

PRE-CONFERENCE COURSES  
FEBRUARY 9-13

CONFERENCE DATES  
FEBRUARY 14-17

POST-CONFERENCE COURSES  
FEBRUARY 18-20



Knowledge Translated Into Results

# 20TH ANNUAL INTERNATIONAL IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 14-17, 2016

## “Pink16”

### IT @ The Speed Of Change

Join Us For Our 20th Anniversary Celebration!



**FEATURING  
SPECIAL GUEST**

**MARTIN SHORT**

Emmy & Tony Award Winning Actor,  
Comedian, Writer & Producer

---

*“I will be retiring soon.  
I may just go back to the next  
upcoming Pink conference  
on my own dime.”*  
– Pink15 Attendee

---

## PLUS A POWERFUL LINE-UP OF FEATURED SPEAKERS



ALLAN PEASE,  
Human Behavior  
Expert



STUART KNIGHT,  
Communications  
Author



TOM  
KOULOPOULOS,  
Technology Futurist



CHAD PREGRACKE,  
CNN Hero  
Of The Year



JOHN SILEO,  
Identity Theft  
Maven



JIM CLEMMER,  
Leadership  
Guru



GARY BAILEY,  
Former Man. U  
Goalkeeper

Featuring New  
Tracks, Sessions  
& Courses

### Pink's annual conference is recognized as the industry's #1 event!

Join us for "Pink16" – AN EPIC CELEBRATION! Now in our 20th hugely successful year, our annual conference is widely recognized as the world's most respected IT Service Management (ITSM) event.

Business is changing fast; but nothing changes faster than IT. How is the speed of change in IT affecting your ability to enable and support your business? Slow Change = FAILURE; Quick Change = SUCCESS!

This year's conference focus is *IT @ The Speed Of Change*. You need to be quick, lean, innovative, proactive, timely and effective. We'll show you how – at Pink16.

Numerous speakers, including award winning practitioners, are on hand to give you a strategic, tactical and operational view of various models and frameworks (DevOps, ITIL®, COBIT®, Lean IT, etc.) and proven business practices that enable success.

Others try, but no one can surpass our content rich and comprehensive program!



### Who Should Attend Pink16?

Anyone who is interested in building and managing a truly business-focused IT organization:

- C-Level, including CIOs/CTOs/CSOs
- IT Directors, VPs
- IT Service and Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors and Managers
- IT Auditors, IT Consultants
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to ITSM, ITIL, ISO, Lean IT, Six Sigma, PRINCE2®, PMBOK, and COBIT

### 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 forty years ago.

Visit [www.pinkelephant.com](http://www.pinkelephant.com) for more information.

## The World Is Full Of Inspirational People – We Bring Them To You!



### Martin Short

Emmy & Tony Award Winning Actor, Comedian, Writer, Singer & Producer

Martin has won fans and accolades in television, film and theater since his breakout season on *Saturday Night Live* 30 years ago. You might also remember him from the feature films, *Three Amigos*, *Inner Space*, *Three Fugitives*, *Clifford*, *Pure Luck*, *Mars Attacks*, and one of Short's most memorable roles in the remake of *Father of the Bride*.

Martin will kick-off the conference in a way only he can – bringing the audience to uncontrollable laughter while sharing his life stories and adventures. The keynote includes fun skits, story-telling and will wrap up with an interactive Q&A with our conference attendees.

### How To Be A People Magnet – It's Easy Peasy!

Allan Pease, Author & Motivational Speaker

Celebrated author and conference favorite, Allan is back to discuss his latest findings around interpreting, understanding and explaining communication and the behaviors of others.

In this highly charged keynote presentation, Allan will show you how to make lasting first impressions, to effortlessly turn any situation to your favor, how to be a great conversationalist and make others feel important, and most of all, how to become a “human magnet”.



### Four Conversations For Success

Stuart Knight, Critically Acclaimed Author, Award Winning Entrepreneur & Expert Communicator

Stuart will push you to understand four conversations that everyone must be able to create in business in order to reach organizational and personal goals. This thought provoking, motivational and hilarious presentation will not only change the way you communicate with your customers, colleagues and clients, but will also inspire you to change the conversation of your mind so that you are able to overcome challenges, while feeling motivated to reach goals you once thought were unattainable.



### Tom Koulopoulos

Chairman & Founder, Delphi Group

Author of many books including his latest, *Cloud Surfing*, Tom looks at the dramatically changing forces and behaviors that are driving the way we work, live, and play in the hyperconnected cloud.

Named one of the industry's most influential information management consultants by *InformationWeek* magazine, Tom is an authority on the implications of trends in technology, society, and business for global organizations.

Tom's work has been praised by luminaries such as Tom Peters who called his writing “a brilliant vision of where we must take our enterprises to survive and thrive.” And according to the late Peter Drucker, Tom's writing “makes you question not only the way you run your business but the way you run yourself.”



## SUNDAY OPTIMIZERS

Maximize your learning! Start your Pink16 conference experience on Sunday afternoon with one of these breakout sessions.



### An ITIL Overview

Graham Furnis,  
IT Management Consultant, Pink Elephant  
Victor Mack,  
IT Management Consultant, Pink Elephant



*Code: Beginner / Sun 4:00pm – 5:00pm  
OR Mon 7:15am – 8:15am*

Designed for those new to ITIL, or needing a refresh, the agenda includes an overview of ITIL's five books and their main concepts and best practices.



### What IT Managers Need To Know About Lean Management

Troy DuMoulin,  
VP, Research, Innovation & Product Development,  
Pink Elephant

*Code: Beginner / Sun 4:00pm – 5:00pm  
OR Mon 7:15am – 8:15am*

Troy provides an overview of Lean's origins and major guiding principles. You'll get an understanding of what Lean Management is and an awareness of its business value.



### What IT Managers Need To Know About Governance & COBIT

Jennifer Wels,  
IT Management Consultant, Pink Elephant

*Code: Beginner / Sun 4:00pm – 5:00pm  
OR Mon 7:15am – 8:15am*

This presentation will explore alternative approaches to managing critical incidents and breaches that take a threat-centric approach to incident management and mitigation.



