the IT spectrum – the vendor community, CIOs, senior IT leaders, and IT luminaries.

SUNDAY, AUGUST 17, 2014

3:00 p.m. - 5:00 p.m.: **SUNDAY PRIMER**

IT Governance: What Is It? Why Is It So Important? What Do IT Leaders Need to Know About It
Facilitator: **David Ratcliffe**, President, Pink Elephant

Panelists:
Rob England, The IT Skeptic, Author, Managing Director, Two Hills Limited; **Troy DuMoulin**, VP, Research, Innovation & Product Development, Pink Elephant & **Jack Probst**, Principal Consultant, Pink Elephant

5:00 p.m. - 6:30 p.m.: **WELCOME RECEPTION**

MONDAY, AUGUST 18, 2014

7:00 a.m. - 8:30 a.m.: **CONTINENTAL BREAKFAST**

8:30 a.m. - 8:40 a.m.: **WELCOME & OPENING COMMENTS**

8:40 a.m. - 9:40 a.m.:

OPENING KEYNOTE: DAVE LOGAN – TRIBAL LEADERSHIP

9:40 a.m. - 10:00 a.m.: **REFRESHMENT BREAK**

10:00 a.m. - 11:00 a.m.:

TRACK 2	TRACK 3	TRACK 4
<p>The Football Strategy Model For ITSM Transformation Mark Moran, Global IT Operations (GIO) Manager Service Management Architecture, John Deere</p>	<p>Winning The Hearts & Minds Of People – The Path To True Service Management David Mainville, CEO & Co-Founder, Navvia</p>	<p>Should IT Be Run As A Business Within A Business? Facilitator: Jack Probst, Principal Consultant, Pink Elephant Panelists: Troy DuMoulin, VP, Research, Innovation & Product Development, Pink Elephant N. Dean Meyer, Author, Internal Market Economics Stephen Wrenn, Global VP, Application Services, Johnson & Johnson</p>

11:00 a.m. - 11:15 a.m.: **COMFORT BREAK**

11:15 a.m. - 12:15 p.m.:

TRACK 1	TRACK 2	TRACK 4
<p>What Leaders Need To Know About Money & Time: Budgeting, Service Costing, Demand Management & Cost Recovery N. Dean Meyer, Author, Internal Market Economics</p>	<p>Painting Onto The Service-Based IT Portfolio Canvas Cory Shouse, VP, IT, AmerisourceBergen Specialty Group</p>	<p>Conflicting Loyalties! How To Establish Process Ownership In A Highly Distributed Matrix Organization Facilitator: Gary Case, Principal Consultant, Pink Elephant Panelists: Troy DuMoulin, VP, Research, Innovation & Product Development, Pink Elephant Michele Gough, Director, IT Service Management, AmerisourceBergen Cindy Trudeau, Director, IT Technical and Operational Services, Presbyterian Healthcare Services</p>

12:15 p.m. - 1:15 p.m.: **LUNCH**

1:15 p.m. - 2:15 p.m.:

TRACK 1	TRACK 2	TRACK 3
<p>The Strategic Value Of Lean IT Jack Probst, Principal Consultant, Pink Elephant</p>	<p>The Future Of Application Delivery Stephen Wrenn, Global VP, Application Services, Johnson & Johnson</p>	<p>The Moneyball Treatment For IT Efficiency Boyd Stowe, Solution Specialist, TeamQuest</p>

2:15 p.m. - 2:30 p.m.: **COMFORT BREAK**

2:30 p.m. - 3:30 p.m.:

TRACK 2	TRACK 3	TRACK 4
<p>A Transformation From Threat To Advantage Through Service Management Tony Krasinski, Section Manager, ITSM, Erie Insurance</p>	<p>Executive Briefings For IT Executives Rich Razon, SVP Business Development, PureShare</p>	<p>The Realities & Myths Of Enterprise IT Governance & Are IT Managers Suffering From Fragmented Leadership? Facilitator: Troy DuMoulin, VP, Research, Innovation & Product Development, Pink Elephant Panelists: Gary Case, Principal Consultant, Pink Elephant Michele Gough, Director, IT Service Management, AmerisourceBergen Cindy Trudeau, Director, IT Technical and Operational Services, Presbyterian Healthcare Services</p>

3:30 p.m. - 3:45 p.m.: **BEVERAGE BREAK**

3:45 p.m. - 5:00 p.m.:

