

## **PINK ELEPHANT CELEBRATES SUCCESS WITH PinkCONNECT 1<sup>ST</sup> IT BEST PRACTICE VIRTUAL CONFERENCE**

*Experts & Rich Content On Hot Topics & Trends In IT Draws Record Attendees*

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**Burlington, ON – October 28, 2016** – Pink Elephant presented their inaugural virtual conference [“PinkCONNECT.”](#) on Tuesday, October 18, 2016 to a record 1,400+ business and IT professionals from around the globe. Attendees connected for an engaging learning and interactive experience with industry experts, practitioners and solution providers on the Hot Topics & Trends In IT.

The conference program delivered two tracks – [“Live Hot Topics”](#) and [“Strategies & Tactics”](#) that looked at the emerging trends IT professionals are currently exploring or embracing including Lean IT, Agile, DevOps, IT Service Management (ITSM), Business Relationship Management and Leadership, Culture & Organizational Change.

Attendees were also eligible to earn 8.75 Professional Development Units (PDUs) by attending the event.

A key benefit of the online conference format provides registrants on-demand access to the [PinkCONNECT program](#) for 30 days (ending November 18, 2016) including all keynotes and sessions.

*“Our conferences are known around the world for valuable, rich content on relevant business topics delivered by top industry experts,”* said David Ratcliffe, President, Pink Elephant. *“With PinkCONNECT we aimed to provide that same experience, but in a convenient, accessible online format. From the responses we received, it’s clear our team delivered on that promise!”*

PinkCONNECT was supported by event sponsors and exhibitors from leading organizations CA Technologies, EXIN, Navvia, Snow Software, PEOPLECERT and SupaTools Limited.

Due to the overwhelming success of the conference, and the demand for web-based learning, Pink Elephant is pleased to announce the next PinkCONNECT virtual conference will be presented on Tuesday April 5, 2017.

For those attendees who can't wait until April, Pink's industry leading [21<sup>st</sup> Annual IT Service Management Conference & Exhibition](#) will be presented February 19 – 22, 2017 in Las Vegas and is a great place to build on learnings from 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 conferences, visit [www.pinkelephant.com](http://www.pinkelephant.com)

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