### What IT Managers Need To Know About CMM & Process Maturity

Victor Mack,  
IT Management Consultant, Pink Elephant

*Code: Beginner / Sun 4:00pm – 5:00pm  
OR Tues 7:15am – 8:15am*

Are your ITSM processes "defined" and "optimized"? Do you know why it's important? Get an overview of the Capability Maturity Model and the six stages of process maturity.



### Business Relationship Management Focus Group

Jack Probst,  
Principal Consultant, Pink Elephant

*Code: General / Sun 4:00pm – 5:00pm  
OR Tues 7:15am – 8:15am*

In this Focus Group, Jack will lead a discussion surrounding the importance of Business Relationship Management, what it is, and how it can help your organization.



### Leading Change: Kotter's 8-Step Model

Gary Case,  
Principal Consultant, Pink Elephant

*Code: General / Sun 4:00pm – 5:00pm*

If you're a manager at any level of your IT organization who is currently leading any aspect of a change, understanding Kotter's 8-step change process is a must-have.



### The Yellow Brick Road & The Effective Organizational Change Manager

Robin Hysick,  
IT Management Consultant, Pink Elephant

*Code: General / Sun 4:00pm – 5:00pm  
OR Tues 7:15am – 8:15am*

In this session, Robin will give an overview of the CMBOK and some methods and techniques to help you manage successful projects and transformation initiatives.

## TRACK 1 IT Leadership

Seasoned IT leaders and business experts will provide best practices, and proven and practical how-tos for effectively managing and leading people through the process of organizational and cultural change.



### Establishing A Sustainable & Realistic Process Governance Framework

Jeff Westcott,  
IT Service Manager, Interactive Intelligence

*Code: Beyond Beginner / Mon 10:30am – 11:30am*

Learn how to adopt best practice methods through Lean IT and how you can create a realistic and sustainable process governance framework to achieve lasting results.



### Lights, Camera, Leadership!

Earl Begley,  
Total Quality Manager, Analytics & Technologies,  
University Of Kentucky

*Code: General / Tues 2:00pm – 3:00pm*

In this session learn how to use movie clips, pictures, and music to enhance your service management training sessions.



### Rebuilding The IT Service Management Foundation

Tony Krasinski,  
Director, IT Service Management, Erie Insurance Group

*Code: General / Mon 2:00pm – 3:00pm*

Tony, 2014 IT Excellence Practitioner Of The Year Award winner, will tell the story of how his organization was able to rebuild their ITSM program.

**Please note that the schedule is subject to change.**

Visit [www.pinkelephant.com/pink16](http://www.pinkelephant.com/pink16) for updates.



## How To Create A Culture Of Trust & Engagement

Joe McBreen,  
CIO, St. Vrain Valley School District

Code: *General / Tues 10:30am – 11:30am*

Joe will share his story of transforming a lethargic IT department into a strong and trusting team committed to service excellence.



## There Is No Such Thing As A Perfect Leader – Or Is There?

David Ratcliffe,  
President, Pink Elephant

Code: *Beyond Beginner / Tues 3:20pm – 4:20pm*

There is a “perfect” situation for all leaders. This session will give you an understanding of situational leadership and how to strengthen your team.



## Jim Clemmer

President, Clemmer Group

Author of many highly acclaimed and best-selling leadership and team-building books, and a seasoned educator, Jim is on hand to deliver multiple sessions.

### Building Leadership Strengths Is 2-3 Times More Effective Than Fixing Weaknesses

Code: *General / Mon 10:30am – 11:30am*

This presentation will give an overview on a ground breaking cross-training methodology for leveraging natural leadership traits while developing other leadership skills.

### Leading @ The Speed Of Change

Code: *Beyond Beginner / Mon 2:00pm – 3:00pm*

In today’s turbulent times, leadership is clearly the key to smoother sailing. Learn how strengthening the “soft skills” of leadership can lead to higher-performing teams.

### Moose On The Table: A Novel Approach To Communications At Work

Code: *General / Mon 7:15am – 8:15am*

In this “edutaining” organizational fable, Jim will give you realistic scenarios and solutions showing how individuals and organizations should address issues that cost millions.



## Collective Genius: The Art & Practice Of Leading Innovation

Troy DuMoulin,  
VP, Research, Innovation & Product Development,  
Pink Elephant

Code: *Beyond Beginner / Wed 10:00am – 11:00am*

In this session Troy will share how successful leaders of innovation create, nurture and sustain a culture where innovation becomes a part of everyday life.



## Success Under Pressure

Gary Bailey,  
United Success Inc.

Code: *General / Tues 3:20pm – 4:20pm*

In this session, Gary will share the G.R.E.A.T. principles of how to thrive under pressure and become more successful.



## The 4 Disciplines Of Execution:

Authors Chris McChesney & Sean Covey

Gary Case,  
Principal Consultant, Pink Elephant

Code: *Beginner / Mon 7:15am – 8:15am*

Gary will discuss each of the four disciplines of the book *The Four Disciplines of Execution* and tie it back into managing ITSM programs.



## The 3 R’s

Rob England,  
The IT Skeptic

Code: *General / Wed 7:15am – 8:15am*

Rob will highlight the 3 R’s that are key to getting the people side of IT right; clearly define and communicate roles, responsibilities, and build and cement strong relationships.

## TRACK 2 IT Strategic Management

Find out how to apply a strong IT business strategic perspective from pioneering and innovative CIOs, senior IT leaders and leading industry experts.



## IT Transformation At Prudential Group Insurance – The Next Wave

Joseph Hayes,  
VP & CIO, Prudential Group Insurance

Code: *Beyond Beginner / Tues 10:30am – 11:30am*

In this year’s follow-up session, Joe will outline a unique approach to talent management, a relentless focus on process discipline, and a focus on re-tooling software delivery.



## Building & Managing Your Enterprise Service Portfolio

Dave Howard,  
Migration Technologies, Inc.

Code: *Beyond Beginner / Tues 12:50pm – 1:50pm*

During the session, you will learn how to use the key building blocks of the Enterprise Service Portfolio to create relationships and more.



## Driving IT Value – Working On The Right Priorities

Tammy Whited,  
Head Of Service Management, OCIO,  
Fermi National Accelerator Lab

Code: *Beyond Beginner / Mon 10:30am – 11:30am*

Tammy will discuss practical ways to ensure the right priorities are being addressed in your workplace and how to communicate these priorities with employees and customers.

