

# ITSM Process Implementation Roadmap

An industry exclusive 2-day course!

Learn *the right way* to implement ITIL processes from the world's #1 experts!



**Hong Kong  
19-20 April,  
2012**

## **A MUST-ATTEND COURSE!**

The *only* programme of its kind that gives you guidance about implementing IT Service Management best practices according to ITIL.

### ***PLUS...***

Receive many extras, including sample templates, documents, checklists, and forms.

**PINK ELEPHANT IS THE WORLD'S LEADING SERVICE PROVIDER OF IT SERVICE MANAGEMENT CONFERENCES, EDUCATION AND CONSULTING SERVICES.**

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

**“This course is great. The materials can be taken back to my organisation and used immediately. This wasn’t theory, it was practical...”**

## 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.

Visit [www.pinkelephant.com](http://www.pinkelephant.com) for more information.

## Why Attend This Event?

We’re bringing one of our most popular courses to Hong Kong!

To-date, numerous IT managers around the world have benefited from the implementation guidance given in this one-of-a-kind course.

It’s unique – No other event you attend this year provides this much focus about successfully implementing ITIL processes!

No theories or generalities – ITIL certification courses tell you *what* to do, but not *how* to do it! We’ll show you how to take the well-structured approach needed to succeed.



## Stay Connected To Pink

Receive notifications about latest industry news, special offers, early bird discounts, white paper downloads, articles and more.



Email – Sign up for PinkLINK and e-bulletins by visiting [www.pinkelephant.com](http://www.pinkelephant.com) or by calling 800 96 8197



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Education Planner – Hong Kong								
Courses	April	May	June	July	August	September	October	November
<b>Foundation Level Certification</b>								
ITIL Foundations Public Classroom <i>(Official ITIL Foundation Certification)</i>	16 – 18 Hong Kong	28 – 30 Hong Kong		23 – 25 Hong Kong		26 – 28 Hong Kong		5 – 7 Hong Kong
<b>Practitioner Level Certification</b>								
ITIL Practitioner: Operational Support & Analysis <i>(Official ITIL Capability Certification)</i>					13 – 17 Hong Kong			
ITIL Practitioner: Release, Control & Validation <i>(Official ITIL Capability Certification)</i>							8 – 12 Hong Kong	
ITIL Practitioner: Service Offerings & Agreements <i>(Official ITIL Capability Certification)</i>								26 – 30 Hong Kong
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices <i>(Official ITIL Complementary Guidance Course)</i>			27 – 29 Hong Kong					
<b>Non-Certification Courses</b>								
ITIL Practitioner: How To Define & Implement A CMDB According To ITIL Best Practices			25 – 26 Hong Kong					
<b>NEW!</b> ITSM Process Implementation Roadmap	19 – 20 Hong Kong							

Check our website for all 2012 courses and dates.

# ITSM Process Implementation Roadmap

Is there a right way to implement best practices according to ITIL?



Yes! And, Gary will tell you!

This exclusive two-day workshop is the only one in the industry that addresses all the important elements required to successfully implement ITIL based processes in your IT organisation. At Pink Elephant, our decades of experience have taught us that to be successful, ITSM projects must address the integration of specific tasks related to People, Processes and Technology. Many organisations fail by focusing only on the tool or process. While these two components are important, they are enablers and do not deliver results by themselves.

## YOUR INSTRUCTOR

Gary Case is co-author of ITIL's fifth lifecycle book, *Continual Service Improvement (CSI)*. One of the world's most experienced and knowledgeable ITIL experts, Gary has been helping organisations implement ITIL and IT Service Management best practices for over 20 years.

Don't miss this exclusive opportunity to learn from one of the world's foremost ITSM luminaries!

## WHAT YOU WILL LEARN

In this workshop you will receive the critical knowledge needed to successfully set up your project teams, design your processes, configure your tools and deploy your plans to achieve meaningful results.

You'll learn:

- How to build an ITIL process improvement plan
- How to establish an effective project team
- How to conduct a process maturity self-assessment, and why this is very important
- How to establish ongoing process ownership and CSI strategy
- How to successfully integrate process design and tool configuration tasks
- Critical Success Factors for process automation
- Key considerations for establishing a practical communication and training plan
- Practical tips for how to gain agreement and buy-in for your new processes
- How to map roles, ownerships, accountabilities and responsibilities to your process activities

## BONUS! Walk Away With Many Sample Documents, including:

- ITIL process maturity self-assessment and action plan
- Change Management process workflow and Responsible, Accountable, Consulted, and Informed (RACI) matrix
- IT Service Desk health check and action plan
- A sample list of common IT services to jump start your Service Catalog
- Sample SLAs and OLAs

## WHO SHOULD ATTEND

There are no mandatory prerequisites. This is an advanced ITIL workshop which assumes you are already familiar with general ITIL terms and theory. It is strongly recommended that you hold the ITIL Foundation level certification before attending this course.

- IT Support Managers/Directors
- ITIL Program/Project Managers/Directors
- Process Managers & Process Owners
- Service Desk Team Leads/Managers
- Service Level Managers/Quality Managers
- IT Infrastructure Managers

## EXAM, CERTIFICATIONS & AWARDS

- There is no exam for this course. All attendees will receive a framed Certificate Of Accomplishment
- Get 19 (PDUs) for Project Managers
- Get 1.9 Continuing Education Units
- Get 22 Continuing Professional Education credits

## SPECIAL INTRODUCTORY PRICE!

Only \$5,885 HKD

Call us to ask about team discounts!

Hong Kong  
19-20 April 2012  
To register, call 800 96 8197

Not yet ITIL Certified? Attend the ITIL Foundation Certification Course 16-18 April, just before this workshop.



8/F, Two Exchange Square  
8 Connaught Place, Central  
Hong Kong

**NEW Course!**  
**First Time In Hong Kong**  
**ITSM Process Implementation Roadmap**

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