

PRE-CONFERENCE COURSES  
FEBRUARY 15-19

CONFERENCE DATES  
FEBRUARY 19-22

POST-CONFERENCE COURSES  
FEBRUARY 23-25



“Pink17”

*Pink's conferences  
are Simply The Best!*

**MIND-BLOWING  
INSPIRATIONAL  
SPEAKERS!**



**ALISON LEVINE**

Yes, you can climb  
every mountain!



**J.R. MARTINEZ**

Survival.  
Strength.  
Spirit.



**ERIC BOLES**

THE Game Changer.

21<sup>ST</sup> ANNUAL INTERNATIONAL

# IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 19-22, 2017

**ATTEND THE WORLD'S #1 ITSM EVENT**

Others try,  
but no one  
can surpass  
our content-  
rich and  
comprehensive  
program!



## Communicate. Connect. Change.

Every year our customers tell us our conference is the best in the industry!

This year’s conference theme is covered in a wide variety of sessions that show you how to successfully lead and manage people, processes and tools in today’s ever-changing IT and business landscapes.

There is something for everyone in the 12 track program – strategic, tactical, operational – we’ve got you covered! In fact, this is one main reason why so many organizations bring entire teams!

Numerous speakers, including award winning practitioners are on hand to give you views of many frameworks and proven business practices that enable success.

At Pink17, we’ll show you how to go beyond just theory to achieve true business value and outcomes.

## Who Should Attend Pink17?

*Game plan: bring your whole team!*

Anyone who is interested in building and managing a truly business-focused IT organization:

- C-Level, including CIOs/CTOs/CSOs
- IT Directors, VPs
- IT Service and Support Managers/Directors
- Service Desk Managers/Directors
- IT Infrastructure Managers/Directors
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors and Managers
- IT Auditors, IT Consultants
- IT Suppliers/Vendors

*If you didn't know this already, where have you been? LOL!*

## What’s New At Pink17? Lots!!!

- More sessions about DevOps, Agile, Lean IT, Organizational Change Management – the program is loaded with many new subjects and sessions!
- More new speakers than ever before – experts and successful leaders from all walks of life!
- Maximize your learning experience! Add on a pre- or post-conference course including many new options – Lean IT Leadership, DevOps Certification, Agile Certification, and more!

## About Pink Elephant. We Lead The Way!

A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We’re proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

# Keynote Speakers

Jump-out-of-your-seat and cheer inspiration!

The world is filled with truly courageous and inspirational people who make a difference, and each year we bring you the best!



**Alison Levine**

History Making Mountaineer,  
Author & Leadership Expert

*Will power is the most essential piece of equipment.*

## On The Edge: Leadership Lessons From Mount Everest

As a highly accomplished polar explorer and mountaineer, bestselling author, philanthropist, including a career on Wall Street, Alison has become a leadership expert through her unorthodox advice and insights garnered from her experiences in extreme environments. At Pink17, Alison will describe lessons learned from her various expeditions and suggests leadership principles that apply in extreme adventure also apply in today's extreme business environments.



**J.R. Martinez**

Celebrated US Army Veteran,  
Bestselling Author & Advocate

*Inspiration is often a two-way street!*

## Full Of Heart: My Story Of Survival, Strength & Spirit

J.R. Martinez's life changed in 2003. While serving the US Army in Iraq, his vehicle hit a roadside bomb, leaving him with severe burns to his body. Since then, he has become one of the most celebrated veteran's for his inspirational recovery and his message of resilience and optimism. At Pink17, J.R. will share how he devotes himself to showing others that true value on your path in life is decided by your own ability to adapt and overcome.



**Eric Boles**

Highly Acclaimed Leadership Expert  
& President Of The Game Changers Inc.

*Controlling your attitude is your most powerful asset.*

## Leading & Managing Change In The New Reality

Eric Boles is a sought after authority on leadership, peak performance teams and change management. At Pink17, Eric will share his insights on why leading and managing change has never been more challenging than in today's "new normal" and "new reality". Come hear his proven, key strategies on how to lead and influence more effectively, and what it means to be a REAL leader.

## Session Descriptions

### Power Hour

Take a look at this line-up of heavy duty hitters! The Power Hour includes an awesome line-up of high profile speakers. Choose the one that's right for you and your areas of interest.



#### Who Wants To Be A Great IT Leader?

**David Ratcliffe**  
President, Pink Elephant

Code: General / Tuesday 3:45 p.m. - 4:45 p.m.

David will take you through today's requirements for great IT leadership and conclude by outlining a practical step-by-step approach you can apply immediately on your return to work to put yourself on track to be a great IT leader



#### Advanced ITIL® Adaption – What Does It Look Like & What Does It Really Mean?

**Troy DuMoulin**  
VP, Research & Development, Pink Elephant

Code: General / Monday & Tuesday 3:45 p.m. - 4:45 p.m.

Attend Troy's revealing session where he'll share his own 19-year perspective on how organizations have applied advanced ITIL concepts, and moved from a technical focus to one that is service-oriented and business-driven.



#### Four Conversations For Success

**Stuart Knight**  
Critically Acclaimed Author, Award Winning Entrepreneur & Expert Communicator

Code: General / Monday 3:45 p.m. - 4:45 p.m.

To be successful in business, you have to know what it takes to connect with people on a powerful level. Stuart will push you to understand four conversations that everyone must be able to create in business in order to reach organizational and personal goals.



#### Moose-On-The-Table: Fostering Courageous Conversations To Address Communication Breakdowns

**Jim Clemmer**  
President, Clemmer Group

Code: General / Tuesday 3:45 p.m. - 4:45 p.m.

Stop wasting time and draining energy in your organization by approaching the "moose" in the room. Jim will discuss how poor communication is crippling your organization and how courageous conversations are vital to reduce the "moose".



#### Slicing Through The Noise: Powerful Communication For Leadership & Professional Success

**Barry Maher**  
Communication Expert & Author, Barry Maher & Associates

Code: General / Monday 3:45 p.m. - 4:45 p.m.

Barry – a highly respected communication expert and author – will show you how to communicate with people of all types to diplomatically and tactfully get what you want and get people to look forward to whatever trip you'd like them to take.



#### The 7 Deadliest Workplace Communication Sins

**Skip Weisman**  
Workplace Communication Expert, Weisman Success Resources, Inc.

Code: General / Monday 3:45 p.m. - 4:45 p.m.

Skip introduces you to the seven biggest communication mistakes happening in workplaces. By the end, you will easily be able to recognize and resonate with all seven communication sins, identify ways they manifest and learn ways to turn around these habits.



**Motivation By Chocolate**  
**Denise Ryan**  
Motivational Pyromaniac, Firestar Speaking

Code: General / Tuesday 3:45 p.m. - 4:45 p.m.

Attend this session and learn about the communication styles of the world's best chocolate makers and determine your own style too. You can use this insight to better relate to others. All that – and chocolate too!

*Can't wait to sink my teeth into this session*

### Sunday Optimizers

Maximize your learning! Start your Pink17 conference experience on Sunday afternoon with one of these breakout sessions.



#### An ITIL Overview

**Charlie Miles**  
Management Consultant, Pink Elephant

Code: Beginner

Sunday 4:00 p.m. - 5:00 p.m. & Monday 7:15 a.m. - 8:15 a.m.

This overview is designed for those new to ITIL, or needing a refresh and is an ideal way to learn about ITIL's IT Service Management framework and Service Lifecycle approach.



#### What IT Managers Need To Know About Lean Management

**Beverly Parker**  
Management Consultant, Pink Elephant

Code: Beginner / Sunday 4:00 p.m. - 5:00 p.m.

In this overview, Beverly will explain Lean's origins and major guiding principles. You'll walk away with an understanding of what Lean Management is, and an awareness of its business and IT value.



#### What IT Managers Need To Know About Governance & COBIT®

**Jennifer Wels**  
Management Consultant, Pink Elephant

Code: Beginner / Sunday 4:00 p.m. - 5:00 p.m.

COBIT is a management and control framework often described as an "umbrella framework" as it assists organizations in aligning multiple frameworks and methodologies.



#### What IT Managers Need To Know About CMM & Process Maturity

**Tami Church**  
Management Consultant, Pink Elephant

Code: Beginner

Sunday 4:00 p.m. - 5:00 p.m. & Wednesday 10:30 a.m. - 11:30 a.m.

Attend this session and you'll learn about the key concepts and guiding principles of "process maturity". The session includes an overview of the Capability Maturity Model (CMM) and the six different process maturity stages.



#### Business Relationship Management Focus Group

**Jack Probst**  
Principal Consultant, Pink Elephant

Code: General / Sunday 4:00 p.m. - 5:00 p.m.

In this Focus Group, Jack will lead a discussion surrounding the importance of Business Relationship Management, what it is, and how it can help your organization.



#### The Yellow Brick Road & The Effective Organizational Change Manager

**Robin Hysick**  
Management Consultant, Pink Elephant

Code: Beyond Beginner / Sunday 4:00 p.m. - 5:00 p.m.

In this session, Robin will give an overview of the CMBok and some methods and techniques to help you manage successful projects and transformation initiatives.

