

# Pink25



28<sup>th</sup> Annual International  
**IT Service Management  
Conference & Exhibition**

February 2-5, 2025 | Bellagio, Las Vegas

Attend the  
world's #1 IT service  
management event!

*“One of those ‘remember for life’ events for me!”*



*ITSM: You Can Check Out,  
But You Can Never Leave!*

Last Early Bird Ends October 4<sup>th</sup>

Save Up To \$1,300!

## Pink's annual conference is the world's #1 IT service management event!



Join us February 2-5, 2025 at the beautiful and iconic Bellagio Hotel in Las Vegas! Rooms are available at a special preferred rate until December 30, 2024. Register before October 4 and save up to \$1,300! See page 8 for details.

### Who Should Attend

There's something for everyone in the comprehensive and power-packed, multi-track program and is particularly relevant for:

- C-level leaders including CIOs, CTOs, CSOs
- IT VPs, directors
- IT service and support managers
- Project/program directors and managers
- DevOps managers
- Business relationship managers
- Process owners
- Senior support analysts
- Service level managers
- IT consultants
- IT tool vendors

And, anyone seeking to better understand how to build and manage a truly business-focused IT organization.

## About Pink25

**"ITSM: You Can Check Out, But You Can Never Leave!"**

We dedicate Pink25 to the world of rock 'n roll and its key themes and messages of collaboration, trust, loyalty, teamwork, ambition, and perseverance.

Now in its hugely successful 28th year, our annual conference is highly rated for many reasons, and one is the SUPER spirited and fun energy attendees enjoy.

### Extraordinary, Content-Rich Program

For almost 30 years, others have tried but no other event comes close to providing you with such high-quality, content-rich, and comprehensive IT service management.

Pink25's program includes case studies from progressive IT leaders and masterclasses from industry experts and Pink's own highly respected and world-renowned experts. The sessions include wide-ranging IT and business subjects that provide guidance for frameworks and methodologies such as IT service management, Lean, Agile, DevOps, organizational change management, business relationship management, and much more.

### One-of-a-Kind Electric Energy!

Don't miss this opportunity to gather with like-minded IT professionals to both network with old friends and make new ones. Engage in thought-provoking and interesting discussions, while enjoying the highly spirited and fun, one-of-a-kind electric vibe of Pink's annual event!

***"I've been seven times, and this is the very best one yet!"***

**- Pink24 Attendee**

# Keynote & Featured Speakers

Get re-energized! The world is full of truly courageous and inspirational people who make a difference. Each year we bring you the best of the best.



## Diana Nyad

Author, Journalist, Long-Distance Swimmer

Diana's amazing story is featured in the 2023 Netflix movie, *Nyad*, starring Annette Benning and Jodie Foster, both nominated for the 2024 Oscars for their respective roles as Diana and Bonnie (Diana's best friend and coach). Diana's is a gripping tale of an athlete, of a hero, and of a bold mind. Why is Diana's story so noteworthy and powerful? On September 2, 2013, at the age of sixty-four, Diana Nyad emerged onto the sands of Key West after swimming 111 miles, nation to nation, Cuba to Florida, in an epic feat of both endurance and human will, in fifty-three hours. It was her 5<sup>th</sup> attempt! Diana carried three poignant messages on her way across this stretch of shark-infested waters, and she spoke them to the crowd in her moment of final triumph: *Never, ever give up; You're never too old to chase your dreams; It looks like a solitary sport, but it's a team.*



## Jia Jiang

Author, Ted Talk Speaker, Entrepreneur

Jia Jiang is a top keynote speaker on emotional intelligence and overcoming failure/rejection. He is the honoree of Toastmasters International's 2019 Golden Gavel Award for accomplishments in the fields of communication and leadership. His TED talk was one of the most viewed in 2017. Jia is famous for his experiment, 100 Days of Rejection, which became the basis for his Amazon best-selling book, *Rejection Proof: How I Beat Fear and Became Invincible Through 100 Days of Rejection*. In his book, website, mobile app, and talks, Jia provides inspiration and tools for people and organizations to become courageous through 'rejection' training.