GENERAL SESSION: ED MARX – IDENTITY & THE LEADER

5:00 p.m. - 6:30 p.m.: **NETWORKING RECEPTION**

TUESDAY, AUGUST 19, 2014

7:00 a.m. - 8:30 a.m.: **CONTINENTAL BREAKFAST**

7:15 a.m. - 8:15 a.m.:

BOOKS FOR BREAKFAST	BT1	BOOKS FOR BREAKFAST	BT2	BOOKS FOR BREAKFAST	BT3
<p>Decisive Jack Probst, Principal Consultant, Pink Elephant</p>		<p>Leading Change: Kotter's 8-Step Model Gary Case, Principal Consultant, Pink Elephant</p>		<p>The Five Dysfunctions Of A Team Troy DuMoulin, VP, Research, Innovation & Product Development, Pink Elephant</p>	

8:15 a.m. - 8:30 a.m.: **COMFORT BREAK**

8:30 a.m. - 9:45 a.m.:

GENERAL SESSION: BECKY WANTA – HOW TO TRANSLATE BIG DATA INTO BIG INFORMATION & DELIVER BUSINESS VALUE!

9:45 a.m. - 10:00 a.m.: **BEVERAGE BREAK**

10:00 a.m. - 11:00 a.m.:

TRACK 2	TRACK 3	TRACK 4
<p>Keeping The Momentum Going: Inspiring A Service Evolution Tanya Gullison, Head of Group Functions Systems, Manulife Financial</p>	<p>ITSM Is Killing Your Business! Matt Hooper, VP of Strategy & Client Solutions, Acorio</p>	<p>Your (S)aaS Is On The Line! What Does Today's IT Service Management Leader Need To Know About The Cloud? Facilitator: David Ratcliffe, President, Pink Elephant Panelists: Troy DuMoulin, VP, Research, Innovation & Product Development, Pink Elephant Malcolm Ryder, Principal, Archestra Research</p>

11:00 a.m. - 11:15 a.m.: **COMFORT BREAK**

11:15 a.m. - 12:15 p.m.:

TRACK 1	601	TRACK 2	602	TRACK 4	603
CIOs & The Shock Of The New Malcolm Ryder , Principal, Archestra Research		UnITy – Bringing IT Together To Improve Customer Experience Dana Swanstrom , ITSM Director, EMC		What Type Of Organization Structures Support Service Management? Facilitator: Jack Probst , Principal Consultant, Pink Elephant Panelists: Tony Krasinski , Section Manager, ITSM, Erie Insurance Michele Gough , Director, IT Service Management, AmerisourceBergen Cindy Trudeau , Director, IT Technical and Operational Services, Presbyterian Healthcare Services	

12:15 p.m. - 1:15 p.m.: **LUNCH**

1:15 p.m. - 2:15 p.m.:

TRACK 1	701	TRACK 1	702	TRACK 1	703
What Gregory Peck Can Teach Us About ITSM Leadership – Part 1 David Ratcliffe , President, Pink Elephant George Spalding , Executive VP, Pink Elephant		COBIT – A Strategic Perspective Rob England , The IT Skeptic, Author, Managing Director, Two Hills Limited		Cybersecurity & Business Data Privacy Rebecca Herold , CIPM, CIPP/IT, CIPP/US, CISSP, CISM, CISA, FLMI, Owner & CEO, Rebecca Herold & Associates	

2:15 p.m. - 2:30 p.m.: **BEVERAGE BREAK**

2:30 p.m. - 3:30 p.m.:

TRACK 1	801	TRACK 2	802	TRACK 4	803
What Gregory Peck Can Teach Us About ITSM Leadership – Part 2 David Ratcliffe , President, Pink Elephant George Spalding , Executive VP, Pink Elephant		How Leaders Attract, Develop & Keep Good Talent Preston Abadie , Director of IT, Quicken Loans		The CIO As Service Broker: Crippled Without Supplier Management Facilitator: Jack Probst , Principal Consultant, Pink Elephant Panelists: Troy DuMoulin , VP Research, Innovation & Product Development, Pink Elephant Malcolm Ryder , Principal, Archestra Research Stephen Wrenn , Global VP, Application Services, Johnson & Johnson	

3:30 p.m. - 3:45 p.m.: **COMFORT BREAK**

3:45 p.m. - 4:45 p.m.:

GENERAL SESSION: DR. TASHA EURICH: HOPE IS NOT A PLAN – ALIGNING YOUR LEADERSHIP & BUSINESS STRATEGIES TO COMPETE & WIN

4:45 p.m. - 5:00 p.m.: **CLOSING REMARKS & PRIZE DRAWS**

Sunday Primer

Start your PinkFORUM14 experience early with this value-added panel discussion. Meet, greet, and exchange lively discussions and debates with your fellow attendees before the formal start on Monday morning.

