



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 Cyber Resilience & Security

This itinerary represents one of many options for professionals with a focus on Cyber Resilience and Security. 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 | |
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| Choose from nine courses. We recommend these options for Cyber Resilience and Security: | |
| <ul style="list-style-type: none"> • ITIL® Foundation – February 11-13, 2016 • ITIL Continual Service Improvement – February 10-13, 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>What IT Managers Need To Know About Governance & COBIT®</i> Jennifer Wels , Management 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>Moose On The Table: A Novel Approach To Communications At Work</i> Jim Clemmer , President, Clemmer Group |
| 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 10 – Cyber Risk & Security Management <i>Big Data In Action For Cyber Resilience</i> Caron Kogan , Director – Data Management, Digital Channels, Capital One |
| 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 8 – Pink Think Tank <i>Pink Think Tank Power Session</i> Facilitator: Gary Case , Principal Consultant, Pink Elephant |
| 2:00 p.m. - 3:00 p.m. | Track 10 – Cyber Risk & Security Management <i>Privacy In Action For Cyber Resilience</i> Dr. Shue-Jane L. Thompson , Partner, Public, Sector, IBM Global Business Services |
| 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 | |
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| 7:15 a.m. - 8:15 a.m. | Breakfast Club <i>Business Relationship Management Focus Group</i> Jack Probst , Principal Consultant, Pink Elephant |
| 8:30 a.m. - 10:10 a.m. | Keynote Address: Tom Koulopoulos IT Excellence Awards Presentation: Innovation of the Year |
| 10:30 a.m. - 11:30 a.m. | Track 10 – Cyber Risk & Security Management <i>How To Architect, Organize & Implement An Enterprise Cyber Resilience Program</i> Gerhard Cerny , VP & Chief Information Security Officer, AmeriSourceBergen |
| 11:40 a.m. - 12:40 p.m. | Track 9 – Tools & Technology <i>Enterprise Service Management: It's Time To Share ITSM Best Practices Outside Of IT</i> Alan Berkson , Director Of Community Outreach, Freshdesk |
| 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 10 – Cyber Risk & Security Management <i>Incident Response Experience From The Front Line</i> Tina Thorstenson , Assistant VP & Chief Information Security Officer, Arizona State University |
| 3:20 p.m. - 4:20 p.m. | Power Hour – Featured Speakers <i>The Art Of Human Hacking: Social Engineering Self Defense</i> John Sileo , Identity Theft Expert & President & CEO, The Sileo Group |
| 4:30 p.m. - 5:15 p.m. | Keynote Address: Chad Pregracke |
| 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 1 – IT Leadership <i>Collective Genius: The Art & Practice Of Leading Innovation</i> Troy DuMoulin , VP, Research & Development, Pink Elephant |
| 11:10 a.m. - 12:10 p.m. | Track 2 – IT Strategic Management <i>IT Governance Vs. Compliance – Taking Back The Strategy High Ground</i> Peter Hubbard , Principal Consultant, Head of Product Portfolio Development – UK, Pink Elephant |
| 1:00 p.m. - 3:45 p.m. | Track 12 – Half-Day Workshops <i>Service Costing 101: Everything You Need To Know To Plan Implementation Of Service Costing</i> Dean Meyer , Author, Internal Market Economics |
| 3:45 p.m. | Conference Ends |
| Post-Conference Courses: February 18-20, 2016 | |
| Choose from seven courses. Our recommended options for Cyber Resilience and Security: | |
| <ul style="list-style-type: none"> Organizational Change Management Practitioner – 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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