

## **PINKFORUM18 SHOWS SENIOR IT PRACTITIONERS HOW TO LEAD WITH INTEGRATED SERVICE MANAGEMENT**

*One-Of-A-Kind Event Demonstrates How To Bring Together ITIL<sup>®</sup>, Lean, Agile, DevOps  
& Organizational Change Management To Increase IT's Value*

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**Burlington, ON – July 23, 2018** – Pink Elephant’s IT Service Management Leadership Forum – [PinkFORUM18](#) – will focus on “Integrated Service Management”. This new and exciting way of thinking explains how IT leaders can bring together multiple best practices into one cohesive package to increase IT’s value and achieve successful business outcomes. PinkFORUM18 will be hosted in Scottsdale, Arizona at the Montelucia Resort & Spa, August 19-21, 2018.

“There are just so many best practices out there it’s no wonder IT practitioners are now suffering from framework fatigue,” said Fatima Cabral, Pink Elephant CEO. “At PinkFORUM18, we’re excited to showcase the only-from-Pink Integrated Service Management approach and help IT leaders understand how to integrate best practices from all models with a ‘fit for purpose’ approach.”

The Integrated Service Management theme of the three-day educational event will focus on bringing together ITIL, Lean, Agile, DevOps and Organizational Change Management to enable successful outcomes, remove waste, lower costs and increase business value.

PinkFORUM18 will be kicked off with an opening keynote session by Pink Elephant President David Ratcliffe who will shed light on the “new reality” of Integrated Service Management. Attendees will be treated to another keynote session on Tuesday by David Mainville, CEO & Co-Founder of Navvia, where he will discuss how to embrace a culture of Lean and Agile to stay on course in a turbulent sea of change.

PinkFORUM18 attendees also have the chance to extend their stay and take one of nine post-conference courses, including the first-ever live classroom delivery of the [DevOps Leadership™](#) certification course. PinkFORUM18 Standard Pass holders receive \$500 off a post-conference course as well as preferred room rates at the Montelucia Resort & Spa. To find out more or register for PinkFORUM18, please visit [www.pinkelephant.com/PinkFORUM18](http://www.pinkelephant.com/PinkFORUM18).

## **About Pink Elephant**

We Lead The Way! A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception 40 years ago.

To learn more about Pink Elephant and our full portfolio of training, consulting and special events, visit [www.pinkelephant.com](http://www.pinkelephant.com)

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