*Your red shoes are optional*

*Will he bring a real moose?*



**What IT Managers Need To Know About DevOps Certification**  
**Graham Furnis**  
**Management Consultant, Pink Elephant**

Code: General  
 Sunday 4:00 p.m. - 5:00 p.m., Monday & Tuesday 7:15 a.m. - 8:15 a.m.  
 No doubt about it – DevOps is a growing movement! But, what exactly does it mean? Join Graham for this very revealing session as he debunks many myths and misconceptions surrounding DevOps.



**What IT Managers Need To Know About Agile Scrum Certification**  
**Matthew Bowles**  
**Director Of Professional Services, Pink Elephant**

Code: General  
 Sunday 4:00 p.m. - 5:00 p.m. & Tuesday 7:15 a.m. - 8:15 a.m.  
 Matthew will provide an overview of key best practices associated with Agile and Scrum, and profile very exciting details about three new related certifications.



**The Lean CIO**  
**Troy DuMoulin**  
**VP, Research & Development, Pink Elephant**

Code: Beyond Beginner / Sunday 4:00 p.m. - 5:00 p.m.  
 Lean CIOs promote a mantra of continuous improvement through leadership methods that instill within teams and individuals a Kaizen mindset and a shared passion to create value, increase speed and reduce costs. Attend this session to learn how to become a Lean CIO.



**The Trust & Ownership Leadership Model – The Foundation For The Agile Culture**  
**Niel Nickolaisen**  
**CTO, OC Tanner & Author, The Agile Culture**

Code: Beyond Beginner / Monday 10:30 a.m. - 11:30 a.m.  
 Niel will use his experience to explain how IT leaders can utilize the Purpose Based Alignment Model and the Trust Ownership Model to not only survive but to thrive in a fast-paced, ambiguous world.



**Lean Leadership – An Essential Element Of DevOps Teams**  
**Mike Orzen**  
**President, Mike Orzen & Associates**

Code: General / Monday 10:30 a.m. - 11:30 a.m.  
 Join Mike for this practical session where he will explore the core elements and behaviors of Lean leadership, how they are different from traditional hierarchal leadership models and explain what Lean leadership practices are essential in developing a DevOps culture.



**A Trustworthy IT Service Center**  
**Nazmul Islam**  
**CIO, Department Of Medicine, The University Of Alabama At Birmingham**

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.  
 Join Nazmul for this practical case study where he will highlight how the UAB Department Of Medicine IT made radical changes to processes, communications and improved customer service by leveraging their core service management practices.



**How To “Jazz Up” IT Leadership, Structures & Systems To Accelerate Value**  
**Troy DuMoulin**  
**VP, Research & Development, Pink Elephant**

Code: General / Wednesday 10:30 a.m. - 11:30 a.m.  
 Troy will explain how IT organizations create leadership and teaming models that enable alignment, yet are loosely coupled and remain flexible. In short, enabling organizations to function more like a jazz ensemble than a marching band.

*Be admired for leading the way!*

*Dance like no one in IT is watching*

## Track 1

### IT Leadership

Seasoned IT leaders and business experts will provide best practices, and proven and practical how-tos for effectively managing and leading people through the process of organizational and cultural change.



**Jim Clemmer**  
**President, Clemmer Group**

Jim is a Pink conference favorite and highly respected business and leadership expert. He is back to present his latest thoughts and findings in these two sessions.

**Lead, Follow, Or Wallow: Inspiring Personal Leadership**

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.  
 We all need to be leaders regardless of our formal title or role. Jim will outline a variety of factors to address in order to help influence, guide, support and lead others.

**The Top 10 Factors Of Innovation Leaders**

Code: Beyond Beginner / Tuesday 2:15 p.m. - 3:15 p.m.  
 In today's fast moving world, innovation and creativity are critical. Leaders who don't adapt risk being left behind. Attend this session to hear examples of 10 innovation factors that make leaders more effective.



**Building The IT Workforce Of The Future**  
**Sterling J. Wright**  
**Senior Technology Officer To The CIO, United States Army**

Code: Beyond Beginner / Monday 2:15 p.m. - 3:15 p.m.  
 Join Sterling as he uses his recent experience to show how you can future-proof your workforce using techniques such as a skills inventory, training plans and a balance between technical and process training.

## Track 2

### IT Strategic Management

Find out how to apply a strong IT strategic business perspective from pioneering and innovative CIOs, senior IT leaders and leading industry experts.



**The Art Of Transformation: Blending Technology With Cutting-Edge Processes**  
**Jennifer Bonine**  
**Vice President Of Solutions, tapQA**

Code: Beyond Beginner / Tuesday 10:30 a.m. - 11:30 a.m.  
 Jennifer will describe critical elements that help you artfully blend people, processes and technology into a masterpiece, woven together to create a synergistic relationship that adds value to your organization.



**Integrating IT Strategy & ITSM – A Challenging But Worthwhile Journey**  
**Chris Hover**  
**IT Manager – Service Quality, Corning Inc.**

Code: General / Monday 2:15 p.m. - 3:15 p.m.  
 Chris will share how the alignment of the IT strategy and the ITSM Transformation Project in Corning's ITSM journey was critical and significantly reduced the challenges that the project team was anticipating.

# Session Descriptions

*Danger: sharp curves ahead*



## Renovating The Cock-Pit Midflight: Shifting The IT Cultural Direction Of A 100 Year Company

**Lisa M. Valle**  
Service Management Office Leader, The Boeing Company

Code: Beyond Beginner / Tuesday 10:30 a.m. - 11:30 a.m.

Lisa will tell a story about how a small IT group at the largest aerospace company in the world was tasked with an audacious goal: change the way they defined, delivered and articulated the services they provided.



## The Lost Art Of Designing & Implementing Processes – A Strategic Perspective

**David Mainville**  
CEO & Co-Founder, Navvia

Code: Beyond Beginner / Monday 10:30 a.m. - 11:30 a.m.

The art of designing and implementing processes starts with understanding what the business needs, then translating that into an implementation that improves outcomes. Join David as he discusses how to create a good process design.



## Learning From Failure...Is It Possible?

**Jack Probst**  
Principal Consultant, Pink Elephant

Code: General  
Tuesday 11:45 a.m. - 12:45 p.m. & Wednesday 7:15 a.m. - 8:15 a.m.

During this session, Jack will provide practical methods for an organization to understand failure and to find the inspiration to generate strategic organizational growth.



## Ensuring Your IT Function Is Fit For Purpose

**David Ratcliffe**  
President, Pink Elephant

Code: General / Wednesday 10:30 a.m. - 11:30 a.m.

In this session, David will explain how to validate your understanding of the business direction, assess the strengths and weaknesses of the organization and how to ensure your IT teams are kept fully aware and motivated in their vital roles delivering services.

*Really smart guy (he made us say that!)*



## Using The Fiery Sword Of Lean With Agile Thinking To Turbocharge Service Management

**Jonathan Hinkle**  
AVP IT Service, American Fidelity

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.

This session will take you on the journey of the American Fidelity Service Desk – how they went from a low performing “helpless desk” that couldn’t seem to catch a break, to a high performing and valued team on the forefront of organizational change.



## From Service Management Office To Service Management Governance In An Agile World

**Cathy Kirch**  
ITSM Governance Manager, Allstate Insurance Company, itSMF USA President

Code: General / Monday 2:15 p.m. - 3:15 p.m.

Understand how the need to become agile, flexible and automated has driven continuous improvement within a mature Service Management organization.



## Agile ITSM: Practical Experiences On Kanban & Scrum In Services

**Dave van Herpen**  
Management Consultant, Enterprise Agility & DevOps, Sogeti Nederlands B.V.

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.

More than ever service organizations use Agile. Dave reveals real-world examples to illustrate the power of using practices like Scrum, Kanban and self-organizing, multidisciplinary teams.



## “Failure” As Success In An Agile World: The Mindset, The Methods & The Landmines

**J. Paul Reed**  
Managing Partner, Release Engineering Approaches & Author, *DevOps In Practice*

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.

Is all this talk of reframing “failure” as “success” within our organizations just talk? This session will explore the mindset, the history it’s rooted in, as well as effective methods to move your organization toward reframing failure as success and what to avoid along the way.

## Track 3

### Lean IT & Agile

Fast becoming “must-have” tools, senior IT leaders are embracing the principles of Lean and Agile to gain improved efficiency and productivity.



## How To Use A Lean Rapid Process Improvement (RPI) To Transform The Service Desk

**Cindy Trudeau**  
Director IT Customer Services, HonorHealth

Code: Beyond Beginner / Monday 10:30 a.m. - 11:30 a.m.

Cindy will explain how using the Lean RPI methodology, while using the ITIL framework, allowed for improved customer satisfaction by effectively managing incidents in Service Desk.



## Lean IT Transformations – The Great, The Good & The Ugly

**Niels Loader**  
Lean IT Association Chief Examiner, Principal Consultant, Quint Wellington Redwood

Code: Beyond Beginner / Tuesday 2:15 p.m. - 3:15 p.m.

