21ST ANNUAL INTERNATIONAL
IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION
LAS VEGAS ▸ BELLAGIO HOTEL ▸ FEBRUARY 19-22, 2017

PINK

"Pink17"
Communicate. Connect. Change.

Pink17 – Customized Agenda: CIO & Senior Leadership

This agenda represents one of many options for those who have interest in senior IT leadership and key related subjects. The conference program includes 12 tracks with over 120 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 at www.pinkelephant.com to view the full conference program, including session descriptions and course outlines.

Pre-Conference Courses: February 15-19, 2017
Choose from 9 courses. We recommend these options for CIOs and Senior IT Leadership: • Organizational Change Management Foundation – February 15-17 • Organizational Change Management Practitioner – February 18-19 • Lean IT Foundation – February 18-19

Date & Time	Track & Session
Sunday, February 19, 2017	
4:00 p.m. - 5:00 p.m.	**Sunday Optimizer** *The Lean CIO* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
5:00 p.m. - 7:00 p.m.	**Welcome Reception: Exhibition Showcase Open**
Monday, February 20, 2017	
7:15 a.m. - 8:15 a.m.	**Breakfast Club** *A Five Stage Model For How Organizations Adopt DevOps* **Rob England**, The IT Skeptic
8:30 a.m. - 10:10 a.m.	**Conference Welcome & Opening Remarks** **Opening Keynote: On The Edge: Leadership Lessons From Mount Everest** **Alison Levine**, Author & First American Women's Everest Expedition Team Captain
10:30 a.m. - 11:30 a.m.	**Track 10 – Communication** *Everyone Communicates, Few Connect: What The Most Effective People Do Differently* **Jack Probst**, Principal Consultant, Pink Elephant
11:45 a.m. - 12:45 p.m.	**Track 6 – DevOps** *Agile, Lean & DevOps: Working Together To Increase ITSM Efficiency* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
1:00 p.m. - 2:00 p.m.	**Track 9 – Tools & Technology** *Best Practices For A Service Catalog Implementation Success* **Kevin Smith**, SVP, Strategic Initiatives, Heat Software
2:15 p.m. - 3:15 p.m.	**Track 6 – DevOps** *Accelerating ITSM With A Lean & DevOps Mindset* **Paul Henell**, VP IT Service Management, Prudential Group Insurance
3:45 p.m. - 4:45 p.m.	**Power Hour** *Slicing Through The Noise: Powerful Communication For Leadership & Professional Success* **Barry Maher**, Communication Expert & Author, Barry Maher Associates
5:00 p.m. - 7:30 p.m.	**Networking Reception**

Tuesday, February 21, 2017	
7:15 a.m. - 8:15 a.m.	**Breakfast Club** *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
8:30 a.m. - 10:10 a.m.	**Keynote Address: Full Of Heart: My Story Of Survival, Strength & Spirit** **J.R. Martinez**, Author, US Army Veteran, Advocate **IT Excellence Awards Presentations**
10:30 a.m. - 11:30 a.m.	**Track 1 – IT Leadership** *Lead, Follow, Or Wallow: Inspiring Personal Leadership* **Jim Clemmer**, President, Clemmer Group
11:45 a.m. - 12:45 p.m.	**Track 2 – IT Strategic Management** *Learning From Failure – Is It Possible* **Jack Probst**, Principal Consultant, Pink Elephant
1:00 p.m. - 2:00 p.m.	**Track 7 – Organizational Change Management** Leading Change: Kotter's 8-Step Model **Gary Case**, Principal Consultant, Pink Elephant
2:15 p.m. - 3:15 p.m.	**Track 1 – IT Leadership** *The Top 10 Factors Of Innovation Leaders* **Jim Clemmer**, President, Clemmer Group
3:45 p.m. - 4:45 p.m.	**Power Hour** *Who Wants To Be A Great IT Leader* **David Ratcliffe**, President, Pink Elephant
6:00 p.m. - 9:00 p.m.	**PinkCAFÉ & PinkPATIO**
Wednesday, February 22, 2017	
7:15 a.m. - 8:15 a.m.	**Breakfast Club** *The 4 Disciplines Of Execution* **Gary Case**, Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	**Keynote Address: Leading & Managing Change In The New Reality** **Eric Boles**, President, Game Changers Inc. **IT Excellence Award Presentation: Case Study Of The Year**
10:30 a.m. - 11:30 a.m.	**Track 1 – IT Leadership** *How To "Jazz Up" IT Leadership, Structures & Systems To Accelerate Value* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
1:00 p.m. - 3:45 p.m.	**Track 12 – Half-Day Workshops** *Enabling Business Objectives Through Strategic ITSM Portfolio Practices* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
4:00 p.m.	**Conference Ends**
Post-Conference Courses: February 23-25, 2017	

Choose from 6 courses. Our recommended options for CIOs and senior leadership:

- Lean IT Leadership – February 23-25

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