# Session Descriptions



## Critical Success Factors For Moving From A Technology To An IT Service Company

Troy DuMoulin,  
VP, Research, Innovation & Product Development,  
Pink Elephant

*Code: Beyond Beginner / Mon 12:50pm – 1:50pm*

In this session, Troy will look at the IT Governance, People, Process, Product and Partner elements that need to change in order to shift from a technology focus to an IT Services Model.



## The Big Picture: How All The Pieces Of Financial Management Processes Fit Together

Dean Meyer,  
Author, Internal Market Economics

*Code: Beyond Beginner / Tues 2:00pm – 3:00pm*

This session will reveal how the financial management puzzle fits together. You'll also learn how to develop your own unique strategy for financial management processes.



## Why Governance Of Enterprise IT (GEIT) Is Not A 4 Letter Word!

Robert E. Stroud,  
CGEIT CRISC, ISACA International President 2014/15

*Code: Beyond Beginner / Mon 2:00pm – 3:00pm*

You will learn about GEIT with Robert and how it pertains to strategic IT leadership and why it needs to be part of all levels and roles to drive effective outcomes.



## The Strategic Role Of The Service Management Office

Krissy Puleo,  
Managing Director, Service Management Office,  
Charles Schwab

*Code: Beyond Beginner / Tues 2:00pm – 3:00pm*

Learn how Charles Schwab established a Service Management Office with a focus on the key business value attributes of availability, security, and delivery of services.



## Marketing & Selling ITSM In Terms Of Business Value

Todd Haley,  
Managing Director, Service Management, Charles Schwab

*Code: Beyond Beginner / Mon 10:30am – 11:30am*

Todd will describe Charles Schwab's drive toward defining end-to-end services in support of their goals to define the clear value and total cost of ownership message to the business.



## IT Governance Vs. Compliance – Taking Back The Strategy High Ground

Peter Hubbard,  
Principal Consultant, Head Of Product Portfolio  
Development – UK, Pink Elephant

*Code: Beyond Beginner / Wed 11:10am – 12:10pm*

Peter will help you ensure your IT strategy underpins the business strategy with concrete defined processes, activities, controls, metrics and deliverables.



## From Products To Services: Three Ways To Be Successful, Three Ways To Fail

Paul Reilly,  
Senior Vice President, Service Architecture, Bank Of America

*Code: Beyond Beginner / Mon 2:00pm – 3:00pm*

Hear about three successful strategies that organizations need to put in place to achieve the transformation to a service culture.



## Realizing Service Management Excellence Via Practical Enterprise Architecture

William Robinson,  
Principal Solutions Architect, Sandia National Labs

*Code: Beyond Beginner / Tues 10:30am – 11:30am*

William will explore a real-world implementation of a best-in-class Enterprise Architecture program that greatly enhances a government-contracting organization's ability to manage and optimize its technology-based services.



## The IT Renaissance

Rob England,  
The IT Skeptic

*Code: General / Mon 7:15am – 8:15am*

Rob will discuss the IT Renaissance and what this single shift in the way the world thinks about IT means for the future.



## The Future Isn't What It Used To Be

George Spalding,  
Executive Vice President, Pink Elephant

*Code: General / Tues 3:20pm – 4:20pm*

Can the history of innovation predict the future of innovation? Join George as he tackles this question.

## TRACK 3 Lean IT & Agile

Fast becoming "must-have" tools, senior IT leaders are embracing the principles of Lean and Agile to gain improved efficiency and productivity.



## Using Lean IT – A Practical Process Improvement Methodology

Jeff Westcott,  
IT Service Manager, Interactive Intelligence

*Code: General / Mon 2:00pm – 3:00pm*

Using the Lean Six Sigma DMAIC principles, Jeff will look at a process improvement methodology, using real life examples, detailed templates, sponsor presentations, and diagrams.



## Adapting Service Transition Processes To Handle Both Agile & Waterfall Models

Cathy Kirch,  
ITSM Office Delivery Lead/Manager,  
Allstate Insurance Company

*Code: Beyond Beginner / Mon 10:30am – 11:30am*

Attend this session and hear Cathy describe how an established service management group has accepted and adapted their processes to the ever-changing world around us.



## The Lean IT Implementation Field Guide

Mike Orzen,  
Lean IT Pioneer, Mike Orzen & Associates

*Code: Beyond Beginner / Tues 2:00pm – 3:00pm*

Mike will share years of Lean IT experience and explore what you need to know to position your IT organization for a successful and sustainable Lean IT metamorphosis.



## Enabling Lean IT & Agile Management With The IT4IT Model

Charles Betz,  
Founder & Principal Consultant, Digital Management Academy

*Code: Beyond Beginner / Mon 2:00pm – 3:00pm*

Charles will provide an overview of the IT4IT Reference Architecture that covers the IT value chain including strategy and architecture, among others.



## Integrating Lean, DevOps & ITSM To Deliver Customer Value

Troy DuMoulin,  
VP, Research, Innovation & Product Development,  
Pink Elephant

*Code: Beyond Beginner / Tues 10:30am – 11:30am*

Join Troy to take a look at how Lean IT can be leveraged to deliver the objectives of both DevOps and ITSM to achieve this seemingly daunting task.



## Lean IT & ITIL: Awesome!

Gary Case,  
Principal Consultant, Pink Elephant

*Code: General / Wed 10:00am – 11:00am*

Attend this session to get details on how to use Lean tools and ITIL roles and responsibilities to form a powerful focus on improving processes and IT services.



## Lean IT & The Service Based Organization

Jack Probst,  
Principal Consultant, Pink Elephant

*Code: General / Tues 10:30am – 11:30am*

Jack will outline the general principles for a Service Based Organization and how those principles can be implemented through the use of basic Lean tools such as the SIPOC.



## Where Do I Start: Best Practices For Combining Lean IT & ITIL

Facilitated By: Gary Case,  
Principal Consultant, Pink Elephant

*Code: General / Mon 10:30am – 11:30am*

This panel session will focus on best practices for using Lean IT and ITIL in your organization to improve your processes and will offer guidance, advice and best practices for starting out.