## Denise Ryan

Author, Motivational Speaker, Entrepreneur, "Firestarter"

Denise is a communication expert and motivational 'pyromaniac'! Her infectious energy and enthusiasm will set a room ablaze and over these many decades, she has been a Pink conference favorite. Denise is back with new material and research findings. A *magna cum laude* graduate of the University of South Carolina with a master's degree in business and a hugely successful business women and keynote presenter, what she really specializes in is lighting fires! She will present two provocative Power Hour sessions: *Communication and Power for Women* and *Out of the Frying Pan – Diagnosing, Preventing, and Curing Burnout*.

**Also featuring... Pink's own IT Service Management Experts – the best, most talented, and most experienced in the industry with an amazing 180-years' experience between them!**



Troy DuMoulin



Robin Hysick



Matthew Bowles



Graham Furnis



Jennifer Wels



Charlie Miles



George Spalding

Take full advantage of the most knowledgeable ITSM subject matter experts in the world! No other organization on the planet has as much experience and success as Pink's team.

Pink25 includes numerous here's-how-it's-done-in-the-real-world highly instructional sessions delivered by our very talented consultants, and they will also enlighten you on how to supercharge ITSM in your organization by implementing The integratedITSM™ System.

# Pink25 Speaker Preview

100 sessions | 11 themed tracks | 21 masterclass workshops | 1 amazing experience!

## Real-World Lessons Learned

You-can-do-it-too inspiration! Powerful case studies and success stories from the trenches.



### **The Long Run – Realizing IT Value Using IT Fiscal Management**

Mark A. Freed, IT Service Management Maturation Project Director, State of Oregon  
Melissa Gloor, IT Director of Business Operations, State of Oregon



Now more than ever, IT is an essential part of business landscapes. But how is the value of the IT services and investments shown? There is no one way to look at value. Mark and Melissa will discuss the need for collaborating and deciding on key fiscal drivers, as well as how costs are determined and classified. They will talk about ITSM services and discuss the many components involved in showing direct value in dollars saved by efficiencies.



### **Continuous Improvement: Changing Your Service Management Mindset**

Dee Dee Gober, Director, IT Business Operations, Rotary International

Dee Dee profiles Rotary's multi-year journey to implement an effective, repeatable CSI process, as well as their trials and tribulations to change their service management mindset. Easier said than done! Implementing a new dynamic tool didn't do it; this case study reveals what did.



### **A Day in the Life of a Business Relationship Manager**

Chauma Smith Guss, IT Business Relationship Manager II, Texas A&M University

Chauma will discuss her role in the BRM team. She will elaborate on the relationship maturity model and how it has evolved for different groups, and how it isn't a one-size-fits-all approach.



### **Metrics for the Long Run**

Elaine Lauritzen, Managing Director, HR and ID Center, Office of IT, Brigham Young University

One of North America's most experienced ITSM leaders, Elaine describes BYU's framework for metrics that is used to measure the IT organization's operational excellence. Metrics are tied to and rolled up into goals for leadership strategic imperatives and priorities.

## Progressive IT Leadership

Heavy-duty, ahead-of-the-curve thinkers share how to cultivate strong cultures and add business value.



### **Business Value – A CIO's Perspective**

Christopher Flanagan, CIO, Vault Insurance

A not-to-be-missed opportunity to hear insight from a C-level IT professional about leadership and DevOps, who has had senior executive and management responsibilities in both very large and smaller IT organizations.



### **Murder on the Change Management Express**

Anthony Casablanca, Co-Founder and President, GriefLeaders LLC

Most organizations practice change management. Very few have upped their game to change leadership. Do you know the difference and why the distinction is important? You will after this powerful session! Anthony is an accomplished senior executive and author with over three decades of experience in various senior leadership roles. He has spent his entire career studying the art of leadership with an emphasis on purpose-driven leadership principles.



### **Lessons in Leadership from Rock and Roll**

Joseph Hayes, Sr. VP & COO, Marsh McLennan Agency

An award-winning senior IT executive, Joe will take a playful look at leadership using Pink25's conference theme while still providing attendees with several powerful business insights.



### **The Next Generation of Service and Experience Management**

Alan Nance, Strategic Technology Leader, Digital Experience Expert

Based on recent leading research, Alan will present seven developments that IT professionals are likely to encounter in the coming years and what they mean.

