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

PINK

"Pink16"

IT @ The Speed Of Change

Sample Itinerary For Service Desk Management

This itinerary represents one of many options for IT professionals with a focus on Service Desk Management 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 Service Desk Management:
- ITIL Foundation – February 11-13, 2016
- ITIL Operational Support & Analysis – February 9-13, 2016
- ITIL Service Operation – February 10-13, 2016

Date & Time	Track & Session
Sunday, February 14, 2016	
4:00 p.m. - 5:00 p.m.	**Sunday Optimizer** *An ITIL Overview* **Graham Furnis**, 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** *What IT Managers Need To Know About Lean Management* **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 4 – Service Support & Operations** *How Effective Is Your Organization's IT Incident Communications Process?* **Imad Mouline**, CTO, Everbridge
11:40 a.m. - 12:40 p.m.	**Track 9 – Tools & Technology** *It's 2020: What's Happened To Your IT Department?* **John M. Pugh**, Director Of Solutions Engineering, EasyVista
12:50 p.m. - 1:50 p.m.	**Track 9 – Tools & Technology** *Leader's Path To Effective ITSM Processes & Tools* **David Mainville**, CEO & Co-Founder, Navvia
2:00 p.m. - 3:00 p.m.	**Track 4 – Service Support & Operations** *Re-Inventing The Service Desk For Optimized Support* **Josh Gilmore**, Director, Production Services, SquareTwo Financial
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** *The Yellow Brick Road & The Effective Organizational Change Manager* **Robin Hysick**, 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** *Turning A Vicious Cycle Into A Value Cycle* **Gary Case**, Principal Consultant, Pink Elephant
11:40 a.m. - 12:40 p.m.	**Track 8 – Pink Think Tank** *Agile Process Development* **Jack Probst**, Principal Consultant, Pink Elephant
12:50 p.m. - 1:50 p.m.	**Track 9 – Tools & Technology** *Building A Service-Oriented CMDB* **Joshua Smith**, ITSM Consultant, Axios Systems
2:00 p.m. - 3:00 p.m.	**Track 4 – Service Support & Operations** *Enabling The Service Desk Through Knowledge* **J.C. Grooms**, Knowledge Systems Architect, Minnesota State University Mankato
3:20 p.m. - 4:20 p.m.	**Power Hour – Featured Speakers** *The Future Isn't What It Used To Be* **George Spalding**, Executive Vice President, Pink Elephant
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** *Optimizing Change Management For The Speed Of Need* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
8:30 a.m. - 10:10 a.m.	**Keynote Address: Stuart Knight** **IT Excellence Award Presentation: Case Study Of The Year**
10:00 a.m. - 11:00 a.m.	**Track 3 – Lean IT & Agile** *Lean IT & ITIL: Awesome!* **Gary Case**, Principal Consultant, Pink Elephant
11:10 a.m. - 12:10 p.m.	**Track 4 – Service Support & Operations** *So You Want To Be A Process Owner* **Jack Probst**, Principal Consultant, Pink Elephant
1:00 p.m. - 3:45 p.m.	**Track 12 – Half-Day Workshops** *Real Response: A Pattern For Responding (Standard + Case)* **Rob England**, The IT Skeptic
3:45 p.m.	**Conference Ends**
Post-Conference Courses: February 18-20, 2016	

Choose from seven courses. Our recommended options for Service Desk Management:

- How To Define & Implement A Service Catalog – February 18-19, 2016
- How To Define & Implement A CMDB According To ITIL Best Practices – February 18-19, 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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