®PINK

Knowledge Translated Into Results

Sample Agenda: Advanced IT Service Management (ITSM)

This sample agenda is for those who want to take an advanced focus on ITSM.

We've created several sample agendas to address specific roles and areas of focus. Check our website for all of them. Do you want us to create a personalized agenda just for you? Call our Customer Service Team at 1-888-273-PINK. We're happy to help!

Pre-Conference Course:

- Integrated IT Service Management™ Essentials – February 29 – March 2

Sunday, March 3, 2024

Time	Session
9:00am – 12:00pm	**Pre-Conference Sunday Workshops – Exclusive to Executive VIP Passholders** *The Leadership Journey* **Jack Probst**, Ed.D., Principal IT Management Consultant, Pink Elephant OR **Pre-Conference Sunday Workshops –** **Exclusive to Executive VIP and Platinum Passholders** *Business Relationship Management – Process Maturity Workshop* **Matthew Bowles,** Principal IT Management Consultant, Pink Elephant
1:30pm – 4:30pm	**Pre-Conference Sunday Workshops – Exclusive to Executive VIP Passholders** *Establishing and Leading High-Performing Service Teams* **Troy DuMoulin**, Vice President, Research and Development, Pink Elephant OR **Pre-Conference Sunday Workshops –** **Exclusive to Executive VIP and Platinum Passholders** *Service Level Management – Process Maturity Workshop* **Charlie Miles**, Principal IT Management Consultant, Pink Elephant
5:00pm – 6:00pm	**Pre-Conference Optimizers – Available to all attendees** *Data Science, AI, and IT Process Management* **Ernesto Mijangos**, Professional Services Director, Pink Elephant Mexico and Latin America
6:00pm – 8:00pm	**Welcome Reception and Exhibition Showcase**

Monday, March 4, 2024

Time	Session
7:15am – 8:15am	**Early Risers** *The Lean IT Leader* **Troy DuMoulin**, Vice President, Research and Development, Pink Elephant OR **Early Risers – Exclusive to Platinum Passholders** *Ask the IT Service Management Expert* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant
8:30am –10:10am	**Conference Welcome and Opening Remarks** **Keynote Address***:* **Chris Hadfield**, Astronaut & Former Commander of the International Space Station

10:30am – 11:30am	**Track 7: New & Emerging Trends** *The Need for Experience Management in Service Management* **Jeffrey Tefertiller**, CIO Advisor, Executive ITSM Consultant, Program Leader, Founder, Service Management Leadership
11:45am – 12:45pm	**Attend Networking Lunch or Concurrent Session:** **Track 6: Tools & Technology** *AI and Service Management – the Changing Landscape of IT Services* **Gaurav Shekhar**, Professor, The University of Texas at Dallas. OR **For Executive VIP Passholders Only** *Exclusive Executive VIP Passholder – Power Lunch* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant
1:00pm – 2:00pm	**Attend Networking Lunch or Concurrent Session:** **Track 6: Tools & Technology** *ITSM Wars: A New Hope for IT Service Management in the Digital Workplace* **Marc Lambiotte**, Senior Director of IT Cross-Functional Services, American Red Cross
2:15pm – 3:15pm	**Track 2: Organizational Change Management** *Do or Do Not, There Is No Try:* *Organizational Change Management Is Key To Project Success* **Elaine Lauritzen**, Managing Director, HR and ID Center, Office of IT, Brigham Young University
3:35pm – 4:45pm	**Track 1: IT Leadership** *The Leadership Challenges of the Rebel Alliance* **Jack Probst**, Ed.D., Principal IT Management Consultant, Pink Elephant
5:00pm – 7:00pm	**Networking Reception and Exhibition Showcase**

Tuesday, March 5, 2024

Time	Session
7:15am – 8:15am	**Early Risers** *Integrated IT Business Management™ – the Model and Key Concepts* **Troy DuMoulin**, Vice President, Research and Development, Pink Elephant OR **Early Risers – Exclusive to Platinum Passholders** *Ask the IT Service Management Expert* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant
8:30am – 10:10am	**Hall of Fame Awards** **Keynote Address:** **The Passing Zone**, Jugglers Extraordinaire
10:30am – 11:30am	**Track 5: Digital Value Management** *Leadership, Accountability, and Culture* **Patti Blackstaffe**, CEO and Transformation Specialist – GlobalSway

11:45am – 12:45pm	**Attend Networking Lunch or Concurrent Session:** **Track 5: Digital Value Management** *Change Management in a Digital Value Enterprise* **Greg Sanker**, Principal Advisory Director, Info-Tech Research Group OR **For Executive VIP Passholders Only** *Exclusive Executive VIP Passholder – Power Lunch* Matthew Bowles, Principal IT Management Consultant, Pink Elephant
1:00pm – 2:00pm	**Attend Networking Lunch or Concurrent Session:** **Track 2: Organizational Change Management** *Communicate to the Power of 10!* **Robin Hysick**, Senior IT Management Consultant, Pink Elephant
2:15pm – 3:15pm	**Track 4: Integrated IT Service Management** *The Changing Role of Service Management Governance* **Jeffrey Tefertiller**, CIO Advisor, Executive ITSM Consultant, Program Leader, Founder, Service Management Leadership
3:35pm – 4:45pm	**Track 1: IT Leadership** *Collective Genius: The Art and Practice of Leading Innovation* **Troy DuMoulin**, Vice President, Research and Development, Pink Elephant
5:00pm – 8:00pm	**Networking Party**

Wednesday, March 6, 2024

Time	Session
7:15am – 8:15am	**Early Risers** *Organizational Change Management's Silver Bullet: Active and Visible Leadership* **Charlie Miles**, Principal IT Management Consultant, Pink Elephant
8:30am – 10:10am	**Closing Remarks** **Keynote Address:** **Vernice "Flygirl" Armour**, America's First Black Female Combat Pilot, Author, Business Consultant
10:30am – 11:30am	**Track 7: New & Emerging Trends** *Top 10 Emerging IT Trends and Considerations for ITSM* **David Ratcliffe**, President, Pink Elephant
11:30am – 1:00pm	**Networking Lunch**
1:00pm – 3:45pm	**Track 8: Half-Day Workshops** *Enabling Integrated IT Service Management™ with DevOps, Agile & Lean* **Troy DuMoulin**, Vice President, Research and Development, Pink Elephant
3:45pm	**Conference Ends**

Note:

The program is subject to change. Check Pink's website or the conference app (which will be available in mid-February) for the most recent hour-by-hour schedule.