## Lean Service Management – A Grass Roots – Self-Promoting & Self-Sustaining Transformation

Carla Lienhard,  
Global IT Operations Service Management Quality Manager,  
John Deere

*Code: General / Tues 2:00pm – 3:00pm*

Learn how John Deere's Global IT Operations Organization has transformed the way they do business with a Lean Service Management (LSM) foundation.

## TRACK 4 Service Support & Operations

The Service Desk, and closely related operational processes, continue to be major focus areas for many of today's IT organizations. What do IT support managers need to know to achieve operational excellence? Find out from leading support industry experts and case study practitioners.



## Designing A Customer-Facing IT Service Catalog

Mabelle Chandler,  
MS, PMP, ITIL Expert, ITSM Solution Architect,  
Salem Health

*Code: General / Mon 10:30am – 11:30am*

Journey through Salem Health's Service Catalog implementation journey. Mabelle will review milestones and how they created a Service Catalog they're proud of.



## Enabling The Service Desk Through Knowledge

J.C. Grooms,  
Knowledge Systems Architect,  
Minnesota State University Mankato

*Code: General / Tues 2:00pm – 3:00pm*

J.C. will highlight how his organization enabled their Service Desk to provide consistent and correct answers, self-services and gamification to help support their goals.



## Re-Inventing The Service Desk For Optimized Support

Josh Gilmore,  
Director, Production Services, SquareTwo Financial

Code: General / Mon 2:00pm – 3:00pm

In this session Josh will share how his company adapted their Service Desk to support a new model by moving to a four-pod team focused on specialized skills and knowledge.



## A Risk Management Approach To Transform Change Management

Cyrus Howells,  
Senior Process Manager – ITSM,  
Nationwide Children’s Hospital

Code: General / Mon 2:00pm – 3:00pm

Join Cyrus to learn how a Hoshin-based risk calculator promoted a better understanding of residual risk for change and ultimately the data needed to determine if a change should be approved.



## CSI: Continual Service Innovation For Delivery & Support

Kathryn Howard,  
ITSM Consultant, Visual Explanations

Code: General / Tues 2:00pm – 3:00pm

Join Kathryn to learn how a CSI approach equips you to embrace IT service delivery and support demands with the end in mind.



## So You Want To Be A Process Owner

Jack Probst,  
Principal Consultant, Pink Elephant

Code: General / Wed 11:10am – 12:10pm

This session will provide guidance for new and experienced Process Owners. Jack will provide clarity to the Process Owner role and will identify the key activities they should perform.



## Turning A Vicious Cycle Into A Value Cycle

Gary Case,  
Principal Consultant, Pink Elephant

Code: Beginner / Tues 10:30am – 11:30am

Gary will discuss how a vicious cycle is created if an organization doesn’t have good Incident, Problem and Change Management processes in place.



## How Effective Is Your Organization’s IT Incident Communications Process?

Imad Mouline,  
CTO, Everbridge

Code: Beyond Beginner / Mon 10:30am – 11:30am

In this session, Imad will discuss how organizations can reduce mean time to repair and limit the impact of downtime, service disruptions, and other incidents.

## TRACK 5

### “How-To” ITIL Clinics & Workshops

These sessions, taught by Pink’s highly knowledgeable and experienced ITIL experts, are very instructional and discussion-based in nature to take you beyond the content of the certification courses.

Choose from the following instructional “How-To” clinics:

- How To Get Started Implementing ITIL
- How To Create ITIL Project & Process Management Roles
- How To Get Senior Management Buy-In
- How To Implement A Successful Service Portfolio Process
- How To Create & Manage A Successful Supplier Management Process
- Why & How To Conduct An ITIL Process Assessment
- How To Conduct Problem Management Root Cause Analysis
- How To Create & Manage Successful SLAs & OLAs
- How To Create & Manage A Successful Service Catalog
- How To Decide Which Courses Are Best For Which Roles & Develop Education Plans For ITIL Training

## TRACK 6

### DevOps

There are many misconceptions today about what DevOps is and what it is not! Speakers in this track discuss the ins and outs and profile how to gain real business benefits from DevOps.



#### Top 5 Myths Of DevOps

George Spalding,  
Executive Vice President, Pink Elephant

Code: Beginner / Wed 11:10am – 12:10pm

In this session, George will highlight that DevOps is not a development methodology or technology, rather an ideology; a way to facilitate organizational prosperity and growth.



#### The CIO Appoints You “DEV/OPS” – Now What?

Stephanie Jambor,  
Manager Of IT Service Management, Erie Insurance Group

Code: Beginner / Mon 2:00pm – 3:00pm

Join Stephanie as she shares her beginning foray into Dev/Ops at Erie Insurance. She’ll share pivotal moments and will describe the first steps in this unfamiliar territory.



#### The Five Love Languages Of DevOps

Matt Stratton,  
Solutions Architect, Chef Software, Inc.

Code: General / Tues 2:00pm – 3:00pm

Matt will share the need to understand the different “languages” of DevOps among departments when bringing about cultural change.





## The Best Of The Best – Blending AGILE, DevOps, LEAN UX & ITIL

Andrew Humphrey,  
Head Of Service Management, Auto Trader

*Code: General / Mon 10:30am – 11:30am*

Andrew will discuss Auto Trader's service management journey, which has seen them start with ITIL and incorporate Lean principles, Agile development methods and DevOps automation.



## Crossing The Continuous Delivery Chasm

J. Paul Reed,  
Principal Consultant,  
Release Engineering Approaches Insurance Company

*Code: Beyond Beginner / Tues 10:30am – 11:30am*

In this talk, Paul will cover the many details that get overlooked when implementing a continuous delivery pipeline, including operational requirements.



## DevOps: Where Do I Start

Facilitated By: Gary Case,  
Principal Consultant, Pink Elephant

*Code: General / Mon 2:00pm – 3:00pm*

Are you interested in DevOps but don't know where to start? This session is perfect for you! The panelists will provide guidance, advice and techniques on how to get started.



## The History Of DevOps (& What You Need To Do About It)

Damon Edwards,  
Managing Partner, DTO Solutions

*Code: Beginner / Tues 2:00pm – 3:00pm*

After a look back through the origins of DevOps, Damon will help us look forward to how large enterprises and web start-ups are making the business justification to invest in DevOps.