IT Governance: What Is It? Why Is It So Important? What Do IT Leaders Need To Know About It?

Facilitator:
David Ratcliffe,
President, Pink Elephant

Panelists:
Rob England,
The IT Skeptic, Author,
Managing Director,
Two Hills Limited

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

Jack Probst,
Principal Consultant,
Pink Elephant
Ask IT leaders about governance and you'll get different answers. This session helps attendees better understand the components of governance and why it is critical to a high-performing IT organization.

Track 1 – Pink University

Industry experts, including Pink's own highly acclaimed senior consultants, present value-added practical guidance about business best practices, ITSM strategic management, and IT leadership.

What Leaders Need To Know About Money & Time: Budgeting, Service Costing, Demand Management & Cost Recovery

N. Dean Meyer,
Author, Internal Market
Economics

Author N. Dean Meyer will offer a vision of how an internal economy should work, with a fresh, entrepreneurial perspective based on the business-within-a-business paradigm and market economics.

What Gregory Peck Can Teach Us About ITSM Leadership – Parts 1 & 2

David Ratcliffe,
President, Pink Elephant
George Spalding,
Executive VP, Pink Elephant

Pink makes things interesting by using movie clips from *The Guns Of Navarone* to illustrate all of the eight essential steps from Professor Kotter's *Leading Change*.

The Strategic Value Of Lean IT

Jack Probst,
Principal Consultant,
Pink Elephant

Learn what senior leaders need to understand about Lean IT principles and how these can work hand in hand with other framework models to ensure successful and meaningful business results.

CIOs & The Shock Of The New

Malcolm Ryder,
Principal, Archestra Research

The current business climate demands change at the speed of now. How do CIOs get in front of the innovation curve rather than be pushed from behind? Malcolm explains all!

COBIT – A Strategic Perspective

Rob England,
The IT Skeptic, Author,
Managing Director,
Two Hills Limited

Many organizations embrace ITIL as the "default" choice for IT best practices. Rob will present several very significant strategic reasons why the COBIT framework may be an even better option.

Cybersecurity & Business Data Privacy

Rebecca Herold,
Owner & CEO, Rebecca Herold
& Associates

Rebecca will speak about the growing business issue of cybersecurity and its growing urgency driven through trends such as consumization of IT, mobility, the Internet of Things and Cloud Services Adoption.

Books For Breakfast

In these Tuesday morning sessions, some of today's most popular and highly rated business and leadership books will be reviewed.

Decisive

Jack Probst,
Principal Consultant,
Pink Elephant

Decisive tackles decision making, looks at four villains that derail us, and introduces a four-step process designed to counteract these biases – in both our business and personal lives.

Leading Change: Kotter's 8-Step Model

Gary Case,
Principal Consultant,
Pink Elephant

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 Five Dysfunctions Of A Team

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

Troy will review Patrick Lencioni's book, summarize the 5 dysfunctions of a team, give examples of how ITSM project teams go wrong, and provide guidance about how to overcome these barriers.

Track 2 – Case Studies

Real-life and highly seasoned CIOs and IT leaders share their experiences, tried-and-true solutions, and ITSM successes.

The Future Of Application Delivery

Stephen Wrenn,
Global VP, Application
Services, Johnson & Johnson

Steve, an award-winning IT leader, will discuss end-to-end modeling of the application-software delivery process, and the leadership decisions needed along the way to do it right and do it fast.



The Football Strategy Model For ITSM Transformation



Mark Moran,
Global IT Operations (GIO)
Manager Service Management
Architecture, John Deere

Mark will profile his organization's ITSM transformation strategy, nicknamed the "football strategy model", the business results achieved, leadership lessons learned and the organization's future plans.

A Transformation From Threat To Advantage Through Service Management



Tony Krasinski,
Section Manager, ITSM,
Erie Insurance

Tony will provide an overview of the steps taken to improve IT at Erie, and discuss how the new senior leadership team set standards that led to unprecedented performance improvement.

How Leaders Attract, Develop & Keep Good Talent



Preston Abadie,
Director of IT, Quicken Loans

Preston will provide insight into the strategies IT leaders use to engage and motivate their staff to deliver outstanding customer results that landed Quicken top *Computerworld* and *J.D. Power* rankings.

