



### David Ratcliffe’s Picks At Pink16

We’ve got an exciting line up of sessions this year! There are so many great ones to choose from, I had a hard time making a decision. As many of you know, leadership is an important subject for me, so you’ll find a variety of sessions that fall into this category, but you’ll also find sessions that pique my interest because they’re considered “hot topics” and emerging trends.

I look forward to seeing you at Pink16!

David Ratcliffe  
 President

<b>Pre-Conference Courses: February 9-13, 2016</b>	
Choose from nine courses. David recommends these following pre-conference courses:	
<ul style="list-style-type: none"> <li>• Lean IT Foundation – February 12-13, 2016</li> <li>• Organizational Change Management Foundation – February 11-13, 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>Leading Change: Kotter's 8-Step Model</i> <b>Gary Case</b> , Principal 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 10 – Cyber Risk &amp; Security Management</b> <i>Big Data In Action For Cyber Resilience</i> <b>Caron Kogan</b> , Director – Data Management, Digital Channels, Capital One
11:40 a.m. - 12:40 p.m.	<b>Track 7 – Organizational Change Management</b> <i>Leading A Peak Performance Culture</i> <b>Jim Clemmer</b> , President, Clemmer Group
12:50 p.m. - 1:50 p.m.	<b>Track 8 – Pink Think Tank</b> <i>Pink Think Tank Power Session</i> Facilitator: <b>Gary Case</b> , Principal Consultant, Pink Elephant
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>"Platinum Pass" Ask-The-Expert Breakfast Club</i> <b>Gary Case</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 1 – IT Leadership</b> <i>How To Create A Culture Of Trust &amp; Engagement</i> <b>Joe McBreen</b> , CIO, St. Vrain Valley School District
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>Alan Berkson</b> , Director Of Community Outreach, Freshdesk
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>Lean Service Management – A Grass Roots – Self-Promoting &amp; Self-Sustaining Transformation</i> <b>Carla Lienhard</b> , Global IT Operations Service Management Quality Manager, John Deere
3:20 p.m. - 4:20 p.m.	<b>Power Hour – Featured Speakers</b> <i>There Is No Such Thing As A Perfect Leader – Or Is There?</i> <b>David Ratcliffe</b> , President, Pink Elephant
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 – "Four Conversations For Success"</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>Eight Critical Steps For Leading &amp; Implementing Change – Hollywood Style!</i> <b>David Ratcliffe</b> , President, Pink Elephant
3:45 p.m.	<b>Conference Ends</b>
<b>Post-Conference Courses: February 18-20, 2016</b>	
Choose from seven courses. David recommends the following post-conference courses:	
<ul style="list-style-type: none"> <li>• Business Relationship Management Professional – February 18-20, 2016</li> <li>• Organizational Change Management Practitioner – February 18-19, 2016</li> </ul>	

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

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