## Messing With Your Head: How DevOps Changes Everything

Rob England,  
The IT Skeptic

*Code: General / Tues 10:30am – 11:30am*

This presentation looks at how DevOps turns some fundamental principles of IT and ITSM on their heads. Come and have your IT fundamental axioms challenged.



## DevOps – Evolution, Not Revolution

David Mainville,  
CEO & Co-Founder, Navvia

*Code: General / Tues 10:30am – 11:30am*

Join David as he discusses the building blocks of a successful DevOps program leading to improved customer experience, higher rates of innovation and a faster path to business value.

## TRACK 7

### Organizational Change Management

Organizational Change Management is the approach for transitioning individuals and teams to a desired future state. Simply put, Organizational Change Management addresses the people side of change.



## Culture Of Accountability At America's Arctic University

Kenneth Coon,  
Manager, Customer Support Services, University Of Alaska

*Code: General / Mon 10:30am – 11:30am*

Improving culture and ITSM processes were equally important for the University Of Alaska when developing better change, incident and service catalog processes.



## Leading A Peak Performance Culture

Jim Clemmer,  
President, Clemmer Group

*Code: General / Mon 11:40am – 12:40pm*

Research shows that an organization's culture is the key factor in its performance and can contribute up to 500% more revenue growth than lower-performing counterparts.



## Enabling IT Skills & Talent Management With SFIA

James A. Dilanni,  
British Computer Society (BCS) – North America

*Code: General / Mon 2:00pm – 3:00pm*

James will provide an overview of SFIA and how it can be used as a practical management tool.



## Realistic Service Management Vs. Public Sector Mentality

Robert Nessler,  
ITSM Director, State Of Colorado  
Governor's Office Of Information Technology

*Code: General / Tues 10:30am – 11:30am*

In this case study session Robert will address the uniqueness of implementing ITIL based processes into a public sector environment that encompasses 18 state departments.



## Stakeholder Engagement: The Secret Sauce For Successful Program & Project Management

Robin Hysick,  
IT Management Consultant, Pink Elephant

*Code: General / Tues 2:00pm – 3:00pm*

Learn several practical models you can use to develop your Stakeholder Engagement Strategy and get an overview of the new emerging Change Management certification model.



## The Power Of Habit: Author, Charles Duhigg

Jack Probst,  
Principal Consultant, Pink Elephant

*Code: General / Wed 7:15am – 8:15am*

Jack will review the reasons why habits should be considered when developing an organizational change plan.

## TRACK 8 Pink Think Tank

The Pink Think Tank – some of the world’s leading ITSM thinkers – will gather prior to Pink16 to consider some of the toughest questions in ITSM and present their results at the conference.



### Establishing A Multi-Speed IT Organization – While Keeping The Lights ON

Chris Flanagan,  
VP, ITSM & Operations,  
The Prudential Insurance Company Of America

Code: General / Mon 10:30am – 11:30am

Chris will share how Prudential’s Group Insurance IT organization established a multi-speed DevOps environment and how they made a multi-speed organization possible.



### Improving Value Delivery With DevOps & The Scaled Agile Framework

Richard Knaster,  
Principal Consultant, Scaled Agile Framework

Code: General / Mon 2:00pm – 3:00pm

In this session, Richard will provide an in-depth overview of how DevOps can work within the context of a Scaled Agile Framework to provide customer value and quality.



### Is The New IT World Of DevOps Fact, Fiction Or Fairytale?

Cathy Kirch,  
ITSM Office Delivery Lead/Manager,  
Allstate Insurance Company

Code: Beyond Beginner / Tues 10:30am – 11:30am

Join Cathy to hear how her organization is integrating DevOps and ITSM and how you can enhance your Service Transition processes to run at multiple speeds and enable DevOps.



### Live Fast, Die Young, Leave A DevOps Corpse

J. Paul Reed,  
Principal Consultant, Release Engineering Approaches  
Insurance Company

Code: General / Tues 2:00pm – 3:00pm

Where is DevOps going? In this talk, we’ll take a look at the forks in the road the DevOps community is faced with, and what “DevOps” might look like in the future.



### Agile Process Development

Jack Probst,  
Principal Consultant, Pink Elephant

Code: General / Tues 11:40am – 12:40pm

Gain an understanding of the basic tenets of Agile development, including Agile project management and how those principles can be applied to your process projects.



### Pink Think Tank Summary – What They Really Talked About Behind Closed Doors

Rob England,  
The IT Skeptic

Code: General / Mon 10:30am – 11:30am

Join Rob as he presents the Pink Think Tank’s findings surrounding the question “Run, Grow, Transform”. You’ll also get advice on how to manage a multi-speed IT organization.

### Multi-Speed IT

Code: General / Tues 12:50pm – 1:50pm

This presentation proposes a more nuanced approach to two-speed or “bi-modal” IT, where each lifecycle implementation is a blend of the two speeds: conservative and nimble.



### Pink Think Tank Power Session

Facilitator: Gary Case,  
Principal Consultant, Pink Elephant

Code: General / Mon 12:50pm – 1:50pm

Here’s your opportunity to listen to Pink Think Tank luminaries and get first-hand results of their “power session”.



### Optimizing Change Management For The Speed Of Need

Troy DuMoulin,  
VP, Research, Innovation & Product Development,  
Pink Elephant

Code: General / Wed 7:15am – 8:15am

In this informative session, Troy will describe the critical success factors for optimizing the speed of your Change Management process.

## TRACK 9 Tools & Technology

Case studies, suppliers, and industry experts show you what it really takes for successful process implementation and integration, for enabling better decision-making, and for monitoring service performance.



### Hold The Phone! TeamQuest Did WHAT?!

Dino Balafas,  
Vice President Of Marketing, TeamQuest Corporation

Code: Beyond Beginner / Mon 11:40am – 12:40pm

In this session, Dino discusses how TeamQuest is delivering top-to-bottom transparency between IT and the business through one integrated platform.



### Using Advanced Data Analytics Techniques & Recipes For Digital Service Management

Dr. Rod Fontecilla,  
Chief Data Scientist, Unisys

Code: Beyond Beginner / Mon 12:50pm – 1:50pm

In this informative session you’ll learn a “prescriptive” approach on how to organize, capture and analyze your data and the changes needed to take advantage of this powerful new area of Service Management.



