"Pink18"
Adopt, Adapt & Apply

22nd Annual International
IT Service Management Conference & Exhibition
February 18-21, 2018
JW Marriott Orlando, Grande Lakes

OLD WAY · NEW WAY

Pink18 – Customized Agenda: Back To Basics With Problem, Change & Release Management

It's not just about getting things on track – but really keeping the organization in check for Continual Service Improvement. This agenda is our recommendation for those who want to put major focus on Problem, Change and Release Management.

Pre-Conference Courses: February 14-18, 2018	
• ITIL Continual Service Improvement – February 15-18, 2018 • ITIL Foundation – February 16-18, 2018	
Date & Time	**Track & Session**
Sunday, February 18, 2018	
4:00 p.m. - 5:00 p.m.	**Pre-Conference Optimizers** *Essential Knowledge: Using CMMi To Understand & Improve The Value Of Your Processes* **Tami Church,** Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	**Welcome Reception & Exhibition Showcase Open**
Monday, February 19, 2018	
7:15 a.m. - 8:15 a.m.	**Track 9: Tools & Technology** *How Do You Create A CMDB In The Real World?* **Peter Hubbard,** Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	**Conference Welcome & Opening Remarks** **Keynote Address: Better & Faster – The Proven Path To Unstoppable Ideas** **Jeremy Gutsche,** Innovation Keynote Speaker, CEO & Award-Winning Author
10:30 a.m. - 11:30 a.m.	**Track 3: Lean IT & Agile** *Using Servant Leadership Principles To Transform Release Management* **Michelle Slabbert,** Head Of ITSM, Standard Bank Of South Africa
11:45 a.m. - 12:45 p.m.	**Track 9: Tools & Technology** *Manual Incident Response Costs Organizations A Fortune & Ruins People's Lives!* **Vincent Geffray,** Senior Director Of Product Marketing, IT Alerting, Everbridge
1:00 p.m. - 2:00 p.m.	**Track 9: Tools & Technology** *Using Artificial Intelligence To Take User Experience To The Next Level* **Justin Roux,** Director, Product Marketing & Program Management, EasyVista
2:15 p.m. - 3:15 p.m.	**Track 4: ITIL & IT Service Management** *The Roadmap Of Darden Restaurants – "Serving Up" ITSM* **Jeff Imber,** Manager, Darden Service Management
3:35 p.m. - 4:45 p.m.	**Power Hour** *The 4 Biggest Challenges Facing IT Today & What You MUST Do About Them* **David Ratcliffe,** President, Pink Elephant
5:00 p.m. - 7:30 p.m.	**Networking Reception & Exhibition Showcase Open**

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Tuesday, February 20, 2018	
7:15 a.m. - 8:15 a.m.	**Track 4: ITIL & IT Service Management** *Service Management In The Cloud* **Peter Hubbard,** Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	**Keynote Address: Moving To Great – Understanding The Best In Life & Work** **Eric Boles**, Game Changers Inc **IT Excellence Awards Presentation:** Innovation Of The Year, Project Of The Year & Leader Of The Year
10:30 a.m. - 11:30 a.m.	**Track 4: ITIL & IT Service Management** *Problem Management – The Essential Work That Everyone Loves To Hate* **Robert Nessler,** ITSM Manager, State Of Colorado
11:45 a.m. - 12:45 p.m.	**Track 9: Tools & Technology** *Taking The IT Out Of ITSM* **John Carter,** Project Manager, IT Client Services, City Of Ottawa
1:00 p.m. - 2:00 p.m.	**Track 9: Tools & Technology** *Who Has A Seat In The CIO Boardroom?* **Rajesh Ganesan,** Director, Product Management, ManageEngine
2:15 p.m. - 3:15 p.m.	**Track 4: ITIL & IT Service Management** *The ITSM Iron Triangle – Making Change, Incident & Problem Management The Culture* **Keith Rudder,** ITSM Analyst, State Of Colorado
3:35 p.m. - 4:45 p.m.	**Power Hour** *Great Balls Of Fire! How To Stay Motivated No Matter What!* **Denise Ryan,** Motivational Pyromaniac, Firestar Speaking
Wednesday, February 21, 2018	
7:15 a.m. - 8:15 a.m.	**Track 4: ITIL & IT Service Management** *Change Management Is Dead. Long Live Change Management* **Charlie Miles,** Management Consultant, Pink Elephant
8:30 a.m. - 10:00 a.m.	**Keynote Address: How Top Leaders & Organizations Drive Business Results Through Trust** **David Horsager,** The Trust Edge^{TM} **Closing Remarks & IT Excellence Award Presentation:** Case Study Of The Year
10:20 a.m. - 11:30 a.m.	**Track 4: ITIL & IT Service Management** *Top 3 Mistakes To Avoid In A Service Management Program Or Project* **Jennifer Wels,** Management Consultant, Pink Elephant
1:00 p.m. - 3:45 p.m.	**Track 11: Half-Day Workshops** *How To Implement Problem, Change & Release Management* **Jennifer Wels,** Management Consultant, Pink Elephant
3:45 p.m.	**Conference Ends**

Post-Conference Courses: February 22-24, 2018

- How To Define & Implement A CMDB According To ITIL Best Practices – February 22-23, 2018
- NEW! Integrated Service Management Essentials – February 22-23, 2018
- ITIL Practitioner: Enabling Critical Competencies – February 22-24, 2018

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

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