Visit [www.pinkelephant.com](http://www.pinkelephant.com) to look at the full program including all speakers, sessions, and track descriptions.

## AI & Emerging Trends

Most important trends shaping the world of IT service management.



### How to Level Up Your Organization with GenAI

Gaurav Shekhar, Senior Assistant Dean, Professor and Program Director, The University of Texas at Dallas

The world of AI is growing by leaps and bounds! Are YOU ready? Based on his extensive research, Professor Gaurav will explore several provocative questions that include: Is GenAI a friend or a foe? Is GenAI disruptive? Do you have a clear, firm, and level strategy to use AI and why is this important? Attend, and you will learn about techniques that can help with a firm and level reorganization, as well as strategy planning and implementation in our new world of AI.



### Maximizing AI's Impact: Five Ways to Energize ITSM Workflows across Your Digital Enterprise

Kumaravel Ramakrishnan, Product Marketing Director, ManageEngine

Kumaravel will highlight how IT service desk tools and ITSM platforms have been leveraging AI and he'll discuss five key service management and ITOps workflows and showcase how AI technologies, including GenAI, can be strategically woven into these workflows to help deliver and exceed service expectations.



### Top Trends in Enterprise Architecture 2025

Charles Betz, VP and Research Director, Enterprise Architecture, Forrester Research

Attendees will hear Forrester's latest insights, usually available only to customers, about architecture in a time of transition. This will include hot topics such as the decline of architecture review and what is replacing it, as well as critical architectural subjects such as platform engineering and generative AI.



### How to DO Experience Design

Matt Beran, Sr. Product Marketing Specialist, InvGate

Matt's focus is on how to apply XM (experience management) to service management objectives. Included is a case study from a client who used human-centered design practices to build a service solution and he'll also run through a few design ceremonies so attendees can participate in an experience design.



### Transform Tier 1 Support with GenAI – Lessons and Best Practices

Travis Greene, Senior Director of ITOM Product Marketing, OpenTEXT

Travis will delve into lessons learned and best practices from his organization's experience assisting customers in implementing GenAI for service management.

## Organizational Change Management

Must-have leadership skills! It's all about knowing how to lead people through change and create a strong culture.



### The Service Management Office and OCM – Why We Can't Be Successful without Each Other

West Richter Jr., Director, Global IT Service Delivery, Moog, Inc.

West shares details of his organization's initiative to establish a service management office (SMO) to drive ITSM transformations and how they incorporated organizational change management (OCM) practices to drive success.



### Using the Change Fingerprint Framework® to Create Change Capacity

Jacqueline Kappers, Associate – Capillary Consulting

This 2-hour masterclass introduces participants to the Change Fingerprint Framework®, a countercultural perspective of how humans respond and adapt to change. It also equips them with a new language, concepts, tools, and a tangible process to support change.



### The 7 Pillars of Culture

Robin Hysick, Senior IT Management Consultant, Pink Elephant  
Charlie Miles, Principal IT Management Consultant, Pink Elephant



This two-hour masterclass delivers a very down-to-earth look at this all-important aspect of leadership and management – creating and fostering positive, productive work cultures and retaining talented employees. Attendees will participate in a detailed discussion on ITSM-specific implementation and OCM best practices using examples from Robin's and Charlie's real-world experiences.



### 'C' Is for Culture: The Recipe for Creating a Winning Workplace Culture

Maggie Layfield, VP US and LATAM Sales, NetSupport

Using her expertise as both a seasoned leader and baker, Maggie will guide attendees through the perfect recipe for creating a winning workplace culture.



### Navigating an ITSM Transformation Journey

Betsy Watts, Client Services Manager, Enterprise Services, North Dakota University System  
Ericka Westphal, Process and Controls Manager, North Dakota University System



A two-part case study, Betsy and Ericka will offer practical guidance and share many lessons learned and the tools used by their organization to undertake a successful ITSM transformation, one that aligned IT services and business needs, enhanced user experience and contributed to overall organizational success.

## integratedITSM™

Creating true business value is about taking an “integrated” approach.