Painting Onto The Service-Based IT Portfolio Canvas



Cory Shouse,
VP, IT, AmerisourceBergen
Specialty Group

Cory will share how his team uses strategic business engagement processes and roles to describe the portfolio of initiatives in a way that captures the imagination of AmerisourceBergen's customers.

Keeping The Momentum Going: Inspiring A Service Evolution



Tanya Gullison,
Head of Group Functions
Systems, Manulife Financial

Tanya will share how she and her team kept IT project ideals and goals alive, and how Manulife's leadership team worked together to maintain momentum during a major transformation journey.

UniTy – Bringing IT Together To Improve Customer Experience



Dana Swanstrom,
ITSM Director,
EMC Corporation

In this session, Dana describes how the EMC IT team united IT and improved the customer experience while EMC's IT business was undergoing enormous change.

Track 3 – Exhibitor Showcase & Thought Leadership

Exhibiting organizations present insights about IT strategic management and the ever-changing technological landscape.

Winning The Hearts & Minds Of People – The Path To True Service Management



David Mainville,
CEO & Co-Founder, Navvia

David will explain that there is far more to a Service Management program than implementing an ITSM tool, and how much of its success lies with your people.

ITSM Is Killing Your Business!



Matt Hooper,
VP of Strategy & Client
Solutions, Acorio

In this visual journey, Matt will walk you through the "why" of ITSM, and what successful organizations will need IT to deliver in the future.

The Moneyball Treatment For IT Efficiency



Boyd Stowe,
Solution Specialist, TeamQuest
Learn how you can continuously operate at the intersection of business performance and IT efficiency by implementing a new approach to predicting IT and business performance.

Executive Briefings For IT Executives



Rich Razon,
VP Business Development,
PureShare

This session will provide senior leaders with guidance on how to present high-value, targeted briefings using best practices to ensure that executive briefings become part of the strategic IT performance management system.

Track 4 – Panel Discussion Forums

Bring your most pressing questions and challenges to share with the expert panelists. These facilitated, open discussion sessions include a wide range of industry professionals from all areas of the IT spectrum – the vendor community, CIOs, senior IT leaders, and IT luminaries.

Should IT Be Run As A Business Within A Business?



Facilitator:
Jack Probst,
Principal Consultant,
Pink Elephant



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



N. Dean Meyer,
Author, Internal Market
Economics



Stephen Wrenn,
Global VP, Application
Services, Johnson & Johnson

As a goal, many IT organizations seek to establish a peer relationship within its business. This session explores the many facets of reaching this goal.

Conflicting Loyalties! How To Establish Process Ownership In A Highly Distributed Matrix Organization



Facilitator:
Gary Case,
Principal Consultant,
Pink Elephant



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



Michele Gough, Director, IT
Service Management,
AmerisourceBergen



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

Establishing effective process ownership is a critical success factor for any organization adopting Service Management practices. This session explores strategies for establishing process governance in a multi-site, multi-organizational and multi-supplier environment.

The Realities & Myths Of Enterprise IT Governance & Are IT Managers Suffering From Fragmented Leadership?



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



Panelists:
Gary Case,
Principal Consultant,
Pink Elephant



Michele Gough,
Director, IT Service
Management,
AmerisourceBergen



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

Winning teams operate under a mission and playbook directed by strong leaders. This panel session will look at the approaches senior leaders can use to make winning IT teams.

Your (S)aaS Is On The Line! What Does Today's IT Service Management Leader Need To Know About The Cloud?



Facilitator:
David Ratcliffe,
President, Pink Elephant



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



Malcolm Ryder,
Principal, Archestra Research

Some criticize that best practice frameworks hardly acknowledge the Cloud, so how can ITSM work in the Cloud? This session will explore this question and more.

The CIO As Service Broker: Crippled Without Supplier Management



Jack Probst,
Principal Consultant,
Pink Elephant



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



Malcolm Ryder,
Principal, Archestra Research



Stephen Wrenn,
Global VP, Application
Services, Johnson & Johnson

This panel session will look at how to effectively integrate suppliers to enable business value and reduce risk through critical IT Management practices such as Supplier Management and Service Level Management.

What Type Of Organization Structures Support Service Management?



