

PINK ELEPHANT WRAPS UP PINKFORUM18

IT Leaders & Industry Experts Gather In Scottsdale For Intimate Leadership Event

Burlington, ON – August 28, 2018 – Pink Elephant is pleased to announce the completion of yet another successful event with the close of the IT Service Management Leadership Forum – [PinkFORUM18](#), which was hosted in Scottsdale, Arizona at the Montelucia Resort & Spa from August 19-21, 2018.

The event focused on “Integrated Service Management” – a new and very progressive approach that explains how IT leaders can bring together ITIL[®], Lean, Agile, DevOps and Organizational Change Management into one coordinated model that truly increases business value, and enables successful outcomes, removes waste and lowers costs.

“Attendees often tell us that this is their favorite annual event, and PinkFORUM18 did not disappoint!” said Fatima Cabral, Pink Elephant CEO. “The stellar program and line-up of speakers and exhibitors, the unique focus on Integrated Service Management and, of course, attendees made this a not-to-be-missed event for IT leaders.”

Pink Elephant President David Ratcliffe kicked off the event by underlining “the new reality” of Integrated Service Management, leaving attendees with “immediate homework” to apply in their own organizations. David Mainville, Navvia’s co-founder and CEO carried on the momentum in his keynote session where he shared his experiences starting and leading a successful IT business, and his insights on how organizations can stay “on course in a turbulent sea of change.”

The PinkFORUM18 closing session gave attendees a stark look at the reality in many IT organizations with David Ratcliffe, George Spalding, Troy DuMoulin and Jack Probst discussing “inconvenient truths for IT leaders.” Not only did the session leave attendees with some food for thought but also with personal action plans to put into play as soon as they return to work!

In between sessions, attendees had the opportunity to chat directly with the knowledgeable vendor community in the sold out Exhibition Showcase about the latest ITSM trends and solutions.

Attendees looking to further capitalize on Pink Elephant’s expertise and industry leading events can register for the 23rd Annual International IT Service Management

Conference & Exhibition – Pink19. The world’s #1 ITSM event will cover ITSM, Lean, ITIL, Agile, DevOps, Organizational Change Management, and other practices to really drive business value. For more information, special offers and to register, visit www.pinkelephant.com/Pink19.

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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