## Enterprise Service Management: It's Time To Share ITSM Best Practices Outside Of IT

Stephen Mann,  
Independent ITIL Consultant & Trainer

*Code: General / Tues 11:40am – 12:40pm*

“Enterprise Service Management” (ESM) has risen up the corporate improvement agenda to become one of the hottest ITSM and business improvement trends. Join Stephen to discuss issues surrounding ESM.



## Don't Rain On My ITSM Parade – Transitional Change Management When Moving To The Cloud

Earl Begley,  
Total Quality Manager, Analytics & Technologies,  
University Of Kentucky

*Code: Beyond Beginner / Mon 10:30am – 11:30am*

Earl will share the journey of a higher-education IT department as they migrate from a risk prone on-premise data center, to an Infrastructure-as-a-Service model.



## The CMDB In A Cloudy & BYOD Universe

Carlos Casanova,  
President & Solutions Architect, K2 Solutions

*Code: General / Tues 2:00pm – 3:00pm*

If you thought the Cloud and BYOD removed the need for a Configuration Management Database (CMDB)... you were wrong. Carlos will explain key tasks to deploy a CMDB.



## Service Management In The Clouds

Charlie Miles,  
IT Management Consultant, Pink Elephant

*Code: General / Tues 10:30am – 11:30am*

Do Service Management and ITIL have any future role within traditional IT organizations? This session will discuss this question and provide some guidance and discussion topics.



## The Leader's Path To Effective ITSM Processes & Tools

David Mainville,  
CEO & Co-Founder, Navvia

*Code: Beyond Beginner / Mon 12:50pm – 1:50pm*

David will share his practical experience as a leader and discuss methods to ensure your ITSM program delivers real and sustainable benefits.



## It's 2020: What's Happened To Your IT Department?

John M. Pugh,  
Director Of Solutions Engineering, EasyVista

*Code: General / Mon 11:40am – 12:40pm*

Fast forward to the year 2020. What disruptive force is pulling on you today? Join John for an exciting trip down memory lane and into the future.



## Introducing The Service Automation Framework For The Self Service Generation

Jan-Willem Middelburg,  
Regional Director Asia, Pink Elephant

*Code: Beyond Beginner / Wed 10:00am – 11:00am*

In this session Jan-Willem will explore how your organization can use the Service Automation Framework and self-service concepts to service the IT user of today and the future.

## TRACK 10 Cyber Risk & Security Management

As the world becomes increasingly interconnected, IT organizations must pay more attention to business continuity, security and risk management. How can you protect your organization? The best protection is to implement plans and procedures, and this track will highlight the best way to do it.



## Incident Response Experience From The Front Line

Tina Thorstenson,  
Assistant VP & Chief Information Security Officer,  
Arizona State University

*Code: General / Tues 2:00pm – 3:00pm*

Make the best out of ugly situations with Tina! She will discuss the critical processes every organization should have in place to effectively respond to a cyber or data breach.



## The Art Of Human Hacking: Social Engineering Self Defense

John Sileo,  
Identity Theft Expert & President & CEO, The Sileo Group

*Code: General / Tues 3:20pm – 4:20pm*

Human beings are the weakest link to the security, privacy and profitability of your company. John will help you reduce your threat profile for fraud, deception and social engineering.



## Left Of Boom

Kevin Brock,  
Former Assistant Director Of The Directorate Of Intelligence,  
Federal Bureau Of Investigation (FBI)

*Code: General / Mon 10:30am – 11:30am*

Kevin will explain why a company's ability to handle a cyber-attack with resilience depends on certain practices implemented “left of boom”.



## Threat-Based Incident Management – New Models For Future Threats

Matt Devost,  
CEO, Fusion X & Board Advisor, Black Hat

*Code: General / Mon 2:00pm – 3:00pm*

This presentation will explore alternative approaches to managing critical incidents and breaches that take a threat-centric approach to incident management and mitigation.

# Session Descriptions



## Big Data In Action For Cyber Resilience

Caron Kogan,  
Director – Data Management,  
Digital Channels, Capital One

Code: General / Mon 10:30am – 11:30am

Caron will review the opportunities that big data offers organizations to increase the resilience of their operations, respond rapidly to cyber-attacks and minimize intrusions.



## How To Architect, Organize & Implement An Enterprise Cyber Resilience Program

Gerhard Cerny,  
VP & Chief Information Security Officer, AmeriSourceBergen

Code: General / Tues 10:30am – 11:30am

Gerhard will take you through one organization's journey on how cyber resilience has been approached and executed, and will offer lessons learned and challenges to consider.



## Privacy In Action For Cyber Resilience

Dr. Shue-Jane L. Thompson,  
Partner, Public Sector, IBM Global Business Services

Code: General / Mon 2:00pm – 3:00pm

Learn the definition of “privacy” and “personal identifiable information”, why they're important and why they're challenging to manage.



## The Great Generational Convergence

Facilitated By: Jack Probst,  
Principal Consultant, Pink Elephant

Code: General / Tues 2:00pm – 3:00pm

This panel of experts will explore the technology/millennial convergence. They will aim to provide direction and guidance, and will address the challenges it poses to IT and leadership.



## ITSM Strategic Road Map Workshop

Troy DuMoulin,  
VP, Research, Innovation & Product Development,  
Pink Elephant

Code: General / Wed 1:00pm – 3:45pm

Whether you're new to ITIL and ITSM or already started your journey and are looking for validation, this is an invaluable session for senior IT managers.



## Eight Critical Steps For Leading & Implementing Change – Hollywood Style!

David Ratcliffe,  
President, Pink Elephant

Code: General / Wed 1:00pm – 3:45pm

In this workshop, David will use scenes from the movie *The Guns of Navarone* to illustrate John P. Kotter's eight steps to project and transformation success.



## Transforming IT To A Service Based Organization – A Practice Based Workshop

Jack Probst,  
Principal Consultant, Pink Elephant

Code: Beyond Beginner / Wed 1:00pm – 3:45pm

This workshop provides the underlying principles of a Service Based Organization (SBO), the basic tenets of a Service Based IT operating model and advice on how to design and deploy an SBO.



