

## **PINK ELEPHANT TO HOST 2<sup>ND</sup> “LIVE” VIRTUAL CONFERENCE - PinkCONNECT**

*Re-Inventing ITSM For The Next Generation Presented By Pink Elephant Experts*

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**Burlington, ON – March 30, 2017** – Pink Elephant is pleased to announce their second online conference [PinkCONNECT](#), to be presented live on Wednesday April 5, 2017. The free online event running 11am - 4pm ET, provides an intimate forum for IT and business professionals to discover the current hot topics and trends in IT Service Management (ITSM).

Chaired by Troy DuMoulin, VP, Research & Development, the theme of the “live” online event is [“Re-Inventing ITSM For The Next Generation”](#). Pink Elephant’s industry experts will deliver educational sessions, strategic guidance and lessons learned regarding ITIL® and its symbiotic relationship with new frameworks including Lean IT, Agile and DevOps.

*“We are thrilled to be hosting our second virtual conference,”* said David Ratcliffe, President, Pink Elephant. *“Following the success of our first online event attended by over 1,400 people globally, we are delivering real ‘how to’ advice for overcoming current challenges in managing ITSM projects. Through targeted sessions delivered by our Pink experts, we want attendees to walk away with actionable insights that will help them lead successful ITSM projects in today’s challenging IT environments.”*

PinkCONNECT provides attendees with a conference experience in an online format where they can learn and interact with [Pink Elephant ITSM experts](#) from North America and Asia. The program will feature a rich variety of sessions covering important subjects such as:

- ITSM and ITIL
- Lean IT and Agile
- Continual Service Improvement
- The Service Automation Framework
- Organizational Change Management

[CA Technologies](#) is the Gold Sponsor for the event. [Registration is free](#), and will provide attendees with full access to the live event on Wednesday April 5, 2017 as well as access to all of the sessions, on-demand for 30 days after the conference.

## **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](http://www.pinkelephant.com)

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