

PINK ELEPHANT KICKS OFF “PINK17”– THE WORLD’S LARGEST ITSM CONFERENCE IN LAS VEGAS

Content-Rich Program, Exhibition Showcase & Extraordinary Education Experience

Las Vegas, NV – February 21, 2017 – Yesterday, Pink Elephant began its 21st [Annual International IT Service Management Conference & Exhibition](#) – “Pink17” at the Bellagio Hotel in Las Vegas. This event is the largest gathering of IT Service Management (ITSM) professionals in the world, with over 1,400 attendees coming together to learn how to effectively lead and manage people, processes and tools in today’s ever changing IT and business landscapes.

“Now in its 21st year, this is truly an International event with people attending from all corners of the globe,” said Fatima Cabral, Pink Elephant CEO in her Pink17 opening remarks. *“This year our conference theme is captured in three words – Communicate, Connect, Change – to spotlight this industry gap and to offer our attendees a comprehensive program that shows how they can be stronger, more effective communicators, connectors, collaborators, and agents of change.”*

The Pink17 conference is anchored by three truly inspirational keynote speakers. Alison Levine, history making mountaineer, author and leadership expert kicked off the event, engaging attendees with her advice on how leadership principles that apply in extreme adventure also apply in today’s extreme business environments. J.R. Martinez, celebrated US army veteran, best-selling author and advocate speaks Tuesday about his universal message of resilience and optimism. Eric Boles, highly acclaimed leadership expert and President of The Game Changers Inc., delivers the closing keynote on Wednesday with “Leading & Managing Change In The New Reality”.

Pink17’s content-rich program runs until Wednesday February 22nd and includes 12 tracks with over 140 sessions led by IT leaders and industry experts that cover an array of subjects and case studies including: ITSM, ITIL[®], IT Leadership, Lean IT, Agile, DevOps, Organizational Change Management and Business Relationship Management.

Additional conference highlights include:

- Live Streaming of Keynote Speakers
- Pink Think Tank: Annual gathering of the brightest minds to debate and discuss today’s most pressing issues in IT
- IT Excellence Award Presentations: Project of the Year, Practitioner of the Year,

Innovation of the Year and Case Study of the Year

- PinkCAFÉ: Pink’s adaptation of the established “World Café” format for conversation and problem solving for key industry topics
- An extraordinary education experience with half-day workshops and 15 pre- and post-conference certification courses

Pink17 also includes an exciting and dynamic [Exhibition Showcase](#) with over 50 leading industry exhibitors showcasing their latest innovations, tools and services that support IT Management efforts and continual improvement initiatives.

About Pink17

Pink Elephant is a global leader in providing must-attend annual ITSM conferences, leadership forums and events that bring industry experts and IT and business professionals from around the world.

This year, the 21st Annual International IT Service Management Conference & Exhibition in Las Vegas, “Pink17,” will be hosted February 19-22, 2017. The conference is widely recognized as the world's largest and most respected ITSM event.

For more information, visit www.pinkelephant.com/pink17. Follow @theitilexperts on Twitter for the latest conference news and announcements. Search and tweet using #Pink17.

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 conferences, visit www.pinkelephant.com

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