### The 9 Essential Building Blocks for ITSM Process Management Success (In the Real World!)

Scheduled as two or three-hour masterclass sessions, the content is taken from Pink’s integratedITSM™ Essentials certification course, offering a highly practical, real-world look on process management – unlike any other course content in the industry. The sessions include education about what ‘process management’ really means and its positioning within business process management. This is followed by a detailed explanation of the nine very specific components/building blocks that must be considered for the successful management of every ITSM process.



#### Incident and Request Management

Graham Furnis, IT Management Consultant, Pink Elephant



#### Release, Deployment, and Change Management

Jennifer Wels, Senior IT Management Consultant, Pink Elephant



#### IT Asset Management and Configuration Management

Charlie Miles, Principal IT Management Consultant, Pink Elephant



#### Enabling integratedITSM™ with DevOps, Agile, and Lean

Troy DuMoulin, VP, Research & Development, Pink Elephant

The content of this two-hour masterclass is taken from Pink’s highly rated certification course, Enabling integratedITSM™ with DevOps, Agile & Lean. The discussion describes how the practices of ITSM, Lean, Agile, and DevOps work together to enable successful outcomes, remove waste, lower costs, and increase business value. The teachings promote the view that an ‘integrated’ approach to managing these practices is needed (and explains exactly how), and that it is not just a matter of “which one do we choose?”



#### Experience Management (XM) and ITSM

Matthew Bowles, Principal IT Management Consultant, Pink Elephant

It is an understatement to state that today we work in a very rapidly evolving business landscape where delivering exceptional experiences to customers, employees, and partners is no longer a luxury but a necessity for sustainable success. Matthew offers an insightful look at experience management (XM) and XLA’s, where he will delve into the requirements, strategies, practices, and approaches for managing and optimizing experiences in your organization.

## Lean, Agile, DevOps: Beyond The Buzzwords

No mumbo-jumbo speak! Learn real ways to add value.



#### Lean Doesn’t Mean Do Less

Gary Case, Senior Manager, Vintun LLC

Using real-world case study examples from his deep pockets of consulting experience, Gary’s discussion includes a description of ‘Lean thinking’ and how this approach to continual service improvement prioritizes value-added tasks while minimizing the time spent on those that are bottlenecks, barriers, and non-value-add activities.



#### The Lean IT Leader

Troy DuMoulin, VP, Research & Development, Pink Elephant

Troy reviews several concepts taken from Pink’s Lean IT certification courses. A Lean IT Leader is someone who knows how to model and continually improve the enterprise IT value system. Lean IT organizations benefit from a culture that celebrates excellence, teamwork, innovation, and that promotes a mantra of continuous improvement.

#### Holistic Problem-Solving with Lean/Six Sigma

Troy DuMoulin, VP, Research & Development, Pink Elephant

Troy will explain why the Six Sigma DMAIC (Define, Measure, Analyze, Improve, Control) process is his preferred CSI approach and a must-know for all IT professionals. Many quality frameworks exist that provide guidance on problem-solving and root cause analysis. However, Lean/Six Sigma stands apart by offering a structured methodology and a robust toolbox of practical techniques.



#### 15 Essential Practices for DevOps Success

George Spalding, VP & Executive Consultant, Pink Elephant

Take a DevOps health check! Using content from Pink’s DevOps Essentials certification course, George’s practical and uncomplicated advice will guide you on where to begin, and what to do to ensure highly effective DevOps practices.



#### The Impact of Agile and Product Centricity on the IT Operating Model

Charles Betz, VP and Research Director, Enterprise Architecture, Forrester Research

There are many trends that challenge traditional plan/build/run IT operating model assumptions and, in many cases, organizations encounter significant friction with both Agile advocates and traditionalists becoming frustrated and talking past each other. Forrester has been researching this topic for many years; attendees will benefit from a deep-dive, nuanced examination of these issues that avoids dogma and silver bullets and instead focuses on the hard trade-off discussions essential for any operating model transformation.

## Sunday Half-Day Workshops

For Executive VIP and Platinum Premium passholders. Attend these industry exclusive sessions not offered at any other event!

### Process Maturity Assessments: What It Really Takes to Establish and Manage Highly Effective ITSM Processes

Presented on Sunday, February 2, 2025, these are three-hour masterclass sessions exclusively for Executive VIP and Platinum Premium passholders. To learn more about these passes, look on the next page.

