



**FOR IMMEDIATE RELEASE**

**PINK ELEPHANT CELEBRATES 20<sup>TH</sup> ANNIVERSARY OF THE  
WORLD'S LARGEST ITSM EVENT**

*Pink16 Festivities Kicked Off By Martin Short Keynote*

**Las Vegas, NV – February 15, 2016** – Pink Elephant, a premier global training, consulting and conference service provider, today began the 20<sup>th</sup> anniversary celebrations of its Annual International IT Service Management Conference & Exhibition – “Pink16” at the Bellagio Hotel in Las Vegas.

“From a one room, single day event in Toronto in 1997, our annual conference has grown to become the world’s largest ITSM event. That’s not bad for a company that started off in a basement!” said Fatima Cabral, Pink Elephant CEO in her Pink16 opening remarks. “We’re very excited for the 20<sup>th</sup> anniversary celebrations, which now incorporates more subject topics than ITSM. Most of all, we would like to thank all our attendees for continuing to engage with Pink to translate knowledge into results, and making Pink16 a resounding success.”

Multi-talented Martin Short helped kick off the milestone event, and regaled the audience with song, dance and personal stories. The fun-filled interactive session relayed how change is constant and important, and its role in developing Short from his humble beginnings in Hamilton, Canada, to become the celebrated comedian, actor, writer, singer and producer we know today.

The Exhibition portion of Pink16 has also excelled, with a record 55 exhibitors showcasing the latest innovations and sharing the latest industry trends through imaginative and interactive booth presentations.

For attendees present in Las Vegas before today, pre-celebration activities were held, with conference optimizers and a special VIP reception commemorating Valentine’s Day, hosted by conference favorites Allan and Barbara Pease.

Allan Pease also closed out the day with his keynote session on how to be a “human magnet”. He left the audience with tips on how to leave an impression on others for the rest of the conference, as well as when back in the office.

Pink16 continues until February 17, with many more sessions and inspirational speakers, and will also announce the IT Excellence Award winners during the General Sessions on Tuesday and Wednesday.

For any questions about Pink16 or Pink’s upcoming events, please contact 1-888-273-PINK or [info@pinkelephant.com](mailto:info@pinkelephant.com).

## **About Pink16**

Each year, Pink Elephant presents must-attend IT Service Management conferences and leadership forums that bring industry experts and IT professionals from around the world. At the 20<sup>th</sup> anniversary celebration of the Annual International IT Service Management Conference & Exhibition in Las Vegas – “Pink16” – February 14-17, Pink Elephant has an unsurpassed line up speakers and sessions.

The program presented at Pink16 is content rich and comprehensive covering a vast array of subjects from all across the ITSM spectrum – ITIL®, COBIT®, Lean IT, DevOps, Cyber Risk & Resilience, and much more!

## **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 forty years ago.

For more information and to check out our full list of products and services, visit [www.pinkelephant.com](http://www.pinkelephant.com) and follow Pink Elephant on Twitter: [@theitilexperts](https://twitter.com/theitilexperts)

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