## Service Costing 101: Everything You Need To Know To Plan Implementation Of Service Costing

Dean Meyer,  
Author, Internal Market Economics

Code: General / Wed 1:00pm – 3:45pm

Dean will lay out the basics to help you understand the issues surrounding a service costing initiative and will teach you how to successfully implement a cost model.



## Lean IT & Leading With Respect: Using Respect For People To Enable Engagement, Teamwork, Accountability & Amazing Results

Mike Orzen,  
Lean IT Pioneer, Mike Orzen & Associates

Code: Beyond Beginner / Wed 1:00pm – 3:45pm

Explore the core practices of “Leading with Respect” – a key Lean IT component that every leader and manager should know to create a work environment of trust and performance.



## Real Response: A Pattern For Responding (Standard + Case)

Rob England,  
The IT Skeptic

Code: General / Wed 1:00pm – 3:45pm

Grasp the unfamiliar ideas of a Standard + Case approach which will put you on the path to a better way of dealing with ITSM situations.

## TRACK 11 Platinum Sponsor

Pink16's Platinum sponsor is profiled with two thought compelling breakout sessions showcasing some of today's most pressing ITSM issues and industry trends.

Check online for details.

## TRACK 12 Half-Day Workshops

Only at Pink's conference! No one else provides a half-day free educational session. Choose from one of many workshops ranging from operational to strategic in focus.



### Making Lean IT Real

Jan Schilt,  
Director/Owner, GamingWorks

Code: General /Wed 1:00pm – 3:45pm

In this engaging and fun simulation workshop you will gain an appreciation for how Lean principles enable you to rapidly improve any process.



### Are You Gambling With Your Change Initiative? Here's How To Stack The Odds In Your Favor!

Paul Wilkinson,  
Director/Owner, GamingWorks

Code: General /Wed 1:00pm – 3:45pm

Attend this session and you'll return to your workplace with an understanding of the danger signs to look for when planning and executing organizational change projects, and how to deal with them.



### Using The 5 GREAT Principles

Gary Bailey  
& Michelle McLean,  
United Success Inc.

Code: General /Wed 1:00pm – 3:45pm



Join Gary and Michelle in this workshop and take part in activities that will show you how their 5 G.R.E.A.T. principles help you deal with pressure and THRIVE under pressure!



### How To Jump Start A Business Relationship Management Capability: A 5-Step Model

Leigh Ann Thomas,  
Director – Business Partner Engagement, American Water  
Chair Of BRMI Executive Council

Code: Beyond Beginner /Wed 1:00pm – 3:45pm

In this interactive session, Leigh Ann will present a 5-step model for recruiting and cultivating a strong Business Relationship Management (BRM) organization.

## “PLATINUM PASS”

### Ask-The-Expert Breakfast Clubs

These exclusive sessions are for attendees who purchase a Platinum Pass. Refer to page 15 for more pass details.

Spend quality “Q&A” discussion time with the best ITSM consultants in the industry – Jack Probst (Monday) and Gary Case (Tuesday & Wednesday). Ask them anything you want – they have the answer!



Jack Probst,  
Principal Consultant,  
Pink Elephant



Gary Case,  
Principal Consultant,  
Pink Elephant

## Pre-Conference Courses

| ITIL FOUNDATION CERTIFICATION                           |                      |
|---|----------------------|
| ITIL Foundation   | February 11-13, 2016 |
| ITIL CAPABILITY CERTIFICATION                           |                      |
| ITIL Operational Support & Analysis                     | February 9-13, 2016  |
| ITIL LIFECYCLE CERTIFICATION                            |                      |
| ITIL Service Strategy                                   | February 10-13, 2016 |
| ITIL Service Design                                     | February 10-13, 2016 |
| ITIL Service Transition                                 | February 10-13, 2016 |
| ITIL Service Operation                                  | February 10-13, 2016 |
| ITIL Continual Service Improvement                      | February 10-13, 2016 |
| LEAN IT CERTIFICATION                                   |                      |
| Lean IT Foundation                                      | February 12-13, 2016 |
| ORGANIZATIONAL CHANGE MANAGEMENT CERTIFICATION          |                      |
| <b>NEW!</b> Organizational Change Management Foundation | February 11-13, 2016 |

## Post-Conference Courses

| COBIT CERTIFICATION   |                      |
|---|----------------------|
| Defining & Governing Enterprise IT To Deliver Value               | February 18-20, 2016 |
| LEAN IT CERTIFICATION   |                      |
| <b>NEW!</b> Lean IT Kaizen: Implementing Lean IT Practices        | February 18-20, 2016 |
| BUSINESS RELATIONSHIP MANAGEMENT CERTIFICATION                    |                      |
| <b>NEW!</b> Business Relationship Management Professional         | February 18-20, 2016 |
| ORGANIZATIONAL CHANGE MANAGEMENT CERTIFICATION                    |                      |
| <b>NEW!</b> Organizational Change Management Practitioner         | February 18-19, 2016 |
| “HOW TO” INSTRUCTIONAL WORKSHOPS                                  |                      |
| How To Define & Implement A Service Catalog                       | February 18-19, 2016 |
| How To Define & Implement A CMDB According To ITIL Best Practices | February 18-19, 2016 |

## Save 10%!

Attend the conference AND  
a pre- or post- conference course and save 10%.

# Exhibition Showcase

Gain invaluable insight into the constantly changing world of ITSM focused services and products. Here is a sample of the organizations that are participating in this year's exhibition. For a complete list, visit our website.

Thank you to all sponsors who will be helping us celebrate our 20th anniversary this year!



BMC is a global leader in software solutions that help IT transform traditional businesses into digital enterprises for the ultimate competitive advantage.



EasyVista Inc. provides advanced Service Management solutions globally. Over 4 Million users benefit from their enterprise SaaS platform, delivering IT and enterprise wide transformation. EasyVista is quoted on NYSE (ALEZV).



Freshservice is a cloud-based service desk that takes a fresh approach to ITIL. With features like ticketing, asset management and a built-in knowledge base, Freshservice has built-in gamification to make everyday tasks efficient and take the boring out of IT!



The International Association of Information Technology Asset Managers, Inc. ("IAITAM") is a professional association that empowers organizations and professionals to maximize the investment in technology through global education and certification.