The workshops are invaluable rich in content and discussions and are led by Pink Elephant's highly talented consultants. Executive VIP attendees may choose from seven workshops that include two leadership-focused ones, while Platinum passholder attendees may choose from five that are focused on process maturity and process improvements. To maximize participation, all workshops are presented twice: Sunday morning (8:30am – 11:30am) and Sunday afternoon (1:00pm to 4:00pm).



#### Request Fulfillment

George Spalding,  
VP & Executive  
Consultant,  
Pink Elephant



#### Service Catalog

Jennifer Wels, Senior  
IT Management  
Consultant  
Pink Elephant



#### Configuration Management

Charlie Miles, Principal IT  
Management Consultant,  
Pink Elephant



#### Change Management

Graham Furnis,  
IT Management  
Consultant,  
Pink Elephant



#### Business Relationship Management

Matthew Bowles,  
Principal IT Management  
Consultant, Pink Elephant



#### Understanding, Applying, and Implementing the IT/Business Model as an Organizational System

Jack Probst, Ed. D., Principal IT Management Consultant (retired),  
Pink Elephant

Jack will review the many components of the IT/Business model as an organizational system, as well as highlighting what IT leaders need to know about and how to apply each of its components to make strong business contributions and affect overall business success. Concluding this session will be a discussion of how your organization can investigate the landscape of their IT/Business model as a system and think constructively about improvements.



#### The Evolving IT Service Organization

Troy DuMoulin, VP, Research & Development, Pink Elephant

Troy examines the evolutionary stages that organizations follow as they move from a technology-focused culture to a shared services model. Internal technology service providers are facing a period of major change and transition as they look for ways to support growing business demand. These driving forces are putting internal shared IT services functions under intense pressure to rapidly transform their processes, culture, and technology platforms from a silo-based technology operating model to a shared service approach based on a federated governance approach that lowers variability, complexity, and risk to achieve greater scalability and improved cost.

## Quotes from Our Raving Fans!

*“One of the best conferences I've attended.”*

*“I can't remember the last time I attended such a content-rich event – every presentation was relevant and very interesting.”*

*“Awesome, and I really mean it!”*

*“Excellent in every way...”*

*“I'm bringing a bigger team next year.”*

*“My team will all be upgrading to Executive VIPs for Pink25!”*

*“Sunday was worth its weight in gold...easily!”*

*“The Sunday workshops were like a conference in themselves – LOVED the sessions!”*

*“Thank you Pink for all you do – you're simply THE best!”*

*“Attending the conference is a highlight of my year and was incredibly well done as always!”*



# Registration Information

**Last Early Bird Offer – Ends October 4, 2024**

**Save up to \$1,300!**

Register before the Last Early Bird deadline for the world's #1 IT service management event, and you get:

- Savings of \$400 on hotel nights
- A FREE self-paced online integrated ITSM™ certification course – a value of up to \$900

Choose from the following Pink25 passes:

## **Pink Pass – \$2,795 USD**

- Conference registration, including meals, networking receptions
- Access to conference e-materials

## **Platinum Premium Pass – \$3,095 USD**

In addition to the Pink Pass benefits, you also get:

- Priority registration
- Reserved front-of-the-room seating at all general sessions
- Exclusive lounge
- Front-of-the-line book signings
- Exclusive ITSM how-to and process maturity pre-conference masterclass workshops on Sunday delivered by Pink's senior consultants, choose between 5

## **Executive Premium Pass – \$3,395 USD**

Take your conference experience to another level! In addition to the Pink Pass and Platinum Premium Pass benefits, you also get:

- Leadership-focused peer-to-peer sharing and networking opportunities
- Connections to Pink's experts and industry thought leaders
- Exclusive leadership-focused pre-conference masterclass workshops on Sunday delivered by the most senior Pink consultants, choose between 7
- Fountain view rooms, offered only to Executive VIP Premium passholders on a first come, first served basis
- Exclusive Executive VIP strategic and leadership breakout sessions
- Exclusive evening networking dinner with Pink Elephant's consulting team and select guest expert speakers
- Executive VIP concierge to help maximize your conference experience (excludes personal entertainment)



**To register and get more details about fees and terms and conditions:**

✉ Contact: [info@pinkelephant.com](mailto:info@pinkelephant.com)

☎ Phone: 1-888-273-PINK

🌐 Visit: [www.pinkelephant.com](http://www.pinkelephant.com)

# Exhibition Showcase

Pink25 includes an exciting exhibition showcase of progressive tools, products, and services that support your IT service management efforts and continuous improvement initiatives.