Niels will dig into his consultant’s casebook to share nitty gritty details and lessons learned from several IT organizations which have adopted Lean IT principles and practices over the past 5 years.

*Go ahead, make my day!*

## Track 4

### ITIL & IT Service Management

What do IT support managers need to know to achieve operational excellence? Find out from leading support industry experts and case study practitioners featured in this track.



## The Ups & Downs Of Incident & Problem Management Processes

**Bob Gribben**  
Director Of Service Operations, Ohio State University

Code: General / Monday 10:30 a.m. - 11:30 a.m.

Bob will discuss his IT organization’s incident and problem management processes in detail including process documentation, and the steps taken from initial diagnosis, communication, through to root cause analysis.



**Reduce Enterprise Impact By Over 50%!**

**Nicole Chesmore**  
**Service Management Leader, Wellmark Blue Cross Blue Shield**

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.

Nicole will discuss a real-world implementation of maturing the ITIL processes that enhance stability and culture for the organization, optimizing customer and business partner loyalty.



**The Major Incident Juggling Act**

**Robert Nessler**  
**ITSM Manager, State Of Colorado**  
**– Governor’s Office Of Information Technology**

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.

Robert, 2015 Pink Elephant IT Excellence Award Winner – Practitioner Of The Year, will address the intricacies of being an effective Incident Commander and Program Manager.

*← A new member of cirque du Soleil?*



**Creating A Service Culture In A Technology Environment**

**Peggy Kay**  
**Assistant Vice President, Technology Customer Experience**  
**University Of The Pacific**

Code: General / Monday 2:15 p.m. - 3:15 p.m.

During this presentation, Peggy will discuss the University Of The Pacific’s journey taken to define their information technology service management program, and outline the successes and challenges faced along the way.



**HMS...A Continuous ITIL Journey**

**Debbie Balmos**  
**Director, IT Support, HMS**

Code: Beginner / Tuesday 10:30 a.m. - 11:30 a.m.

Debbie shares details of how HMS employed ITIL methodologies to mature their IT organization; where HMS started, where they are now and where they are going in the future on their road to maturity.



**Changing The Approach Of Service Level Agreements To An Outcome Based Model**

**Katrina MacDermid**  
**Manager, Service Integration, Design & Transition,**  
**Qantas Airways Limited**

Code: Beyond Beginner / Tuesday 2:15 p.m. - 3:15 p.m.

The session will demonstrate how an incident can have devastating and potentially huge impacts for organizations. Katrina will demonstrate how proactively preventing IT incidents justifies the utilization of innovative Outcome Based Service Agreements.



**ITSM: Why It’s A Journey Worth Taking**

**Tracey Richardson**  
**Senior Director, Service Management, Ohio State University**

Code: General / Monday 2:15 p.m. - 3:15 p.m.

In 2009, Ohio State University embarked on its journey to adapt the ITIL best practice framework. Tracey will share their journey including what worked and what didn’t.

**Track 5**

*Yup! ITIL is still going very, very strong*

**ITIL – Ten Years Later**

Hear from organizations who have been successfully using ITIL principles for over ten years – we’re bringing them to you! Don’t miss this unique opportunity to hear what they have to say about the right way, versus the wrong way to adopt, adapt and apply ITIL best practices.



**ITIL – 10 Years Later – Harvard University**

**Dennis Ravenelle**  
**Release Project Manager, Harvard University**

Code: Beyond Beginner / Monday 2:15 p.m. - 3:15 p.m.

Harvard’s ITSM journey began in 2007 in response to a COBIT audit by internal auditors. Today, ITSM and ITIL remain a foundational part of transforming their traditional workforce to survive and thrive in an Agile, DevOps, cloud-based world.



**David Chiu**  
**Director ITSM Process & Solutions, BMO Financial Group**

David will present two sessions as part of this track.

**ITIL – 10 Years Later – Bank Of Montreal (BMO)**

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.

Learn how principles that were initiated over 15 years ago have helped shape the BMO IT culture.

**Automating Incident Trend Detection & Text Mining For Quick Insights**

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.

In this session, you will learn how to automate incident ticket trending to reduce what used to take days, to hours.



**Working As Designed – Using Problem Management To Improve The Customer Experience & Reduce Expenses**

**Lisa Willis**  
**Operations Product & Service Quality Leader,**  
**Allstate Insurance Company**

Code: Beyond Beginner / Tuesday 10:30 a.m. - 11:30 a.m.

Working as Designed (WAD) issues can potentially be used as an excuse for customer irritants and unnecessary support expenses – but they shouldn’t be. Join Lisa in this session as she shares the story of Allstate’s journey, along with learnings and successes!



**An Unexpected Journey: Solving Real-World Problems, Building Partnerships & Slaying IT Dragons Along The Way**

**Elaine Lauritzen**  
**Managing Director, OIT Support Services, Office Of IT,**  
**Brigham Young University**

Code: General / Monday 2:15 p.m. - 3:15 p.m.

Join Elaine to hear how ITSM principles have been embraced, morphed and changed over the last 10 years and what drivers kept the core ITSM principles active and alive.

Visit our website for more detailed descriptions and the full program.

## Session Descriptions



### ITIL – 10 Years Later – It’s Not Just For IT

**Brian Newcomb**  
Director, Technology, Process & Data Solutions, Ohio State University

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.

Brian will provide a brief history of ITIL at OSU and focus on how the general principles are being used to advance a key improvement initiative within the HR business area.



### ITSM – A Disruptive Journey Through A Decade: How Have We Changed?

**Cathy Kirch**  
ITSM Governance Manager, Allstate Insurance Company,  
ITSMF USA President

Code: General / Monday 10:30 a.m. - 11:30 a.m.

Cathy will discuss how efforts focused on ITSM, from startup and stabilization, adjust and move forward to keep pace with the changes around us.

## Track 7

### Organizational Change Management

This track will discuss how to transition individuals and teams to a desired future state. This can be accomplished through managing the effect of new business processes, changes in organizational structure or cultural changes within an enterprise.



### The Importance Of Stakeholder Management During Major Change

**Charlie Miles**  
Management Consultant, Pink Elephant

Code: Beyond Beginner / Wednesday 10:30 a.m. - 11:30 a.m.

In this session, Charlie will highlight a training module taken from the ITIL Practitioner Certification Course, which addresses key business and management skills, models and tools needed for successful adoption and application of ITIL processes.



### The Four Keys Of Engaging All Personalities & Perspectives

**Joe Foster**  
IT Client Services Manager, Sempra US Gas & Power

Code: Beginner / Tuesday 2:15 p.m. - 3:15 p.m.

Joe combines real-world experiences from his organization with the latest findings in neuroscience to demonstrate how addressing different perspectives can make or break an ITSM project.



### The 4 P’s Of Successful ITSM Change Projects: People, People, People, People

**Peter Hubbard**  
Principal Consultant, Pink Elephant

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.

Peter will journey through the ABCs of change – Attitude, Behavior and Culture. He will discuss the do’s and don’ts of organizational change, giving you an edge to understand how to best approach the “people aspect” of implementing ITSM.



### Leading Change – Even If You’re Not In Charge

**Jennifer Bonine**  
Vice President Of Solutions, tapQA

Code: General / Monday 10:30 a.m. - 11:30 a.m.

Jennifer will share a toolkit of techniques to help you determine which ideas will – and will not – work within your organization when attempting to implement change.



### Namaste ITSM! Using Service Management To Establish A High Performing Insource Organization In India

**Carol Christobek**  
Director, IT Customer Support & Service Delivery, Ashland Inc.

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.

Ashland rapidly expanded their IT workforce to nearly 90 people over a few years. Carol profiles the use of ITSM and ITIL principles to establish the foundation for a high performance IT team.

← Pack your yoga mat!

## Track 6

### DevOps

Speakers in this track discuss the ins and outs of DevOps and profile how to gain real business benefits from DevOps. Learn why it is essential for any business aspiring to be Lean, Agile and able to respond rapidly to changing customer and marketplace demands.



### Rob England The IT Skeptic

Rob – an industry leader in the Lean, Agile and DevOps sphere – will present a variety of sessions as part of this track.

### Messing With Your Head: How DevOps Changes Everything

Code: General / Monday 10:30 a.m. - 11:30 a.m.

Rob will look at how DevOps turns some fundamental principles of IT and ITSM on their heads with new concepts such as high velocity change, fail fast, infrastructure as code, people over process, servers as cattle, and empowered developers.

### The Toolsmiths: The Changing Roles In IT Operations

Code: General / Wednesday 10:30 a.m. - 11:30 a.m.

As DevOps becomes business as usual over the coming years, the function of IT Operations is moving from building and managing the production to building and managing the automation tools. Rob will discuss a variety of subjects related to this shift.



### Accelerating ITSM With A Lean & DevOps Mindset!

**Paul Henell**  
VP IT Service Management, Prudential Group Insurance

Code: Beyond Beginner / Monday 2:15 p.m. - 3:15 p.m.

In this practical case study session, Paul will share with you the details related to Prudential Group Insurance’s Lean and DevOps journey to drive efficiency, right-size processes and further drive employee engagement.