Navvia helps you take the complexity out of ITSM. Navvia offers innovative software designed to drive your service management program, plus a full range of ITSM consulting services to quickly deliver results.



ServiceNow is the enterprise IT cloud company. ServiceNow transforms IT by automating and managing IT service relationships across the global enterprise.



TeamQuest Performance Software combines industry-leading server, storage and application management tools along with powerful analytics to help you deliver business outcomes and meet the performance needs for your organization.



## Media Partners



## CONFERENCE LOCATION

Pink Elephant's 2016 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest rated hotels.

Conference attendees are entitled to a special room rate. To obtain this special rate, attendees must call Pink Elephant at 1-888-273-PINK by January 8th, 2016. Book early, rooms are limited. Room rate is subject to availability.

## CONFERENCE FEES

There are three types of passes you can purchase:

1) Regular Pass: US\$2,195

- All conference materials
- All meals (continental breakfasts, lunches and snacks at receptions)
- Access to all conference sessions

2) Platinum Pass: US\$2,695

- All Regular Pass entitlements PLUS...
- Reserved seating in the General Session room
- Access to the special Platinum Lounge where you can grab a beverage, relax, and network with other Platinum Pass holders
- Dedicated Platinum Registration counter for fast check-in
- Dedicated Platinum Concierge and Customer Service counter
- "Front-of-the-Line Pass" for Celebrity Keynote book signings. Pink conferences are renowned for the amazing line-up of keynote speakers. We set the pace that everyone else tries to follow! Now, with the Front-of-the-Line Pass, you won't have to wait in a long line to get your book signed or for a photo op!
- Platinum Dining Room where you can have lunch, network and engage with other Platinum Pass holders
- Hotel room upgrade to "Dancing Fountain View" (based on availability)
- Attendance at a series of 3 exclusive "Platinum Pass Ask-The-Expert Breakfast Club" workshops with Pink's Subject Matter Experts Gary Case and Jack Probst on Monday, Tuesday and Wednesday mornings

3) VIP Pass: US\$2,895

- All Platinum Pass entitlements PLUS...
- Bring your Sweetie to attend a special Valentine's Day reception with guest speaker Allan Pease
- All couples will receive a free book from Allan Pease
- Sweeties are permitted to attend all Pink16 keynotes and networking sessions

## TEAM PASS

With 12 Track Topics and up to 16 concurrent sessions in the program, there's a lot to take in at this year's Conference. Bring a team and make the most of what Pink16 has to offer.

The following Team Pass discounts are available:

- Register 2 people and save 10% off any pass
- Register 3 people and save 15% off any pass
- Register 4 people and save 20% off any pass
- Register 5 people and save 25% off any pass
- Register 6 people and save 30% off any pass

\* Registrations must be made together

## COMBO DISCOUNTS FOR PRE-CONFERENCE & POST-CONFERENCE WORKSHOPS

We have scheduled our most popular training workshops before and after the Conference. Not only is that convenient, but with our special "Combo Discount" you can save 10% on your course fee. Why not make the most of your trip to Las Vegas by adding a pre-Conference and/or post-Conference workshop to your Pink16 experience?

## SUBSTITUTIONS & CANCELLATIONS

For Full Fee Conference Pass purchases, you can cancel up until December 31, 2015 and receive a full refund. No refunds or credits after December 31, 2015; however, substitutions can be made at any time.

Pink Elephant reserves the right to cancel or reschedule workshops or events.

## QUESTIONS?

Please call us at 1-888-273-PINK from 8:30am to 5:30pm Eastern Time, Monday through Friday. Or, e-mail us at [info@pinkelephant.com](mailto:info@pinkelephant.com).

## TO REGISTER

Choose one of the following options:


- Phone: 1-888-273-PINK
- E-mail: [info@pinkelephant.com](mailto:info@pinkelephant.com)
- Online: [www.pinkelephant.com/pink16](http://www.pinkelephant.com/pink16)

## STAY CONNECTED!

Stay connected to Pink for all the latest news and updates:

 @theitilexperts & #Pink16

 Pink Elephant

 Company: Pink Elephant  
Group: Pink16

 Subscribe to PinkLINK & E-Bulletins:  
[www.pinkelephant.com/ResourceCenter/PinkLINK](http://www.pinkelephant.com/ResourceCenter/PinkLINK)

## VALENTINE'S DAY SPECIAL RECEPTION

### INCLUDED IN YOUR VIP PASS ALONG WITH ALL PLATINUM PASS ENTITLEMENTS...

On Valentine's Day bring your Sweetie to attend a champagne and roses cocktail hour with guest speaker Allan Pease, Human Behavior Expert. Allan will entertain guests with a humorous look at couples. All couples receive a free book too! During Pink16, Sweeties are permitted to attend all keynotes and networking sessions.

## IT EXCELLENCE AWARDS

These awards are presented annually at our conference to recognize individual and corporate commitment to IT excellence and ITSM best practices.

### Project Of The Year

Recognizes an organization that has demonstrated significant commitment to best practice frameworks including ITIL, ISO, COBIT, Lean IT and Six Sigma.

### Practitioner Of The Year

Recognizes an individual who has shown commitment to best practices, continuous improvement and quality principles.

### Innovation Of The Year

This award is in recognition of a product or service developed by the vendor community that has made the greatest contribution to ITSM in the last calendar year.



*2014 Practitioner Of The Year Award Winner, Tony Krasinski, Director Of IT Service Management, Erie Insurance Group*

Visit our website for details about qualification, submission criteria, and all winners from previous years.



**Attention mailroom:** If undeliverable, please route to the IT Director

Pink Elephant  
1600 Golf Road  
Suite 1200  
Rolling Meadows, IL  
60008  
1-888-273-PINK

PRSR STD  
US POSTAGE PAID  
BUFFALO, NY  
PERMIT NO. 4225

---

*“I really enjoyed the conference and got a lot out of it. I got one additional person to go this year, next year I’m hoping to get two more.”*

*– Pink15 Attendee*

---

## 20TH ANNUAL INTERNATIONAL IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 14-17, 2016

**“Pink16”**

*IT @ The Speed Of Change*

**THE  
INDUSTRY’S #1  
EVENT!**