Check our website for a list of all participating exhibitors. Contact Lisa Lyons at [l.lyons@pinkelephant.com](mailto:l.lyons@pinkelephant.com) to get a prospectus.

Past exhibitors include:




**Stay Connected to Pink!**  
 Sign up for our e-bulletins at:  
[www.pinkelephant.com/signup](http://www.pinkelephant.com/signup)  
 Get all the latest news about special offers, course updates, and preview announcements about our products and services.

# The integratedITSM™ Scheme Offers 10 Certifications and 6 Designations!

Certifications	Organizational Change Management Architect™	IT Business Relationship Management Architect™	Value Stream Mapping Architect™	IT Performance & Improvement Management Architect™	integratedITSM™ Professional	integratedITSM™ Champion
The integratedITSM™ System	○	○	○	○	○	○
integratedITSM™ Essentials	○	○	○	○	○	○
Lean IT Essentials					○	○
Agile Scrum Essentials					○	○
Organizational Change Management	○					○
IT Business Relationship Manager		○				○
Value Stream Mapping			○			○
IT Performance & Improvement Management				○		○
Enabling IntegratedITSM™ with DevOps, Agile & Lean						○
IT Business Leader						○

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## Pink Elephant has moved on from ITIL®! Are you ready too?

We've partnered with Professional Designations Corporation (PDC) to develop integratedITSM, an innovative body of knowledge for ITSM professionals. Based on Pink's 40 years of experience, integratedITSM offers real-world practical solutions and fresh perspectives, making it an excellent value for your training investment. We believe our approach provides superior management programs when compared with other options.

## The integratedITSM™ Champion

Already recognized as a highly prized credential, this designation signifies the recipient has a comprehensive understanding of the latest best practices and industry standards in integrated IT service management, Agile and Lean methodologies, IT leadership, organizational change management, and more. This designation also signifies that the recipient is equipped with the knowledge necessary to effectively lead IT teams and drive meaningful change within their organizations.

## The integratedITSM™ Professional

This highly regarded designation signifies that the recipient has a deep understanding of the latest best practices and industry standards in integrated IT service management, Lean IT, Agile Scrum, and related enabling practices. They will also be equipped with the knowledge necessary to effectively contribute to and manage IT projects and teams.

## Organizational Change Management Architect™

This designation signifies that the recipient has achieved a deep understanding to successfully manage and lead others through major changes in complex environments, contributing significantly to the overall success of their organization's business goals including IT service management programs.

## IT Business Relationship Management Architect™

The deep knowledge obtained signifies that the recipient has the necessary understanding to effectively contribute to and manage several key IT and business relationships at operational, tactical, and strategic levels, contributing to the overall success of their organization's business goals and IT service management programs.

## Value Stream Mapping Architect™

This designation signifies that the recipient possesses a comprehensive knowledge of process design, process management, and process mapping, with the capabilities to effectively contribute to the overall success of their organization's business goals and IT service management programs.

## IT Performance & Improvement Management Architect™

Recipients who have obtained this designation hold comprehensive knowledge of conducting process assessments to identify improvement opportunities, implement, track, and report on meaningful IT and business metrics and measurements, and have the capabilities to effectively contribute to the overall success of their organization's business goals and IT service management programs.

## About Professional Designations Corp. (PDC)

PDC is an exam provider with trusted certifications and designations that recognize an individual's level of understanding of the concepts and principles contained within a particular body of knowledge. PDC offers a choice of disciplines that support the professional achievement of tactical, strategic, and leadership proficiencies. To learn more about PDC, visit <https://www.professionaldesignations.com>.

# EDUCATION SCHEDULE-AT-A-GLANCE

SEPTEMBER - FEBRUARY



## Self-Paced

Learn at your pace on your own schedule.