### Agile, Lean & DevOps: Working Together To Increase ITSM Efficiency

**Troy DuMoulin**  
VP, Research & Development, Pink Elephant

Code: General / Monday 11:45 a.m. - 12:45 p.m.

Many organizations are being challenged to complete everyday tasks “better, faster, cheaper”. But how can this be accomplished? Join Troy as he reveals how Agile, Lean and DevOps can work together to help your organization achieve this goal.

← Something old,  
Something new,  
Something borrowed,  
Something PINK



WOW! All the way from jolly olde England!



**Oxford University – An ITSM Change Story In Higher Education**  
**Ian Teasdale**  
**Service Desk Manager, Oxford University**

Code: General / Monday 10:30 a.m. - 11:30 a.m.  
 Ian will talk about how a project to implement a common service management tool and process transformed how IT is delivered in the University. Ian will share his experiences and also highlight some key lessons learned along the way.



**Getting By With A Little Help From Your Friends – Applying Transformational Lessons From IT Into The Business**  
**Jonathan Leckey**  
**Head Of Operations, AutoTrader, UK**

Code: General / Monday 2:15 p.m. - 3:15 p.m.  
 Jonathan will discuss the various stages of AutoTrader's organizational and cultural change journey and how over time, it helped create an organization that is truly open, transparent and collaborative.



**Gary Case**  
**Principal Consultant, Pink Elephant**  
**Leading Change: Kotter's 8-Step Model**

Code: General / Tuesday 1:00 p.m. - 2:00 p.m.  
 If you are a manager at any level of your organization who is currently leading any aspect of a change, this is a not-to-miss session.

**The Impact Organizational Change Plays In The Success Or Failure Of Any Initiative**

Code: General / Wednesday 10:30 a.m. - 11:30 a.m.  
 During this practical session, Gary will discuss the key activities and proven best practices which create positive impact on change initiatives.



**Behavioral Science: Creating High-Performance Teams With DevOps Behavior**  
**Dave van Herpen**  
**Management Consultant, Enterprise Agility & DevOps, Sogeti Nederlands B.V.**

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.  
 Dave will illustrate some useful behavioral tools and practices, such as the behavioral change protocol, pinpointing behavior, reward systems and reinforcement mechanisms. He will show how leaders and teams can apply these to achieve adoption of the DevOps mindset.



**DevOps Teams: A Continuous Engagement Approach**  
**Jayne Groll**  
**Co-Founder & Board Member Of The DevOps Institute (DOI)**

Code: Beyond Beginner / Monday 2:15 p.m. - 3:15 p.m.  
 This session will provide insight into emerging DevOps roles, skills and competencies that are delivering real value to successful DevOps.



**When Your CIO Says "No" Or "No More" To ITIL...Deploy DevOps!**  
**Cindy Trudeau**  
**Director IT Customer Services, HonorHealth**

Code: General / Monday 2:15 p.m. - 3:15 p.m.  
 Gaining buy-in for funding for process development and improvement initiatives can be tough. Cindy will discuss how her team turned a "No" into a "Yes" by developing a blended staffing strategy to successfully gain senior leadership support.



**The Pink Think Tank Report: What Do Leaders Need To Know About Strategic Critical Success Factors (CSFs) For DevOps?**  
**Rob England**  
**The IT Skeptic**

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.  
 This year the Pink Think Tank (PTT) has focused on identifying the non-technical CSFs required to establish and sustain a DevOps approach to value creation. Join Rob as he outlines the findings of this year's PTT outputs.



**Leveling Up To Digital & Modern IT: A Story Of (Anti?) Hero Tactics To Get Stuff Done**  
**Jason Walker**  
**Enterprise Architect, Cargill**

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.  
 Jason will leverage his extensive personal experience from DevOps transformation projects to provide four specific tactics that will help your organization expand the adoption of a DevOps model of IT service delivery.

Track 8

Hey, these are the rock stars!

**Pink Think Tank**

Each year we gather the brightest minds to explore today's most pressing issues and trends. This year the Pink Think Tank (PTT) team is gathering to debate and discuss: what do leaders need to know about strategic critical success factors for DevOps.



**What Do Leaders Need To Know About Strategic Critical Success Factors For DevOps?**  
**Niels Loader**  
**Principal Consultant, High Performance IT, Quint Wellington Redwood**

Code: General / Monday 10:30 a.m. - 11:30 a.m.  
 The goal of DevOps is to ultimately improve the quality and speed of value delivery to the business by focusing on optimizing the flow of work within cross-functional teams. Join Niels as he answers a variety of questions surrounding the successful implementation of DevOps in your organization.



**DevOps Principles & Practices: A Leadership Perspective**  
**Troy DuMoulin**  
**VP, Research & Development, Pink Elephant**

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.  
 Troy will share what leaders need to understand about the various best practices and emerging technologies related to DevOps. He will demonstrate how these key elements can effectively be applied to more than just software to enable organizational change and improve velocity.

Track 9

**Tools & Technology**

Case studies, suppliers, and industry experts show you what it really takes for successful process implementation and integration.



**Pivoting To An Automated "Self-Healing" Strategy & Reducing OPEX**  
**Bob Whirley**  
**CEO, Utopic Software**

Code: Beyond Beginner / Monday 11:45 a.m. - 12:45 p.m.  
 Self-healing PCs is the proverbial gold standard for ITSM. But how do you get there? Join Bob as he shares how a self-healing strategy can reduce issues, increase productivity and much more.

# Session Descriptions



**Charlie Miles**  
Management Consultant, Pink Elephant

**Business & Vendor Relationship Management: Service Management Of The Future**

Code: Beyond Beginner / Monday 10:30 a.m. - 11:30 a.m.

In today's world of Business and IT Management, there is an ever-increasing reliance upon our IT suppliers and vendors for assets and services which will only become more prevalent in the future. The future it is already here – are you ready, willing and able?

**Service Management & The Internet Of Everything**

Code: Beyond Beginner / Wednesday 7:15 a.m. - 8:15 a.m.

Take a leisurely trip back in history and reminisce about the easy life of the IT management professional of yesteryear, and then travel forward to see how the life of that IT manager has evolved into the hectic and crazed world of today.



**Best Practices For IT Customer Satisfaction**

**Jarod Greene**  
Vice President Of Product Marketing, Cherwell Software

Code: General / Monday 11:45 a.m. - 12:45 p.m.

Join Jarod as he outlines best practices and approaches for not only increasing IT customer satisfaction response rates, but how to best communicate your plans to address their concerns and better meet their expectations.



**What Is A Mobile-First Service Management Platform?**

**Kevin Coppins**  
GM, EasyVista

Code: General / Monday 1:00 p.m. - 2:00 p.m.

Join Kevin to get a complete view of what's in store for the future of Service Management. Learn what you need to know about today's Service Management including market forces, mobile users and more.



**Everything As A Service – The Next Frontier In ITSM**

**Pedro Soto**  
Managing Director, TOPDesk

Code: General / Monday 11:45 a.m. - 12:45 p.m.

During this session, Pedro will define and illustrate what ITSM Chain Integration is, the challenges it brings, and the impact that IT groups can expect from their ability to adopt it.



**Drive Self-Service Adoption: Think Like A Growth Hacker**

**Narain Muralidharan**  
Product Marketing Manager, Freshservice

Code: General / Tuesday 1:00 p.m. - 2:00 p.m.

In this session, Narain will discuss how to take cues from product marketing and growth hacking, to learn some of the tried and tested methods to increase self-service adoption.



**Applying The Mobile First Mindset To IT**

**Tim Wilde**  
Senior Solutions Consultant, EasyVista

Code: General / Tuesday 11:45 a.m. - 12:45 p.m.

Using real-world examples, Tim will demonstrate how businesses across a variety of verticals have shed the rigid, governance-heavy approach to IT and are applying Mobile First principles to reinvent their Service Management.



**Best Practices For A Service Catalog Implementation Success**

**Kevin Smith**  
SVP, Strategic Initiatives, HEAT Software

Code: Beginner / Monday 1:00 p.m. - 2:00 p.m.

Kevin will discuss the pre-implementation foundation building across the enterprise as well as the design phase approach overview. He will show the importance of the Service Catalog, the positive business impact and best practices of a successful implementation.



**Requirements – The Secret To Implementing Great Processes & Tools**

**David Mainville**  
CEO & Co-Founder, Navvia

Code: General / Tuesday 1:00 p.m. - 2:00 p.m.

There are many reasons projects fail but in David's experience it always comes down to a lack of good requirements. Join David for a discussion on how to drive better requirements by taking an Agile/ DevOps approach.



**Communicate. Connect. Change. Service Management Evolved**

**Christopher Kuhn**  
Chief Operations Officer, OTRS

Code: General / Monday 1:00 p.m. - 2:00 p.m.

Join Christopher as he elaborates on the ever-changing world of ITSM and the importance of communication and change within this rapidly evolving IT world.

*← Quick response = happy customer!*

## Track 10

### Communication

Speakers in this track will profile best practices and techniques to build and promote strong team spirit, and effectively lead and inspire others, especially during change initiatives.



