

## **PINK ELEPHANT HOSTS PINKCONNECT – “SUPERCHARGING ITSM FOR 2018”**

*Free Event Hosted Live Online On November 8*

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**Burlington, ON – October 13, 2017** – [Pink Elephant](#), a premier global training, consulting and conference provider, is pleased to announce that their next online special event – [PinkCONNECT](#) – will be on November 8, 2017.

With the theme “Supercharging ITSM For 2018!”, the PinkCONNECT agenda will discuss what needs to be done to ensure IT Service Management (ITSM) keeps pace with continually evolving business demands.

Margo Leach, Head of Product Management, PPM & ITSM, AXELOS, will help start the event, and give a glimpse into what is in store for ITIL®. Pink Elephant’s industry experts will also provide their insights on the following topics:

- ITIL – Yesterday, Today & Tomorrow
- Supporting Models For ITSM
- Tools & Automation
- What Needs To Happen Next

“IT Service Management has changed radically since the term debuted some thirty years ago,” said David Ratcliffe, President, Pink Elephant. “At PinkCONNECT, we aim to answer the key question: what does ITSM need to do to stay relevant to the business.”

[CA Technologies](#) and [Samanage](#) are PinkCONNECT’s exclusive sponsors.

Registration is free. To pre-register and find out more, visit [www.pinkelephant.com/PinkCONNECT](http://www.pinkelephant.com/PinkCONNECT).

## **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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