



**Pink18 – Customized Agenda: Matthew Bowles’ Picks**

Matthew Bowles is Director, Professional Services at Pink Elephant. The agenda Matt created is based on a consulting and organizational assessment focus. This agenda would be perfectly suited to the organization that is looking for some consulting assistance and direction. You’ll find that these sessions will give you some much needed advice and guidance that our certified consultants would provide in a consulting engagement with Pink.

<b>Pre-Conference Courses: February 14-18, 2018</b>	
Choose from 9 courses. Matthew recommends the following courses:	
<ul style="list-style-type: none"> <li>Organizational Change Management Foundation – February 14-16, 2018</li> <li>ITIL® Continual Service Improvement – February 15-18, 2018</li> <li>Lean IT Foundation: Understanding Lean IT Principles &amp; Objectives – February 17-18, 2018</li> </ul>	
<b>Date &amp; Time</b>	<b>Track &amp; Session</b>
<b>Sunday, February 18, 2018</b>	
4:00 p.m. - 5:00 p.m.	<b>Pre-Conference Optimizers</b> <i>Essential Knowledge: How Everything Needs To Be Designed &amp; Re-Designed With Lean Thinking</i> <b>Beverly Parker</b> , Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>
<b>Monday, February 19, 2018</b>	
7:15 a.m. - 8:15 a.m.	<b>Early Risers</b> <i>Essential Knowledge: The Purpose &amp; Value Of Adopting ITSM &amp; ITIL</i> <b>Charlie Miles</b> , Management Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks</b> <b>Keynote Address: Better &amp; Faster – The Proven Path To Unstoppable Ideas</b> <b>Jeremy Gutsche</b> , Innovation Keynote Speaker, CEO & Award-Winning Author
10:30 a.m. - 11:30 a.m.	<b>Track 2: IT Strategic Management</b> <i>Cisco IT Services Transformation Journey – Running IT As A Business</i> <b>Tim Pietro</b> , Senior Manager, Cisco Advanced Services
2:15 p.m. - 3:15 p.m.	<b>Track 7: Organizational Change Management</b> <i>ITSM – It’s Not A Project! It’s A Lifestyle</i> <b>Johnny Rivera</b> , Service Management Office Manager, Tacoma Public Utilities
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>The 4 Biggest Challenges Facing IT Today &amp; What You MUST Do About Them</i> <b>David Ratcliffe</b> , President, Pink Elephant
5:00 p.m. - 7:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>



Tuesday, February 20, 2018	
7:15 a.m. - 8:15 a.m.	<b>Track 7: Organizational Change Management</b> <i>The Yellow Brick Road &amp; The Effective Organizational Change Manager</i> <b>Robin Hysick</b> , Organizational Development Advisor, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Keynote Address: Moving To Great – Understanding The Best In Life &amp; Work</b> <b>Eric Boles</b> , Game Changers Inc <b>IT Excellence Awards Presentation:</b> Innovation Of The Year, Project Of The Year & Leader Of The Year
10:30 a.m. - 11:30 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Problem Management – The Essential Work That Everyone Loves To Hate</i> <b>Robert Nessler</b> , ITSM Manager, State of Colorado
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Taking The IT Out Of ITSM</i> <b>John Carter</b> , Project Manager, IT Client Services, City Of Ottawa
1:00 p.m. - 2:00 p.m.	<b>Lunch Break</b>
2:15 p.m. - 3:15 p.m.	<b>Track 5: ITIL – Ten Years Later</b> <i>Beyond Oz: 15 Years Of Living, Learning, &amp; Relearning ITSM At Nationwide</i> <b>Jeff Gorby</b> , Enterprise Process Architect, Nationwide
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>The Pressures Of Digital Transformation – Is It Time To Create A Digital Backbone?</i> <b>Gustav Toppenberg</b> , Vice President Enterprise Architecture & Chief Architect, Catalina, USA
Wednesday, February 21, 2018	
7:15 a.m. - 8:15 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Change Management Is Dead. Long Live Change Management</i> <b>Charlie Miles</b> , Management Consultant, Pink Elephant
8:30 a.m. - 10:00 a.m.	<b>Keynote Address: How Top Leaders &amp; Organizations Drive Business Results Through Trust</b> <b>David Horsager</b> , The Trust Edge™ <b>Closing Remarks &amp; IT Excellence Award Presentation:</b> Case Study Of The Year
10:20 a.m. - 11:30 a.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>Lean IT Service Management: Getting To “Good Enough”</i> <b>Robin Hysick</b> , Organizational Development Advisor, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 11: Half-Day Workshops</b> <i>How To Implement Problem, Change &amp; Release Management</i> <b>Jennifer Wels</b> , Management Consultant, Pink Elephant
3:45 p.m.	<b>Conference Ends</b>
Post-Conference Courses: February 22-24, 2018	
Choose from 8 courses. Matthew recommends the following courses:	
<ul style="list-style-type: none"> <li>NEW! Integrated Service Management™ Essentials – February 22-23, 2018</li> <li>NEW! DevOps Essentials – February 22-24, 2018</li> </ul>	

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

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