**Jack Probst**  
Principal Consultant, Pink Elephant

Jack will present two sessions as part of this track.

**Everyone Communicates, Few Connect: What The Most Effective People Do Differently**

Code: General / Monday 10:30 a.m. - 11:30 a.m.

Jack will review five principles and five practices for breaking the invisible barrier to leadership success based on the book with the same name by John C. Maxwell.

**Made To Stick**

Code: General / Wednesday 10:30 a.m. - 11:30 a.m.

Effective communication is a key ingredient to any successful transformation or major change initiative. Attend Jack's session to get valuable insight about the right way versus the wrong way to communicate new ideas and make them stick.



**Two Communication Models Every Leader Must Understand**

**Robin Hysick**  
Management Consultant, Pink Elephant

Code: Beyond Beginner / Wednesday 10:30 a.m. - 11:30 a.m.

Robin will introduce two communication models: Shannon & Weaver Model and Berlo's SMCR Model. She'll discuss why every leader must understand all of the components involved in a two-way process of communication featured in these models.

*← As the song goes, "it takes two, baby!"*



**How To Get Along With Everyone Who Is Not Me**

**Denise Ryan**  
Motivational Pyromaniac, Firestar Speaking

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.

Life would be so easy if everyone we interacted with was just like us. This session will help you communicate with different types of people. You will learn about barriers to communication and how to remove them.



**“Diversity & Inclusion” – 5 Steps To Having a Difficult Conversation**

**Christina Aldan**  
CEO, LG Designs

Code: General / Monday 2:15 p.m. - 3:15 p.m.

During this session Christina – a communication and leadership expert – will elaborate on the 5 steps to having a difficult conversation and how these conversations can help you manage and work within diverse teams.



**ITSM Roles In An Agile & DevOps World**

**Jayne Groll**  
Co-Founder & Board Member Of The DevOps Institute (DOI)

Code: General / Monday 7:15 a.m. - 8:15 a.m.

Have you ever wondered how ITSM roles fit into an Agile and DevOps world? In this session, Jayne will answer any and all questions that you may have regarding this connection.



**Beyond KPIs: The Next-Generation ITSM Analytics**

**Florian Schouten**  
VP Customer Success, Numerify

Code: General / Monday 7:15 a.m. - 8:15 a.m.

Florian will discuss how traditional KPIs are used by ITSM, what questions they answer, and where they fall short. He'll introduce five new measurements an IT organization can employ to drive efficiency, improve service levels and deliver true business value.



**What IT Managers Need To Know About Lean Management**

**Troy DuMoulin**  
VP, Research & Development, Pink Elephant

Code: Beginner / Monday & Tuesday 7:15 a.m. - 8:15 a.m.

In this overview, Troy will explain Lean's origins and major guiding principles. You'll walk away with an understanding of what Lean Management is and an awareness of its business and IT value.



**Big Data Challenges: Is Your IT Service Data Stuck In The ‘Swamp’ Or The ‘Lagoon’?**

**Gustav Toppenberg**  
Ph.D. Senior Director – Global Head Of Enterprise Architecture & Service Management, Aon Technologies

Code: General / Tuesday 7:15 a.m. - 8:15 a.m.

During this session Gustav will discuss the core principles of transforming IT Service Management, Enterprise Architecture and Agile Development in large organizations to support your service data management requirements.



**The 4 Disciplines Of Execution: Authors Chris McChesney & Sean Covey**

**Gary Case**  
Principal Consultant, Pink Elephant

Code: General / Wednesday 7:15 a.m. - 8:15 a.m.

Gary will discuss each of the four disciplines of the book *The Four Disciplines of Execution* and tie it back into managing ITSM programs.

**Track 11**

**Breakfast Clubs**

Attention early risers! Join our early morning sessions each day for value-added presentations and discussion forums that enable you to get a head start on your information-rich day.

*Coffee + Breakfast Club = GRRREAT!*



**Gary Case**  
Principal Consultant  
Pink Elephant



**Jack Probst**  
Principal Consultant  
Pink Elephant

**“Platinum Pass” Ask-The-Expert Breakfast Clubs**

Code: General / Monday & Tuesday 7:15 a.m. - 8:15 a.m.

These exclusive sessions are for attendees who purchase a Platinum Pass. Spend quality “Q&A” discussion time with the best senior ITSM consultants in the industry – Jack Probst and Gary Case. Ask them anything you want – they have the answers!



**Rob England**  
The IT Skeptic  
**A Five Stage Model For How Organizations Adopt DevOps**

Code: General / Monday 7:15 a.m. - 8:15 a.m.

As organizations ease into the challenging ideas of DevOps, they grow in maturity through stages. Rob will discuss a five-stage model that he believes to be typical of that journey, how to determine where you are on that model, and what some of the implications are.

*All the way from New Zealand, mate!*

**Get Out Of The Way: Moving From Change Control To Change Facilitation**

Code: General / Tuesday 7:15 a.m. - 8:15 a.m.

Our IT world is changing and this is best exemplified by DevOps. We need to accommodate faster cadences of change. Join Rob as he will discuss the implications of DevOps and how to roll with it, how to use Agile Service Management and more.

**What DevOps Means For ITSM In An Enterprise**

Code: General / Wednesday 7:15 a.m. - 8:15 a.m.

This presentation looks at the how ITSM and DevOps relate to each other. Rob will discuss the major crunch point between the two – change management – as well as other processes impacted.



**IT Security = ITSM + ITAM**  
**Keith Rupnik**  
Education Director, IAITAM

Code: General / Monday 7:15 a.m. - 8:15 a.m.

Join Keith to learn how the objectives of an IT security program can be supported by the coordinated activities of ITSM and IT Asset Management and how no IT security initiative can be successful without the function of ITSM and ITAM.

**Track 12**

**Half-Day Workshops**

Only at Pink's conference! No one else provides a half-day free educational session. Choose from one of many workshops ranging from operational to strategic in focus.

*Did we mention these are FREE!*



**Real Response: A Pattern For Responding (Standard + Case)**  
**Rob England**  
The IT Skeptic

Code: General / Wednesday 1:00 p.m. - 3:45 p.m.

Grasp the unfamiliar ideas of a Standard + Case approach which will put you on the path to a better way of dealing with ITSM situations.

## Session Descriptions



### Agile Process Improvement

**Robin Hysick**  
Management Consultant, Pink Elephant

Code: General / Wednesday 1:00 p.m. - 3:45 p.m.

We are tasked, in every aspect of organizational life, to be Agile – to move quickly and easily, to be able to adapt and quickly respond to change. Robin will explain what DevOps and Scrum are and how to apply these concepts in an organization.



### Enabling Business Objectives Through Strategic ITSM Portfolio Practices

**Troy DuMoulin**  
VP, Research & Development, Pink Elephant

Code: General / Wednesday 1:00 p.m. - 3:45 p.m.

Join Troy as he provides a detailed and practical look at the critical roles and processes required to achieve prioritization on business value generation.



### Influence Without Authority

**Jack Probst**  
Principal Consultant, Pink Elephant

Code: General / Wednesday 1:00 p.m. - 3:45 p.m.

Jack will explore three key principles: the power of alliance, the power of persuasive communication and the power of the exchange; and how you can apply these principles in your organization.

← What!?! I can be bossy no matter my role?



### Problem Solving The Lean Way

**Mike Orzen**  
Lean IT Pioneer, Mike Orzen & Associates

Code: General / Wednesday 1:00 p.m. - 3:45 p.m.

In this engaging session, Mike will share his experience and personal perspective on how to transform your IT organization through the effective use of Lean problem solving.



### ITIL Practitioner – What Does This Really Mean?

**Charlie Miles**  
Management Consultant, Pink Elephant

Code: General / Wednesday 1:00 p.m. - 3:45 p.m.

In this very informative half-day workshop, Charlie will share details of the new ITIL Practitioner course and the corresponding new ITIL publication, *ITIL Practitioner Guidance*.



### How To Implement Problem, Change & Release Management

**Jennifer Wels**  
Management Consultant, Pink Elephant

Code: General / Wednesday 1:00 p.m. - 3:45 p.m.

Easy in theory, but not always easy to implement! Join Jennifer as she digs deep into her vast implementation experience and takes you beyond the theory in the ITIL certification courses. It's like getting free consulting!

→ We know!



### De-Mystifying & Up-Selling DevOps Practices

**Graham Furnis**  
Management Consultant, Pink Elephant

Code: Beyond Beginner / Wednesday 1:00 p.m. - 3:45 p.m.

In this workshop, Graham will discuss how DevOps system's perspective has been gaining traction at an unprecedented speed and how DevOps adoption and implementation requires the merging of several best practices and concepts.

## Quotes From Raving Fans

*At Pink's conference, I found the latest innovative trends and best practices that are happening – this is the best ITSM conference!*

*I particularly appreciated that you brought the foremost thought leaders to the event.*

*It's only Day 1 of the conference and I'm already looking to come back next year!*

*This conference was amazing – great energy, networking and a wonderful experience.*

*The speakers were outstanding!*

*Fantastic job by all. Thank you for another great year!*

Visit our website for more detailed descriptions and the full program.