Facilitator:
Jack Probst,
Principal Consultant,
Pink Elephant



Panelists:
Tony Krasinski,
Section Manager, ITSM,
Erie Insurance



Michele Gough,
Director, IT Service
Management,
AmerisourceBergen



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

Traditional organizational designs and structures are optimized to support technology specialization, while ITSM focuses on horizontal value delivery. Are these two goals compatible? Join this session to find out!

"The Forum was so good, I've recommended that my boss attend next year."

"The networking aspects of this Forum are as valuable as the sessions. The opportunities to talk with others during lunch and the evening 'mixer' are important."

"I felt that the Forum was extremely relevant and well-coordinated. The speakers were excellent and the subject matter was very timely."



ITSM Leadership MasterClass Scottsdale, AZ ▶ August 20, 2014

David Ratcliffe
President, Pink Elephant

Course Overview

This one-day course is taught in five parts, beginning with an overview on the meaning of “ITSM leadership”, and ending with case studies of how the principles taught were successfully implemented in real-life:

- Part 1: Understanding & Developing Your ITSM Leadership Capabilities
- Part 2: Vision, Strategy & Objectives For ITSM
- Part 3: Empowering Your ITSM Team
- Part 4: Focus On Achieving ITSM Success
- Part 5: Learning From ITSM Success Stories

The Benefits Of This Course

Learn:

- The most valuable leadership characteristics for ITSM
- How to assess your own leadership strengths and weaknesses
- How to encourage personal leadership improvements within your team and amongst co-workers
- How to define “ITSM success” for your organization
- How ITSM objectives should be – and can be – tied to business objectives
- What a good “vision” looks like for an ITSM organization, and an ITSM project
- What “empowerment” really means
- How initial plans only get you going, ongoing adjustments are to be expected, allowed for and followed through
- How to determine the levels of autonomy you should give your team members
- How to define “short-term wins” and maintain focus
- How to identify and deal with risks to our success
- How to maintain the team’s focus on meaningful results
- How to identify opportunities for continual improvements and enhancements to IT services
- How to use a Balanced Scorecard for ITSM

Who Should Attend?

IT professionals who are interested in understanding general leadership core principles, and how they should be applied specifically within the IT Service Management environment.

“Attending this workshop made my investment in time extremely worthwhile.”

19th Annual International IT Service Management Conference & Exhibition “Pink15”

Las Vegas ▶ Bellagio Hotel ▶ February 15-18, 2015

Can’t make it to PinkFORUM14?

Join us at the industry’s #1 ITSM event – Pink15!

Here are just a few speakers already confirmed:



Glenn Leavitt,
Manager, Service Management,
eBay Inc.



Dr. Barbara Rembiesa,
Ph.D., CEO & President,
IAITAM



Joe Hayes,
CIO,
Prudential Group Insurance



Chris Flanagan,
VP, ITSM & Operations,
Prudential Group Insurance



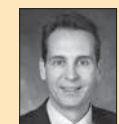
Cathy Kirch,
ITSM Office Delivery Lead/Manager,
Allstate Insurance Company



William Robinson,
Principal Solutions Architect,
Sandia National Laboratories



Harvey Ogden,
Director, Service Delivery,
SPX Corporation



John Livingston,
Senior IT Auditor,
Medical Mutual of Ohio

Visit www.pinkelephant.com/Pink15 for all details.

VENUE INFORMATION

PinkFORUM14 will be presented at the Montelucia Resort & Spa, Scottsdale, Arizona – the quintessential Arizona hotel experience.

To reserve your room, at a very special rate of USD \$133 (plus tax and resort fees), contact the hotel directly at 1-888-627-3010 and make sure to indicate you are attending Pink Elephant’s event to get the special event rate. To obtain this special rate, all attendees must call by July 15th. Subject to availability.

EARLY BIRD OFFERS

Individual Discount

Save \$200! Until May 30, 2014 register for PinkFORUM14, and pay only USD \$1,395.

Team Discount

Send a team and save!

For teams, register 3 attendees or more from the same organization, receive a 30% discount off the regular fee per attendee. A minimum of 3 registrations must be booked and paid for at the same time.

REGULAR FEE – INDIVIDUAL

After the Early Bird ends May 30, 2014, the full individual fee is USD \$1,595.

REGULAR FEE – TEAM

After May 30, 2014, the team discount will be 15% off the regular fee per attendee.

CANCELLATIONS & SUBSTITUTIONS

You can cancel until July 3, 2014. No refunds or credits after July 3, 2014; 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/PinkFORUM14

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, email us at info@pinkelephant.com

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