



20TH ANNUAL INTERNATIONAL  
**IT SERVICE MANAGEMENT  
 CONFERENCE & EXHIBITION**  
 LAS VEGAS • BELLAGIO HOTEL • FEBRUARY 14-17, 2016



“Pink16”

IT @ The Speed Of Change

### Sample Itinerary For Advanced Level

This itinerary represents one of many options for IT professionals with a focus on Advanced IT Service Management. The conference program includes 12 tracks with over 140 sessions, which can be personally customized to fit your specific interests and organizational needs.

Pre- and post-conference courses are also available. These cover a wide range of subjects and management perspectives. Visit our [conference website](#) to view the full conference program, including session descriptions and course outlines.

<b>Pre-Conference Courses: February 9-13, 2016</b>	
Choose from nine courses. We recommend these options for an Advanced Level:	
<ul style="list-style-type: none"> <li>• Organizational Change Management – February 11-13, 2016</li> <li>• ITIL® Operational Support &amp; Analysis – February 9-13, 2016</li> <li>• Lean IT Foundation – February 12-13, 2016</li> </ul>	
<b>Date &amp; Time</b>	<b>Track &amp; Session</b>
<b>Sunday, February 14, 2016</b>	
4:00 p.m. - 5:00 p.m.	<b>Sunday Optimizer</b> <i>The Yellow Brick Road &amp; The Effective Organizational Change Manager</i> <b>Robin Hysick</b> , Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception: Exhibition Showcase Open</b>
<b>Monday, February 15, 2016</b>	
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club</b> <i>Moose On The Table: A Novel Approach To Communications At Work</i> <b>Jim Clemmer</b> , President, Clemmer Group
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks</b> <b>Opening Keynote: Martin Short</b>
10:30 a.m. - 11:30 a.m.	<b>Track 9 – Tools &amp; Technology</b> <i>Don't Rain On My ITSM Parade – Transitional Change Management When Moving To The Cloud</i> <b>Earl Begley</b> , Total Quality Manager, Analytics & Technologies, University Of Kentucky
11:40 a.m. - 12:40 p.m.	<b>Track 9 – Tools &amp; Technology</b> <i>Hold The Phone! TeamQuest Did WHAT?!</i> <b>Dino Balafas</b> , Vice President Of Marketing, TeamQuest Corporation
12:50 p.m. - 1:50 p.m.	<b>Track 9 – Tools &amp; Technology</b> <i>Using Advanced Data Analytics Techniques &amp; Recipes For Digital Service Management</i> <b>Dr. Rod Fontecilla</b> , Chief Data Scientist, Unisys
2:00 p.m. - 3:00 p.m.	<b>Track 3 – Lean IT &amp; Agile</b> <i>Enabling Lean IT &amp; Agile Management With The IT4IT Model</i> <b>Charles Betz</b> , Founder & Principal Consultant, Digital Management Academy
3:20 p.m. - 4:30 p.m.	<b>Keynote Address: Allan Pease</b>
4:30 p.m. - 6:30 p.m.	<b>Networking Reception</b>

<b>Tuesday, February 16, 2016</b>	
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club</b> <i>Business Relationship Management Focus Group</i> <b>Jack Probst</b> , Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Keynote Address: Tom Koulopoulos</b> <b>IT Excellence Awards Presentations</b>
10:30 a.m. - 11:30 a.m.	<b>Track 8 – Pink Think Tank</b> <i>Is The New IT World Of DevOps Fact, Fiction Or Fairytale?</i> <b>Cathy Kirch</b> , ITSM Office Delivery Lead/Manager, Allstate Insurance Company
11:40 a.m. - 12:40 p.m.	<b>Track 9 – Tools &amp; Technology</b> <i>Enterprise Service Management: It's Time To Share ITSM Best Practices Outside Of IT</i> <b>Stephen Mann</b> , Independent ITIL Consultant & Trainer
12:50 p.m. - 1:50 p.m.	<b>Track 8 – Pink Think Tank</b> <i>Multi-Speed IT</i> <b>Rob England</b> , The IT Skeptic
2:00 p.m. - 3:00 p.m.	<b>Track 3 – Lean IT &amp; Agile</b> <i>The Lean IT Implementation Field Guide</i> <b>Mike Orzen</b> , Lean IT Pioneer, Mike Orzen & Associates
3:20 p.m. - 4:20 p.m.	<b>Power Hour – Featured Speakers</b> <i>The Art Of Human Hacking: Social Engineering Self Defense</i> <b>John Sileo</b> , Identity Theft Expert & President & CEO, The Sileo Group
4:30 p.m. - 5:15 p.m.	<b>Keynote Address: Chad Pregracke</b>
5:15 p.m. - 7:00 p.m.	<b>Networking Reception</b>
<b>Wednesday, February 17, 2016</b>	
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club</b> <i>The Power Of Habit: Author Charles Duhigg</i> <b>Jack Probst</b> , Principal Consultant, Pink Elephant
8:30 a.m. - 9:40 a.m.	<b>Keynote Address: Stuart Knight</b> <b>IT Excellence Award Presentation: Case Study Of The Year</b>
10:00 a.m. - 11:00 a.m.	<b>Track 2 – IT Strategic Management</b> <i>See IT Through Different Eyes: "Bridge The Gap &amp; Visualize Your IT Service Management Strategy"</i> <b>Jan-Dirk Krispijn</b> , Director Outsourcing, Pink Elephant Netherlands
11:10 a.m. - 12:10 p.m.	<b>Track 2 – IT Strategic Management</b> <i>IT Governance Vs. Compliance – Taking Back The Strategy High Ground</i> <b>Peter Hubbard</b> , Principal Consultant, Head Of Product Portfolio Development – UK, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 12 – Half-Day Workshops</b> <i>Lean IT &amp; Leading With Respect: Using Respect For People To Enable Engagement, Teamwork, Accountability &amp; Amazing Results</i> <b>Mike Orzen</b> , Lean IT Pioneer, Mike Orzen & Associates
3:45 p.m.	<b>Conference Ends</b>
<b>Post-Conference Courses: February 18-20, 2016</b>	
Choose from seven courses. Our recommended options for an Advanced Level:	
<ul style="list-style-type: none"> <li>• Organizational Change Management Practitioner – February 18-19, 2016</li> <li>• Business Relationship Management Professional – February 18-20, 2016</li> <li>• ITIL Practitioner: Enabling Critical Competencies – February 18-19, 2016</li> </ul>	

**Note:** Sessions are subject to change. Please visit our website for the latest updates to the conference schedule.

ITIL® is a registered trade mark of AXELOS Limited.