# IT Excellence Awards

Send in your nominations by December 16, 2016!

Pink Elephant is now accepting nominations for Project Of The Year, Practitioner Of The Year, Leader Of The Year and Innovation Of The Year. These awards are presented annually at our conference to recognize individual and corporate commitment to IT excellence and ITSM best practices.

## Project Of The Year

Recognizes an organization that has demonstrated significant commitment to best practice frameworks including ITIL, ISO, COBIT, Lean IT, and Six Sigma.

## Practitioner Of The Year

Recognizes an individual who has shown commitment to best practices, continuous improvement and quality principles.

## Innovation Of The Year

This award is in recognition of a product or service developed by the vendor community that has made the greatest contribution to ITSM in the last calendar year (2016).

## IT Leader Of The Year

This award is presented to an individual who has shown commitment to best practice initiatives.

## Case Study Of The Year

Chosen by you! This special award is given at the end of the conference to recognize the most outstanding practitioner case study presentation.



1. Project Of The Year: Assurant.  
 2. Innovation Of The Year: Persysent Suite, Utopic Software.  
 3. Practitioner Of The Year: Robert Nessler, Governor's Office of Information Technology – State of Colorado.

*Open season on bragging rights!*

*And the Oscar goes to...*

## Combination Discount – Save 10%

Register for a Pink17 Pre- or Post-conference workshop, and save 10% off the course fee.

*Agile, Agile, Agile is the new Marcia, Marcia, Marcia!*

## Pre-Conference Courses

ITIL Operational Support & Analysis	February 15-19, 2017
Organizational Change Management Foundation	February 15-17, 2017
Organizational Change Management Practitioner	February 18-19, 2017
ITIL Service Strategy	February 16-19, 2017
ITIL Continual Service Improvement	February 16-19, 2017
ITIL Foundation	February 17-19, 2017
<b>NEW!</b> Agile Scrum Foundation	February 18-19, 2017
<b>NEW!</b> Certified Agile Scrum Master & Leader	February 17-19, 2017
<b>NEW!</b> Certified Agile Service Manager	February 17-19, 2017
Lean IT Foundation: Understanding Lean IT Principles & Objectives	February 18-19, 2017
<b>NEW!</b> Success Under Pressure Workshop	February 19, 2017

## Post-Conference Courses

<b>NEW!</b> Leading @ The Speed Of Change: Aligning People & Processes For Accelerated Performance	February 23-24, 2017
<b>NEW!</b> DevOps Foundation	February 23-25, 2017
Business Relationship Management Professional	February 23-25, 2017
ITIL Practitioner: Enabling Critical Competencies	February 23-25, 2017
<b>NEW!</b> Lean IT Kaizen: Implementing Lean IT Practices	February 23-25, 2017
<b>NEW!</b> Lean IT Leadership	February 23-25, 2017
How To Define & Implement A CMDB According To ITIL Best Practices	February 23-24, 2017
How To Define & Implement A Service Catalog	February 23-24, 2017

*New Year's resolution: Get certified! (Check!)*

## An Extraordinary Education Experience!

Attending Pink17 is an extremely valuable investment in your continuing education. No matter what your focus, there's something for everyone! Here are 4 sample itineraries – and we have others online for project managers, senior IT leaders, and more!

# SAMPLE ITINERARY

# ITIL

ITSM's favorite four-letter word!?! →

This sample itinerary is our recommendation for those who have an interest in ITIL and key related subjects.

## Pre-Conference Courses

> ITIL Foundation	Feb. 17-19
> ITIL Operational Support & Analysis	Feb. 15-19
> ITIL Service Strategy	Feb. 16-19
> ITIL Continual Service Improvement	Feb. 16-19
> Lean IT Foundation	Feb. 18-19
> Certified Agile Service Manager	Feb. 17-19
> Success Under Pressure	Feb. 19

## Sunday, February 19, 2017

Time	Session
4:00 p.m. - 5:00 p.m.	<b>Sunday Optimizer – What IT Managers Need To Know About Lean Management.</b> Beverly Parker, Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception: Exhibition Showcase Open</b>

## Monday, February 20, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – Beyond KPIs: The Next Generation ITSM Analytics.</b> Florian Schouten, VP, Customer Success, Numerify
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks &amp; Keynote On The Edge: Leadership Lessons From Mount Everest.</b> Alison Levine, Author & First American Women's Everest Expedition Team Captain
10:30 a.m. - 11:30 a.m.	<b>Track 4 – ITIL &amp; IT Service Management. The Ups &amp; Downs Of Incident &amp; Problem Management Processes.</b> Bob Gribben, Director Of Service Operations, Ohio State University
11:45 a.m. - 12:45 p.m.	<b>Track 6 – DevOps. Agile, Lean &amp; DevOps: Working Together To Increase ITSM Efficiency.</b> Troy DuMoulin, VP, Research & Development, Pink Elephant
1:00 p.m. - 2:00 p.m.	<b>Track 9 – Tools &amp; Technology. Best Practices For A Service Catalog Implementation Success.</b> Kevin Smith, SVP, Strategic Initiatives, Heat Software
2:15 p.m. - 3:15 p.m.	<b>Track 5 – ITIL: Ten Years Later. ITIL 10 Years Later At Harvard University.</b> Dennis Ravenelle, Release Project Manager, Harvard University
3:45 p.m. - 4:45 p.m.	<b>Power Hour – Advanced ITIL Adaption – What Does It Look Like &amp; What Does It Really Mean?</b> Troy DuMoulin, VP, Research & Development, Pink Elephant
5:00 p.m. - 7:30 p.m.	<b>Networking Reception</b>

ITIL on steroids ↑

## Tuesday, February 21, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – Get Out Of The Way: Moving From Change Control To Change Facilitation.</b> Rob England, The IT Skeptic
8:30 a.m. - 10:10 a.m.	<b>Keynote Address &amp; IT Excellence Awards Presentations Full Of Heart: My Story Of Survival, Strength &amp; Spirit.</b> J.R. Martinez, Author, US Army Veteran, Advocate.
10:30 a.m. - 11:30 a.m.	<b>Track 5 – ITIL: Ten Years Later. ITIL 10 Years Later At Bank Of Montreal (BMO).</b> David Chiu, Director ITSM Process & Solutions, BMO Financial Group
11:45 a.m. - 12:45 p.m.	<b>Track 2 – IT Strategic Management. Learning From Failure – Is It Possible?</b> Jack Probst, Principal Consultant, Pink Elephant
1:00 p.m. - 2:00 p.m.	<b>Track 9 – Tools &amp; Technology. Drive Self Service Adoption: Think Like A Growth Hacker.</b> Narain Muralidharan, Product Marketing Manager, Freshservice
2:15 p.m. - 3:15 p.m.	<b>Track 5 – ITIL: Ten Years Later. ITIL 10 Years Later – ITIL Is Not Just For IT.</b> Brian Newcomb, Director, Technology, Process & Data Solutions, Ohio State University
3:45 p.m. - 4:45 p.m.	<b>Power Hour – Moose-On-The-Table: Fostering Courageous Conversations To Address Communication Breakdowns.</b> Jim Clemmer, President, Clemmer Group
6:00 p.m. - 8:00 p.m.	<b>Dine-Arounds: Various Subjects – Check Website For Details</b>

## Wednesday, February 22, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – What DevOps Means For ITSM In An Enterprise.</b> Rob England, The IT Skeptic
8:30 a.m. - 10:10 a.m.	<b>Keynote Address &amp; IT Excellence Award Presentation: Case Study Of The Year Leading &amp; Managing Change In The New Reality.</b> Eric Boles, President, Game Changers Inc.
10:30 a.m. - 11:30 a.m.	<b>Track 4 – ITIL &amp; IT Service Management. What IT Managers Need To Know About CMM &amp; Process Maturity.</b> Tami Church, Management Consultant, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 12 – Half-Day Workshops. How To Implement Problem, Change &amp; Release Management.</b> Jennifer Wels, Management Consultant, Pink Elephant
4:00 p.m.	<b>Conference Ends</b>

## Post-Conference Courses

> DevOps Foundation	Feb. 23-25
> How To Define & Implement A CMDB According To ITIL Best Practices	Feb. 23-24
> ITIL Practitioner: Enabling Critical Competencies	Feb. 23-25
> Leading @ The Speed Of Change	Feb. 23-24

This isn't  
"chump change"

## SAMPLE ITINERARY

# ORGANIZATIONAL CHANGE MANAGEMENT

This sample itinerary is our recommendation for those responsible for leading and managing change. Organizational Change Management skills are must-haves for all IT leaders!

