

PINK ELEPHANT FOCUSES ON ITIL® 4 AT PINK19

World's First ITIL 4 Public Courses Delivered At Event

Las Vegas, NV – February 19, 2019 – Pink Elephant’s 23rd Annual IT Service Management (ITSM) Conference & Exhibition – “[Pink19](#)” – continued today at the Bellagio Hotel in Las Vegas. Pink19 is the world’s largest ITSM event where close to 1,500 attendees have gathered to learn and share the latest knowledge in the industry.

“We are at a special time in our industry – where the world’s most popular ITSM framework has been updated, and that is a very big focus here at Pink19,” said David Ratcliffe, Pink Elephant President. “However, ITIL wouldn’t have continued relevance today if it wasn’t for the newer innovations around Agile, Lean, and DevOps – something we at Pink call ‘Integrated Service Management’” – and that has been taken into account with ITIL 4.”

Mr. Ratcliffe continued, “Since the ITIL certification scheme was introduced in 1992, more people have gained their ITIL certification through Pink Elephant than any other training organization. And before the end of this month, over 500 people globally will have completed the new ITIL 4 Foundation with Pink.”

Pink19’s theme, *Back To The Future*, refers to the update of the ITIL best practice framework – one in which Pink Elephant has been involved since its inception. ITIL 4’s importance at the event has been showcased with multiple ITIL 4 Foundation certification course deliveries, both pre-Conference and post-Conference – amongst the first to take place anywhere in the world.

The “ITIL and IT Service Management” track includes insights from industry experts and case studies from organizations that have been implementing ITIL over the years. Other tracks focus on topics such as IT leadership, Integrated Service Management, DevOps, Lean, Agile, Organizational Change Management, and Business Relationship Management.

The event theme carried through to the evening reception, where attendees gathered and grooved to a live performance by The Heart of Rock & Roll band. The show celebrated the songs of Huey Lewis and the News, including iconic songs from the *Back To The Future* soundtrack.

PRESS RELEASE



Knowledge Translated Into Results

Pink19 continues through February 20, with a keynote session by Pink Elephant's David Ratcliffe, as well as half day workshops led by industry-leading trainers – a feature unique to Pink's annual conference.

For any questions about Pink19 or any of Pink Elephant's upcoming events, please contact 1-888-273-PINK or info@pinkelephant.com.

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

For Media Inquiries, Contact:

Mehreen Hasan
Marketing Department
Pink Elephant
Phone: 905-331-5060 Ext.251
Toll Free: 1-888-273-7465
Email: m.hasan@pinkelephant.com

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