Sample Agenda: IT Support Operations and Service Desk

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>** *Request Fulfillment – Process Maturity Workshop* **George Spalding**, VP & Executive 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** *The 9 Essential Building Blocks for Successful ITSM Process Management – An Overview* **Matthew Bowles**, Principal 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** *From What the? to World Class: A Journey in Experience Management for IT Excellence* **Dr. Josh Nelson**, Director of Technology Experience, Power Design, Inc.
11:45 AM – 12:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 6 – The Long Run: IT Service Management** *ITSM Jam Session – Problem Management Approaches and Good Practices* **Jennifer Wels**, Senior IT Management Consultant, Pink Elephant

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 6 – The Long Run: IT Service Management** *Demystifying the Mythical CMDB – the Unicorn of Efficient IT Management* **Dominic Megens**, IT Service Management Solution Architect, Standard Bank of South Africa
3:35 PM – 4:45 PM	**Power Hour** *Establishing a Service Management Office* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
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** *How to Accelerate Speed and Business Value Using Agile Scrum* **Matthew Bowles**, Principal IT Management Consultant, 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 6 – The Long Run: IT Service Management** *Designing an Effective & Scalable Categorization Structure* **Troy DuMoulin,** VP, Research & Development, Pink Elephant
11:45 AM – 12:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 6 – The Long Run: IT Service Management** *ITSM Jam Session – ITSM Metrics and Key Performance Indicators –* *Managing ITSM Performance* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant
1:00 PM – 1:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 5 – Life in the Fast Lane: Tools and Technology** *Product Demo: PinkSCAN®* **Jennifer Wels**, Senior IT Management Consultant, Pink Elephant and **Brian Curry**, Senior Account Manager, 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** *Out of the Frying Pan – Diagnosing, Preventing, and Curing Burnout* **Denise Ryan,** Firestar
5:15 PM – 7:30 PM	**Networking Reception**

PINK
Knowledge Translated Into Results

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 2 – New Kid in Town: integratedITSM™** *Incident and Request Management – The 9 Essential Building Blocks for ITSM Process Management Success (In the Real World!)* **Jennifer Wels**, Senior IT Management Consultant, Pink Elephant
12:20 PM – 1:30 PM	**Networking Lunch**
1:30 PM – 4:30 PM	**Track 2 – New Kid in Town: integratedITSM™** *Release, Deployment, and Change Management – The 9 Essential Building Blocks for ITSM Process Management Success (In the Real World!)* **Jennifer Wels**, 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.