### Pre-Conference Courses

- > Organizational Change Management Foundation Feb. 15-17
- > Organizational Change Management Practitioner Feb. 18-19
- > Lean IT Foundation Feb. 18-19
- > Success Under Pressure Feb. 19

### Sunday, February 19, 2017

Time	Session
4:00 p.m. - 5:00 p.m.	<b>Sunday Optimizer – The Yellow Brick Road &amp; The Organizational Change Manager.</b> Robin Hysick, Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception: Exhibition Showcase Open</b>

### Monday, February 20, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – A Five Stage Model For How Organizations Adopt DevOps.</b> Rob England, The IT Skeptic
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks &amp; Keynote On The Edge: Leadership Lessons From Mount Everest.</b> Alison Levine, Author & First American Women's Everest Expedition Team Captain
10:30 a.m. - 11:30 a.m.	<b>Track 10 – Communication. Everyone Communicates, Few Connect: What The Most Effective People Do Differently.</b> Jack Probst, Principal Consultant, Pink Elephant
11:45 a.m. - 12:45 p.m.	<b>Track 6 – DevOps. Agile, Lean &amp; DevOps: Working Together To Increase ITSM Efficiency.</b> Troy DuMoulin, VP, Research & Development, Pink Elephant
1:00 p.m. - 2:00 p.m.	<b>Track 9 – Tools &amp; Technology. Best Practices For A Service Catalog Implementation Success.</b> Kevin Smith, SVP, Strategic Initiatives, HEAT Software
2:15 p.m. - 3:15 p.m.	<b>Track 7 – Organizational Change Management. Getting By With A Little Help From Your Friends – Applying Transformational Lessons From IT Into The Business.</b> Jonathan Leckey, Head Of Operations, Auto Trader, UK
3:45 p.m. - 4:45 p.m.	<b>Power Hour – The 7 Deadliest Workplace Communication Sins.</b> Skip Weisman, Weisman Success Resources, Inc.
5:00 p.m. - 7:30 p.m.	<b>Networking Reception</b>

Great place to  
mix and mingle

### Tuesday, February 21, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – What IT Managers Need To Know About Agile Scrum Certification.</b> Matthew Bowles, Director, Professional Services, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Keynote Address &amp; IT Excellence Awards Presentations Full Of Heart: My Story Of Survival, Strength &amp; Spirit.</b> J.R. Martinez, Author, US Army Veteran, Advocate.
10:30 a.m. - 11:30 a.m.	<b>Track 2 – IT Strategic Management. Renovating The Cock-Pit Midflight: Shifting The IT Cultural Direction Of A 100 Year Old Company.</b> Lisa M. Valle, Service Management Office Leader, The Boeing Company
11:45 a.m. - 12:45 p.m.	<b>Track 2 – IT Strategic Management. Learning From Failure – Is It Possible?</b> Jack Probst, Principal Consultant, Pink Elephant
1:00 p.m. - 2:00 p.m.	<b>Track 7 – Organizational Change Management. Leading Change: Kotter's 8-Step Model.</b> Gary Case, Principal Consultant, Pink Elephant
2:15 p.m. - 3:15 p.m.	<b>Track 7 – Organizational Change Management. The Four Keys Of Engaging All Personalities &amp; Perspectives.</b> Joe Foster, IT Client Services Manager, Sempra US Gas & Power
3:45 p.m. - 4:45 p.m.	<b>Power Hour – Who Wants To Be A Great IT Leader?</b> David Ratcliffe, President, Pink Elephant
6:00 p.m. - 8:00 p.m.	<b>Dine-Arounds: Various Subjects – Check Website For Details</b>

Yes, I do!

### Wednesday, February 22, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – The 4 Disciplines Of Execution.</b> Gary Case, Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Keynote Address &amp; IT Excellence Award Presentation: Case Study Of The Year Leading &amp; Managing Change In The New Reality.</b> Eric Boles, President, Game Changers Inc.
10:30 a.m. - 11:30 a.m.	<b>Track 1 – IT Leadership. How To "Jazz Up" IT Leadership, Structures &amp; Systems To Accelerate Value.</b> Troy DuMoulin, VP, Research & Development, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 12 – Half-Day Workshops. Enabling Business Objectives Through Strategic ITSM Portfolio Practices.</b> Troy DuMoulin, VP, Research & Development, Pink Elephant
4:00 p.m.	<b>Conference Ends</b>

### Post-Conference Courses

- > ITIL Practitioner: Enabling Critical Competencies Feb. 23-25
- > Lean IT Leadership Feb. 23-25
- > Leading @ The Speed Of Change Feb. 23-24

# SAMPLE ITINERARY

Go ahead and share with your development team. We dare you!

## DEVOPS

This sample itinerary is our recommendation for those wanting to learn more about DevOps – a growing movement that’s not yet fully understood by all. We have the experts to tell you all there is to know!

### Pre-Conference Courses

- Lean IT Foundation Feb. 18-19
- Agile Scrum Foundation Feb. 18-19
- Certified Agile Service Manager Feb. 17-19
- Success Under Pressure Feb. 19

### Sunday, February 19, 2017

Time	Session
4:00 p.m. - 5:00 p.m.	<b>Sunday Optimizer – What IT Managers Need To Know About Agile Scrum Certification.</b> Matthew Bowles, Director, Professional Services, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception: Exhibition Showcase Open</b>

### Monday, February 20, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – A Five Stage Model For How Organizations Adopt DevOps.</b> Rob England, The IT Skeptic
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks &amp; Keynote On The Edge: Leadership Lessons From Mount Everest.</b> Alison Levine, Author & First American Women’s Everest Expedition Team Captain
10:30 a.m. - 11:30 a.m.	<b>Track 1 – IT Leadership. Lean Leadership – An Essential Element Of DevOps Teams.</b> Mike Orzen, President, Mike Orzen & Associates
11:45 a.m. - 12:45 p.m.	<b>Track 6 – DevOps. Agile, Lean &amp; DevOps: Working Together To Increase ITSM Efficiency.</b> Troy DuMoulin, VP, Research & Development, Pink Elephant
1:00 p.m. - 2:00 p.m.	<b>Track 9 – Tools &amp; Technology. Best Practices For A Service Catalog Implementation Success.</b> Kevin Smith, SVP, Strategic Initiatives, HEAT Software
2:15 p.m. - 3:15 p.m.	<b>Track 6 – DevOps. Accelerating ITSM With A Lean &amp; DevOps Mindset.</b> Paul Henell, VP IT Service Management, Prudential Insurance Group
3:45 p.m. - 4:45 p.m.	<b>Power Hour – The 7 Deadliest Workplace Communication Sins.</b> Skip Weisman, Weisman Success Resources, Inc.
5:00 p.m. - 7:30 p.m.	<b>Networking Reception</b>

### Tuesday, February 21, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – Get Out Of The Way: Moving From Change Control To Change Facilitation.</b> Rob England, The IT Skeptic
8:30 a.m. - 10:10 a.m.	<b>Keynote Address &amp; IT Excellence Awards Presentations Full Of Heart: My Story Of Survival, Strength &amp; Spirit.</b> J.R. Martinez, Author, US Army Veteran, Advocate.
10:30 a.m. - 11:30 a.m.	<b>Track 8 – Pink Think Tank. DevOps Principles &amp; Practices: A Leadership Perspective.</b> Troy DuMoulin, VP, Research & Development, Pink Elephant
11:45 a.m. - 12:45 p.m.	<b>Track 2 – IT Strategic Management. Learning From Failure – Is It Possible?</b> Jack Probst, Principal Consultant, Pink Elephant
1:00 p.m. - 2:00 p.m.	<b>Track 7 – Organizational Change Management. Leading Change: Kotter’s 8-Step Model.</b> Gary Case, Principal Consultant, Pink Elephant
2:15 p.m. - 3:15 p.m.	<b>Track 8 – Pink Think Tank. Behavioral Science: Creating High Performance Teams With DevOps Behavior.</b> Dave van Herpen, Management Consultant, Enterprise Agility & DevOps, Sogeti Nederlands B.V.
3:45 p.m. - 4:45 p.m.	<b>Power Hour – Moose-On-The-Table: Fostering Courageous Conversations To Address Communication Breakdowns.</b> Jim Clemmer, President, Clemmer Group
6:00 p.m. - 8:00 p.m.	<b>Dine-Arounds: Various Subjects – Check Website For Details</b>

Knowledge with a side order of wisdom.

### Wednesday, February 22, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Breakfast Club – What DevOps Means For ITSM In An Enterprise.</b> Rob England, The IT Skeptic
8:30 a.m. - 10:10 a.m.	<b>Keynote Address &amp; IT Excellence Award Presentation: Case Study Of The Year Leading &amp; Managing Change In The New Reality.</b> Eric Boles, President, Game Changers Inc.
10:30 a.m. - 11:30 a.m.	<b>Track 6 – DevOps. The Toolsmiths: The Changing Roles In IT Operations.</b> Rob England, The IT Skeptic
1:00 p.m. - 3:45 p.m.	<b>Track 12 – Half-Day Workshops. Agile Process Improvement.</b> Robin Hysick, Management Consultant, Pink Elephant
4:00 p.m.	<b>Conference Ends</b>

### Post-Conference Courses

- DevOps Foundation Feb. 23-25
- Lean IT Kaizen Feb. 23-25
- Lean IT Leadership Feb. 23-25
- Leading @ The Speed Of Change Feb. 23-24



# SAMPLE ITINERARY

## LEAN IT

This sample itinerary is our recommendation for those wanting to learn more about Lean IT. We feel very strongly that all IT professionals need to know the guiding principles of how to manage IT – Better! Faster! Cheaper!

