®PINK
Knowledge Translated Into Results

# WORLD'S LARGEST ITSM CONFERENCE ON TRACK TO BREAK ATTENDANCE RECORDS

*Pink Elephant's Pink19 Takes Place In Las Vegas In February 2019*

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**Burlington, ON – November 9, 2018** – Pink Elephant is pleased to announce that its 23rd Annual IT Service Management Conference & Exhibition – "Pink19" – already has a record 800 early bird registrations. Globally recognized as the world's premier IT Service Management (ITSM) event, Pink19 will take place February 17-20, 2019 at the Bellagio Hotel in Las Vegas.

"With three months to go, Pink19's registration numbers are trending far above those of previous years, and much higher than competing events," said Fatima Cabral, Pink Elephant CEO. "With our unmatched content-rich program further amplified with the delivery of the world's first ITIL 4 certification courses, we will continue to be *the* preferred major conference for ITSM professionals – worldwide!"

Wayne Cotter, talk-show favorite and stand-up comedian, will serve as Pink19's host, gearing up the audience with his bright and energetic persona as they follow the event theme of going "Back to the Future" of IT. He will also introduce Pink19's keynote speakers, Admiral William H. McRaven, US Navy (Ret.) and CNN Hero Robyn Benincasa.

**ITIL 4**
ITIL 4's February launch will play a prominent role in Pink19's program, and the world's first ITIL 4 Foundation certification course delivery is scheduled at the event. Pink19 is also expected to be the platform for further announcements by AXELOS on what to expect from the new certification scheme in the months following its launch.

**Unparalleled content**
Pink19 is tailored to provide attendees with knowledge on how to master the dynamics of fast-paced and ever-changing business environments. The 120+ session, 12-track program is packed with today's most relevant and meaningful subjects including: ITSM, ITIL, Lean, Agile, Scrum, DevOps, Organizational Change Management, and Business Relationship Management. Sample agendas focused on roles and interest areas are also available to help attendees navigate the exceptional program.

**Networking opportunities**

In addition to networking receptions on Sunday, Monday and Tuesday nights, Pink19 will once again include enhanced Birds of a Feather opportunities – an attendee favorite. This provides many chances for attendees to gather with others or get involved in discussions based on specific subject matter and frameworks, as well as industry-type and experience level.

**Pre- and post-conference courses**
In addition to ITIL 4, attendees have the option to register for today's most in-demand certification courses taking place before and after Pink19. The ten available courses include Integrated Service Management Essentials™, DevOps Leadership™, Organizational Change Management Foundation and Lean IT Leadership.

**Exhibition showcase**
The typically sold-out Exhibition Showcase is filled with the latest services and products from the industry's top vendors and provides attendees with multiple opportunities to relax, network, and learn from the knowledgeable vendor community.

Customized agendas are available for those wanting guidance on personalizing their Pink19 experience by contacting Pink Elephant's Customer Service team. Attendees registering before December 31, 2018 are eligible to receive a free ITIL 4 Foundation self-paced online certification course with their purchase. For more information or to register for Pink19, visit www.pinkelephant.com, call 1-888-273-7465 or email 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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