



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 Continual Service Improvement Processes

This itinerary represents one of many options for Continual Service Improvement processes according to IT Service Management and ITIL® best practices. 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.

Pre-Conference Courses: February 9-13, 2016	
Choose from nine courses. We recommend these options for Continual Service Improvement Processes:	
<ul style="list-style-type: none"> • ITIL Continual Service Improvement – February 10-13, 2016 • Lean IT Foundation – February 12-13, 2016 • Organizational Change Management Foundation – February 11-13, 2016 	
Date & Time	Track & Session
Sunday, February 14, 2016	
4:00 p.m. - 5:00 p.m.	Sunday Optimizer <i>Leading Change: Kotter's 8-Step Model</i> Gary Case , Principal Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	Welcome Reception: Exhibition Showcase Open
Monday, February 15, 2016	
7:15 a.m. - 8:15 a.m.	Breakfast Club <i>What IT Managers Need To Know About Lean Management</i> Troy DuMoulin , VP, Research & Development, Pink Elephant
8:30 a.m. - 10:10 a.m.	Conference Welcome & Opening Remarks Opening Keynote: Martin Short
10:30 a.m. - 11:30 a.m.	Track 3: Lean IT & Agile <i>Adapting Service Transition Processes To Handle Both Agile & Waterfall Models</i> Cathy Kirch , ITSM Office Delivery Lead/Manager, Allstate Insurance Company
11:40 a.m. - 12:40 p.m.	Track 9 – Tools & Technology <i>It's 2020: What's Happened To Your IT Department?</i> John M. Pugh , Director Of Solutions Engineering, EasyVista
12:50 p.m. - 1:50 p.m.	Track 9 – Tools & Technology <i>Using Advanced Data Analytics Techniques & Recipes For Digital Service Management</i> Dr. Rod Fontecilla , Chief Data Scientist, Unisys
2:00 p.m. - 3:00 p.m.	Track 3 – Lean IT & Agile <i>Using Lean IT – A Practical Process Improvement Methodology</i> Jeff Westcott , IT Service Manager, Interactive Intelligence
3:20 p.m. - 4:30 p.m.	Keynote Address: Allan Pease
4:30 p.m. - 6:30 p.m.	Networking Reception

Tuesday, February 16, 2016	
7:15 a.m. - 8:15 a.m.	Breakfast Club <i>What IT Managers Need To Know About CMM & Process Maturity</i> Victor Mack , Management Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	Keynote Address: Tom Koulopoulos IT Excellence Awards Presentations
10:30 a.m. - 11:30 a.m.	Track 4 – Service Support & Operations <i>Turning A Vicious Cycle Into A Value Cycle</i> Gary Case , Principal Consultant, Pink Elephant
11:40 a.m. - 12:40 p.m.	Track 2 – IT Strategic Management <i>Building & Managing Your Enterprise Service Portfolio</i> Dave Howard , Migration Technologies, Inc
12:50 p.m. - 1:50 p.m.	Track 9 – Tools & Technology <i>Unleash The Power of Self-Service – How Leading Brands Are Transforming Their Organizations</i> Udi Gotlieb , Director Of ITSM Product Marketing, ServiceNow
2:00 p.m. - 3:00 p.m.	Track 4 – Service Support & Operations <i>CSI: Continual Service Innovation For Delivery & Support</i> Kathryn Howard , ITSM Consultant, Visual Explanations
3:20 p.m. - 4:20 p.m.	Power Hour – Featured Speakers <i>The Future Isn't What It Used To Be</i> George Spalding , Executive Vice President, Pink Elephant
4:30 p.m. - 5:15 p.m.	Keynote Address: Chad Pregracke IT Excellence Awards Presentation
5:15 p.m. – 7:00 p.m.	Networking Reception
Wednesday, February 17, 2016	
7:15 a.m. - 8:15 a.m.	Breakfast Club <i>The 3 R's</i> Rob England , The IT Skeptic
8:30 a.m. - 9:40 a.m.	Keynote Address: Stuart Knight & IT Excellence Award Presentation: Case Study Of The Year
10:00 a.m. - 11:00 a.m.	Track 9 – Tools & Technology <i>Introducing The Service Automation Framework For The Self Service Generation</i> Jan-Willem Middelburg , Regional Director, Asia Pink Elephant
11:10 a.m. - 12:10 p.m.	Track 4 – Service Support & Operations <i>So You Want To Be A Process Owner</i> Jack Probst , Principal Consultant, Pink Elephant
1:00 p.m. - 3:45 p.m.	Track 12 – Half-Day Workshops <i>Making Lean IT Real</i> Jan Schilt , Director/Owner, GamingWorks
3:45 p.m.	Conference Ends
Post-Conference Courses: February 18-20, 2016	
Choose from seven courses. Our recommended options for Continual Service Improvement Processes:	
<ul style="list-style-type: none"> • Business Relationship Management Professional – February 18-20, 2016 • ITIL Practitioner: Enabling Critical Competencies – February 18-19, 2016 	

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

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