## Virtual

Online at a specific date and time.



## Team Training

On dates convenient to you for your team, hosted live online.

Start planning your education journey! Take a look at Pink Elephant's education schedule below. For a full education schedule, visit [www.pinkelephant.com](http://www.pinkelephant.com).

COURSES		SEP	OCT	NOV	DEC	JAN	FEB
The integratedITSM™ System		Virtual Class (23)			Virtual Class (19)	Virtual Class (29)	Virtual Class (10)
integratedITSM™ Essentials		Virtual Class (4-6) Virtual Class (30-2)	Virtual Class (28-30)	Virtual Class (20-22)	Virtual Class (16-18)	Virtual Class (20-22)	Virtual Class (3-5)
Lean IT Essentials				Virtual Class (4-5)		Virtual Class (6-7)	Virtual Class (24-25)
Agile Scrum Essentials			Virtual Class (10-11)			Virtual Class (13-14)	
Organizational Change Management				Virtual Class (13-15)			Virtual Class (10-12)
IT Business Relationship Manager					Virtual Class (2-4)		Virtual Class (19-20)
Value Stream Mapping				Virtual Class (7-8)			Virtual Class (18-19)
IT Performance & Improvement Management				Virtual Class (18-19)		Virtual Class (27-28)	
Enabling integratedITSM™ with DevOps, Agile & Lean				Virtual Class (11-12)			
IT Business Leader		Virtual Class (12-13)			Virtual Class (9-10)		
Configuration Management Specialist		Virtual Class (16-17)			Virtual Class (5-6)	Virtual Class (22-23)	
Problem Management: Root Cause Analysis Specialist			Virtual Class (24-25)		Virtual Class (12-13)		Virtual Class (6-7)
Service Catalog Specialist			Virtual Class (17-18)			Virtual Class (15-16)	
IT Asset Management Essentials				Virtual Class (4-6)		Virtual Class (7-9)	
PinkMasterClass: Change Management – Process Maturity Workshop			Virtual Class (23)			Virtual Class (22)	
PinkMasterClass: Problem Management – Process Maturity Workshop		Virtual Class (25)			Virtual Class (4)		Virtual Class (26)
PinkMasterClass: The Major Incident Management Framework			Virtual Class (9)				
PinkMasterClass: What It Really Takes to Manage a Highly Integrated and Business-Focused Service Desk						Virtual Class (27)	
Agile Scrum Developer				Available in self-paced format and team training.			
Agile Scrum Master				Available in self-paced format and team training.			
Agile Scrum Product Owner				Available in self-paced format and team training.			
DevOps Engineer				Available in self-paced format and team training.			
DevOps Essentials				Available in self-paced format and team training.			
DevSecOps Engineer				Available in self-paced format and team training.			
Site Reliability Engineer				Available in self-paced format and team training.			
Lean IT Kaizen				Available in self-paced format and team training.			
Lean IT Leadership				Available in self-paced format and team training.			
GET THE MOST OUT OF YOUR TRAINING BUDGET							
Training Passes		Save up to 20% when you purchase your seats for public courses in bulk. Your staff does not have to attend course(s) together. Contact <a href="mailto:info@pinkelephant.com">info@pinkelephant.com</a> to get a quote.					
Live, Virtual, or In-Person Team Training		Train a team all at once and save! On dates convenient to you; exclusively for your team; hosted live online or in-person by our expert instructor. Contact <a href="mailto:info@pinkelephant.com">info@pinkelephant.com</a> to get a quote.					

If you have any questions, contact us at 1-888-273-PINK or email us at [info@pinkelephant.com](mailto:info@pinkelephant.com).



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**Attention mailroom:** If undeliverable, please route to the IT Director

# Pink25

## 28<sup>th</sup> Annual International IT Service Management Conference & Exhibition

February 2-5, 2025 | Bellagio, Las Vegas

*ITSM: You Can Check Out,  
But You Can Never Leave!*

### About Pink Elephant

Celebrating an unrivaled 40+ years in the ITSM industry! We are a premier global training, consulting, and conference service provider with an undisputed reputation for leading the way. We are proud of our pioneering spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since 1980.

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