### Pre-Conference Courses

- > Lean IT Foundation **Feb. 18-19**
- > Organizational Change Management Foundation **Feb. 15-17**
- > ITIL Continual Service Improvement **Feb. 16-19**
- > Success Under Pressure **Feb. 19**

### Sunday, February 19, 2017

Time	Session
4:00 p.m. - 5:00 p.m.	Sunday Optimizer – <i>The Lean CIO</i> . Troy DuMoulin, VP, Research & Development, Pink Elephant
5:00 p.m. - 7:00 p.m.	Welcome Reception: Exhibition Showcase Open

It's leaner at the top

### Monday, February 20, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	Breakfast Club – <i>A Five Stage Model For How Organizations Adopt DevOps</i> . Rob England, The IT Skeptic
8:30 a.m. - 10:10 a.m.	Conference Welcome & Opening Remarks & Keynote <i>On The Edge: Leadership Lessons From Mount Everest</i> . Alison Levine, Author & First American Women's Everest Expedition Team Captain
10:30 a.m. - 11:30 a.m.	Track 3 – Lean & Agile. <i>How To Use A Lean Rapid Process Improvement To Transform The Service Desk</i> . Cindy Trudeau, Director IT Customer Services, HonorHealth
11:45 a.m. - 12:45 p.m.	Track 6 – DevOps. <i>Agile, Lean &amp; DevOps: Working Together To Increase ITSM Efficiency</i> . Troy DuMoulin, VP, Research & Development, Pink Elephant
1:00 p.m. - 2:00 p.m.	Track 9 – Tools & Technology. <i>What Is A Mobile-First Service Management Platform?</i> Kevin Coppins, GM, EasyVista
2:15 p.m. - 3:15 p.m.	Track 6 – DevOps. <i>Accelerating ITSM With A Lean &amp; DevOps Mindset</i> . Paul Henell, VP IT Service Management, Prudential Insurance Group
3:45 p.m. - 4:45 p.m.	Power Hour – <i>The 7 Deadliest Workplace Communication Sins</i> . Skip Weisman, Weisman Success Resources, Inc.
5:00 p.m. - 7:30 p.m.	Networking Reception

Hey! He wrote the book of Lean

### Tuesday, February 21, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	Breakfast Club – <i>What IT Managers Need To Know About Agile Scrum Certification</i> . Matthew Bowles, Director, Professional Services, Pink Elephant
8:30 a.m. - 10:10 a.m.	Keynote Address & IT Excellence Awards Presentations <i>Full Of Heart: My Story Of Survival, Strength &amp; Spirit</i> . J.R. Martinez, Author, US Army Veteran, Advocate.
10:30 a.m. - 11:30 a.m.	Track 3 – Lean & Agile. <i>Using The Fiery Sword Of Lean With Agile Thinking To Turbocharge Service Management</i> . Jonathan Hinkle, AVP IT Service, American Fidelity
11:45 a.m. - 12:45 p.m.	Track 2 – IT Strategic Management. <i>Learning From Failure – Is It Possible?</i> Jack Probst, Principal Consultant, Pink Elephant
1:00 p.m. - 2:00 p.m.	Track 9 – Tools & Technology. <i>Requirements – The Secret To Implementing Great Processes &amp; Tools</i> . David Mainville, CEO & Co-Founder, Navvia
2:15 p.m. - 3:15 p.m.	Track 3 – Lean IT. <i>Lean IT Transformations – The Great, The Good &amp; The Ugly</i> . Niels Loader, Lean IT Association Chief Examiner, Principal Consultant, Quint Wellington Redwood
3:45 p.m. - 4:45 p.m.	Power Hour – <i>Motivation By Chocolate</i> . Denise Ryan, Firestar Speaking
6:00 p.m. - 8:00 p.m.	Dine-Arounds: Various Subjects – Check Website For Details

### Wednesday, February 22, 2017

Time	Session
7:15 a.m. - 8:15 a.m.	Breakfast Club – <i>The 4 Disciplines Of Execution</i> . Gary Case, Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	Keynote Address & IT Excellence Award Presentation: Case Study Of The Year <i>Leading &amp; Managing Change In The New Reality</i> . Eric Boles, President, Game Changers Inc.
10:30 a.m. - 11:30 a.m.	Track 1 – IT Leadership. <i>How To “Jazz Up” IT Leadership, Structures &amp; Systems To Accelerate Value</i> . Troy DuMoulin, VP, Research & Development, Pink Elephant
1:00 p.m. - 3:45 p.m.	Track 12 – Half-Day Workshops. <i>Problem Solving The Lean Way</i> . Mike Orzen, Lean IT Pioneer, Mike Orzen & Associates
4:00 p.m.	Conference Ends

### Post-Conference Courses

- > Lean IT Kaizen **Feb. 23-25**
- > Lean IT Leadership **Feb. 23-25**
- > ITIL Practitioner **Feb. 23-25**
- > Leading @ The Speed Of Change **Feb. 23-24**

*Come by and stock up on your supply of pens for the year!*

# Exhibition Showcase

Pink17 includes an exciting and dynamic exhibition showcase. Be sure to visit these progressive exhibitors who offer tools and services that support your IT Management efforts and continual improvement initiatives.



From planning to development to management to security, at CA we create software that fuels transformation for companies in the application economy.



EasyVista Inc. provides advanced Service Management solutions globally. Over 4 Million users benefit from their enterprise SaaS platform, delivering IT and enterprise wide transformation. EasyVista is quoted on NYSE (ALEZV).



HEAT Software is a truly powerful combination of industry market leaders: FrontRange, the industry's sole provider of Hybrid Service Management (HSM) and Unified Endpoint Management (UEM); and Lumension, the industry's leading Endpoint Security provider.



The International Association of Information Technology Asset Managers, Inc. ("IAITAM") is a professional association that empowers organizations and professionals to maximize the investment in technology through global education and certification.



The Navvia Process Designer is the most cost effective way to document processes. Easy to use and packed with templates, it's the perfect complement to an ITSM program or tool implementation.



OTRS Group is the inventor and the largest service provider for the world-leading service management suite OTRS. We provide our customers with fully managed services: Consulting – Training – Customization – Operating OTRS.



## Registration

### Regular Pass: \$2,295 USD

- All conference materials
- All meals (continental breakfasts, lunches and snacks at receptions)
- Access to all conference sessions

### Platinum Pass: \$2,795 USD

- All Regular Pass entitlements PLUS...
- Reserved seating in the General Session room
- Access to the special Platinum Lounge where you can grab a beverage and relax, and network with other Platinum Pass holders
- Dedicated Platinum Registration counter for fast check-in
- Dedicated Platinum Concierge and Customer Service counter
- “Front-of-the-Line Pass” for Celebrity Keynote book signing. Pink Conferences are renowned for the amazing line up of keynote speakers. We set the pace that everyone else tries to follow! Now, with the Front-of-the-Line Pass, you don’t have to wait in a long line to get your book signed or for a photo op!
- Platinum Dining Room where you can have lunch, network and engage with other Platinum Pass holders
- Hotel room upgrade to “Dancing Fountain View” for February 19, 20 and 21 – based on availability
- Attendance at a series of 3 exclusive “Platinum Pass Ask-The-Expert Breakfast Club” workshops with Pink’s Subject Matter Experts Jack Probst & Gary Case on Monday, Tuesday & Wednesday mornings.

## Combination Discount – Save 10%

As described on page 13, register for a Pink17 Pre- or Post-conference workshop, and save 10% off the course fee.

This is a great deal for attendees who want to enhance their knowledge with complementary training.

## Stay Connected To Pink!

**Don't miss out! Pink will be introducing many specials in the coming months. There are many ways to get immediate notifications and all the latest news from Pink!**

**Sign up for our e-newsletters: [pinkelephant.com/signup](http://pinkelephant.com/signup)**

## Send A Team & Save!

*The whole gang is welcome!*



Many of our customers bring teams to maximize their value. The conference lends itself to team building and sharing of ideas when back at the office. With such a robust program, there’s a lot to take in at Pink17. We want to make sending a team as easy and attractive as possible.

The following Team Pass discounts are available\*:

- Register 2 people and save 10% off any Pass
- Register 3 people and save 15% off any Pass
- Register 4 people and save 20% off any Pass
- Register 5 people and save 25% off any Pass
- Register 6 people and save 30% off any Pass

To take advantage of the Team Pass discount, or to receive a quote for a Team Pass of more than 6 people, please call us at 1-888-273-PINK and we will expedite your registration.

\* All registrations must be made at the same time.

## Conference Location

Pink Elephant’s 2017 conference will be hosted at the beautiful Bellagio Hotel in Las Vegas – one of the world’s highest rated hotels.

Conference attendees are entitled to a special event rate.

To obtain this special event rate, attendees must call Pink Elephant at 1-888-273-PINK by **January 12, 2017**. Book early, rooms are limited. Room rate is subject to availability.



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