PINK
Knowledge Translated Into Results

Sample Agenda: AI and Emerging Trends

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!

Sunday, February 2, 2025

Time	Session
8:30 AM – 11:30 AM	**Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP Passholders</u>** *The Evolving IT Service Organization* **Troy DuMoulin**, VP, Research & Development, Pink Elephant OR **Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP and Platinum Passholders</u>** *Business Relationship Management – Process Maturity Workshop* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant
1:00 PM – 4:00 PM	**Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP Passholders</u>** *Understanding, Applying, and Implementing the IT/Business Model as an Organizational System* **Jack Probst**, Ed.D., Principal IT Management Consultant (retired), Pink Elephant OR **Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP and Platinum Passholders</u>** *Service Catalog – Process Maturity Workshop* **Jennifer Wels**, Senior IT Management Consultant, Pink Elephant
4:30 PM – 5:30 PM	**Track 2 – New Kid in Town: integratedITSM™** *The integratedITSM™ System* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
5:30 PM – 7:30 PM	**Welcome Reception**

Monday, February 3, 2025

Time	Session
7:15 AM – 8:15 AM	**Early Risers** *Using the 20/20 Change Model to Lead Successful Organizational Change* **Robin Hysick**, Senior IT Management Consultant, Pink Elephant
8:30 AM – 10:10 AM	**Conference Welcome and Opening Remarks** **Keynote Address*: Find a Way*** **Diana Nyad**, Author of "Find a Way", Journalist, Long-Distance Swimmer
10:30 AM – 11:30 AM	**Track 3 – One of These Nights: AI and Emerging Trends** *AI and Service Management – the Changing Landscape of IT Services* **Gaurav Shekhar,** Senior Assistant Dean, Professor and Program Director, The University of Texas at Dallas
11:45 AM – 12:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 5 – Life in the Fast Lane: Tools and Technology** *Product Demo - Unlocking Change Through Gamification: New Tools for Transforming Organizational Culture* **Kristin Bryce,** Founder and CEO, Managed Chaos Innovations

1:00 PM – 2:00 PM	**Attend Networking Lunch or Concurrent Session:** **Track 6 – The Long Run: IT Service Management** *ITSM Jam Session – The Augmentation of ITSM Through AI* **Troy DuMoulin**, VP, Research & Development, Pink Elephant and **Vijay Rayapati**, CEO, Atomicwork
2:15 PM – 3:15 PM	**Track 3 – One of These Nights: AI and Emerging Trends** *Maximizing AI's Impact: Five Ways to Energize ITSM Workflows across Your Digital Enterprise* **Ashwin Ram Ragupathi,** Product Marketing Manager, ManageEngine
3:35 PM – 4:45 PM	**Power Hour** *How to Level Up Your Organization with GenAI* **Gaurav Shekhar**, Senior Assistant Dean, Professor and Program Director, The University of Texas at Dallas
5:00 PM – 7:00 PM	**Networking Reception and Exhibition Showcase**

Tuesday, February 4, 2025

Time	Session
7:15 AM – 8:15 AM	**Early Risers** The Lean IT Leader **Troy DuMoulin**, VP, Research & Development, Pink Elephant
8:30 AM – 10:10 AM	**Hall of Fame Awards Presentation** **Keynote Address:** *What I Learned from 100 Days of Rejection* **Jia Jiang**, Author, Ted Talk Speaker, Entrepreneur
10:30 AM – 11:30 AM	**Track 3 – One of These Nights: AI and Emerging Trends** *Transform Tier 1 Support with GenAI – Lessons and Best Practices* **Travis Greene**, Senior Director of ITOM Product Marketing, OpenTEXT
11:45 AM – 12:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 3 – One of These Nights: AI and Emerging Trends** *The Next Generation of Service and Experience Management* **Alan Nance**, Strategic Technology Leader, Pioneer of ITSM, Digital Experience Expert
1:00 PM – 1:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 6 – The Long Run: IT Service Management** *ITSM Jam Session – The Ops in DevSecOps* **George Spalding**, VP & Executive Consultant, Pink Elephant
2:00 PM – 4:00 PM	**Track 6 – The Long Run: IT Service Management** *Humanising IT™* **Katrina MacDermid**, Co-founder & Director, HIT Global and **Wesley Eugene**, SVP, HIT Global North America (former CIO & Partner IDEO)
4:15 PM – 5:15 PM	**Power Hour** *Murder on the Change Management Express: Is Change Management Killing Your Culture?* **Anthony Casablanca**, Co-Founder and President, Grief Leaders LLC
5:15 PM – 7:30 PM	**Networking Reception**

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Wednesday, February 5, 2025

Time	Session
7:15 AM – 8:15 AM	**Early Risers** *Experience Management (XM) and ITSM* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant
8:30 AM – 10:00 AM	**Closing Remarks** **Keynote Address: *Top Emerging Business and IT Trends, and Considerations for ITSM*** **David Ratcliffe**, President, Pink Elephant **Troy DuMoulin**, VP, Research & Development, Pink Elephant **Charles Betz**, VP and Research Director, Enterprise Architecture, Forrester Research **Alan Nance**, Strategic Technology Leader, Pioneer of ITSM, Digital Experience Expert **Elaine Lauritzen**, Managing Director, HR and ID Center, Office of IT – Brigham Young University **Gaurav Shekhar**, Senior Assistant Dean, Professor and Program Director, The University of Texas at Dallas
10:20 AM – 12:20 PM	**Track 1 – Peaceful Easy Feeling: Organizational Change Management** *The 7 Pillars of Culture* **Robin Hysick**, Senior IT Management Consultant, Pink Elephant and **Charlie Miles**, Principal IT Management Consultant, Pink Elephant
12:20 PM – 1:30 PM	**Networking Lunch**
1:30 PM – 4:30 PM	**Track 3 – One of These Nights: AI and Emerging Trends** *AI Augmented ITSM* **Troy DuMoulin** VP, Research & Development, Pink Elephant and **Robin Hysick**, Senior IT Management Consultant, Pink Elephant
5:00 PM – 7:00 PM	**Networking Reception**
7:00 PM	**Conference Ends**

Note:

The program is subject to change. Check Pink's website or the conference app (which is available mid January) for the most up-to-date hour-by-hour schedule.