

PINK ELEPHANT KICKS OFF PINK19

World's Largest ITSM Event Takes Place In Las Vegas

Las Vegas, NV – February 18, 2019 – Today, Pink Elephant began its 23rd Annual International IT Service Management Conference & Exhibition – “[Pink19](#)” – in the Bellagio Hotel in Las Vegas. This event is the largest gathering of IT Service Management (ITSM) professionals in the world, with close to 1,500 attendees coming together to learn how to effectively lead and manage people, processes and tools in today’s ever-changing IT and business landscapes.

The event theme, “Back To The Future,” links to the event’s focus at the updated ITIL[®] best practice framework – the world’s first public course deliveries are taking place in conjunction with the event!

“Interestingly, when *Back To The Future* was originally released, the first version of ITIL was under development – Pink Elephant was there at the start, and we’ve been in lockstep with ITIL ever since. That’s why we’re proud to be called *The ITIL Experts*,” David Ratcliffe, Pink Elephant President commented in his Pink19 opening remarks. “We have sessions this week on a host of topics related to IT Service Management – I hope you’ll use this week to continue your journey of learning about improved ways to get IT’s work done.

Event host Wayne Cotter helped kick off Pink19 by introducing Admiral William H. McRaven, retired U.S. Navy four-star admiral and Former University of Texas System Chancellor. Admiral McRaven inspired the audience with fundamental life lessons that he learned in Navy Seal training that can also help IT professionals face and overcome the challenges in their business and personal lives, and ultimately change the world.

This year’s fully sold-out Exhibition Showcase features exhibitors showing the latest innovations and sharing industry trends through their imaginative and interactive booth presentations.

Pink19 continues through to February 20, with over 120 sessions across 10 tracks, and keynote sessions by former World Champion Adventure Racer, CNN Hero and San Diego Firefighter Robyn Benincasa, and Pink Elephant President David Ratcliffe, joined by George Spalding and Troy DuMoulin.

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

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