



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 Project/Program Managers

This itinerary represents only one of many paths offered for IT Service Management Project/Program Managers. 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 Project/Program Managers:	
<ul style="list-style-type: none"> <li>• ITIL® Service Design (ITIL certification course) – February 10-13, 2016</li> <li>• ITIL Continual Service Improvement (ITIL certification course) – February 10-13, 2016</li> <li>• Organizational Change Management Foundation – February 11-13, 2016</li> </ul>	
Date & Time	Track & Session
<b>Sunday, February 14, 2016</b>	
4:00 p.m. - 5:00 p.m.	<b>Sunday Optimizer</b> <i>What IT Managers Need To Know About CMM &amp; Process Maturity</i> <b>Victor Mack</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>What IT Managers Need To Know About Governance &amp; COBIT®</i> <b>Jennifer Wels</b> , Management Consultant, Pink Elephant
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 3 – Lean IT &amp; Agile</b> <i>Adapting Service Transition Processes To Handle Both Agile &amp; Waterfall Models</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>It's 2020: What's Happened To Your IT Department?</i> <b>John M. Pugh</b> , Director Of Solutions Engineering, EasyVista
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 4 – Service Support &amp; Operations</b> <i>A Risk Management Approach To Transform Change Management</i> <b>Cyrus Howells</b> , Senior Process Manager – ITSM, Nationwide Children's Hospital
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>The Yellow Brick Road &amp; The Effective Organizational Change Manager</i> <b>Robin Hysick</b> , Management 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 2 – IT Strategic Management</b> <i>IT Transformation At Prudential Group Insurance – The Next Wave</i> <b>Joseph Hayes</b> , VP & CIO, Prudential Group Insurance
11:40 a.m. - 12:40 p.m.	<b>Track 8 – Pink Think Tank</b> <i>Agile Process Development</i> <b>Jack Probst</b> , Principal Consultant, Pink Elephant
12:50 p.m. - 1:50 p.m.	<b>Track 9 – Tools &amp; Technology</b> <i>Unleash The Power of Self-Service – How Leading Brands Are Transforming Their Organizations</i> <b>Udi Gotlieb</b> , Director Of ITSM Product Marketing, ServiceNow
2:00 p.m. - 3:00 p.m.	<b>Track 7 – Organizational Change Management</b> <i>Stakeholder Engagement: The Secret Sauce For Successful Program &amp; Project Management</i> <b>Robin Hysick</b> , Management Consultant, Pink Elephant
3:20 p.m. - 4:20 p.m.	<b>Power Hour – Featured Speakers</b> <i>The Future Isn't What It Used To Be</i> <b>George Spalding</b> , Executive Vice 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 3 R's</i> <b>Rob England</b> , The IT Skeptic
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 9 – Tools &amp; Technology</b> <i>Introducing The Service Automation Framework For The Self Service Generation</i> <b>Jan-Willem Middelburg</b> , Regional Director, Asia, Pink Elephant
11: 10 a.m. - 12:10 p.m.	<b>Track 4 – Service Support &amp; Operations</b> <i>So You Want To Be A Process Owner</i> <b>Jack Probst</b> , Principal Consultant, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 12 – Half-Day Workshops</b> <i>Real Response: A Pattern For Responding (Standard + Case)</i> <b>Rob England</b> , The IT Skeptic
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 Project/Program Managers:	
<ul style="list-style-type: none"> <li>• How To Define &amp; Implement A CMDB According To ITIL Best Practices – February 18-19, 2016</li> <li>• Organizational Change Management Practitioner – February 18-19, 2016</li> <li>• Business Relationship Management Professional – February 18-20, 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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