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

PINK

"Pink17"
Communicate. Connect. Change.

Pink17 – Customized Agenda: ITIL®

This agenda represents one of many options for those who have interest in ITIL 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 ITIL and key related subjects: • ITIL Foundation – February 17-19 • ITIL Service Strategy – February 16-19 • ITIL Continual Service Improvement – February 16-19 • Lean IT Foundation – February 18-19 • Certified Agile Service Manager – February 17 -19

Date & Time	Track & Session
Sunday, February 19, 2017	
4:00 p.m. - 5:00 p.m.	**Sunday Optimizer** *What IT Managers Need To Know About Lean Management* **Beverly Parker**, Management Consultant, 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** *Beyond KPIs: The Next Generation ITSM Analytics* **Mark Gabbard**, Director Of Product Marketing, Numerity
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 4 – ITIL & IT Service Management** *The Ups & Downs Of Incident & Problem Management Processes* **Bob Gribben**, Director Of Service Operations, Ohio State University
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 5 – ITIL: Ten Years Later** *ITIL 10 Years Later At Harvard University* **Dennis Ravenelle**, Release Project Manager, Harvard University
3:45 p.m. - 4:45 p.m.	**Power Hour** *Advanced ITIL Adaption – What Does It Look Like & What Does It Really Mean?* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
5:00 p.m. - 7:30 p.m.	**Networking Reception**

Tuesday, February 21, 2017	
7:15 a.m. - 8:15 a.m.	**Breakfast Club** *Get Out Of The Way: Moving From Change Control To Change Facilitation* **Rob England**, The IT Skeptic
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 5 – ITIL Ten Years Later** *ITIL 10 Years Later At Bank of Montreal (BMO)* **David Chiu**, Director ITSM Process & Solutions, BMO Financial 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 9 – Tools & Technology** *Drive Self Service Adoption: Think Like A Growth Hacker* **Narain Muralidharan**, Product Marketing Manager, Freshservice
2:15 p.m. - 3:15 p.m.	**Track 5 – ITIL Ten Years Later** *ITIL 10 Years Later – ITIL Is Not Just For IT* **Brian Newcomb**, Director, Technology, Process & Data Solutions, Ohio State University
3:45 p.m. - 4:45 p.m.	**Power Hour** *Moose On The Table: Fostering Courageous Conversations To Address Communication Breakdowns* **Jim Clemmer**, President, Clemmer Group
6:00 p.m. - 9:00 p.m.	**PinkCAFÉ & PinkPATIO**
Wednesday, February 22, 2017	
7:15 a.m. - 8:15 a.m.	**Breakfast Club** *What DevOps Means For ITSM In An Enterprise* **Rob England**, The IT Skeptic
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 4 – ITIL & IT Service Management** *What IT Managers Need To Know About CMM & Process Maturity* **Tami Church**, Management Consultant, Pink Elephant
1:00 p.m. - 3:45 p.m.	**Track 12 – Half-Day Workshops** *How To Implement Problem, Change & Release Management* **Jennifer Wels**, Management Consultant, Pink Elephant
4:00 p.m.	**Conference Ends**

Post-Conference Courses: February 23-25, 2017

Choose from 6 courses. Our recommended options for ITIL and key related subjects:

- DevOps Foundation – February 23-25
- How To Define & Implement A CMDB According To ITIL Best Practices – February 23-24

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