

## Sample Agenda: New to IT Service Management and/or integratedITSM™

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	<b>Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP Passholders</u></b> <i>The Evolving IT Service Organization</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant  OR  <b>Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP and Platinum Passholders</u></b> <i>Request Fulfillment – Process Maturity Workshop</i> <b>George Spalding</b> , VP & Executive Consultant, Pink Elephant
1:00 PM – 4:00 PM	<b>Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP Passholders</u></b> <i>Understanding, Applying, and Implementing the IT/Business Model as an Organizational System</i> <b>Jack Probst</b> , Ed.D., Principal IT Management Consultant (retired), Pink Elephant  OR  <b>Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP and Platinum Passholders</u></b> <i>Change Management – Process Maturity Workshop</i> <b>Robin Hysick</b> , Senior IT Management Consultant, Pink Elephant
4:30 PM – 5:30 PM	<b>Track 2 – New Kid in Town: integratedITSM™</b> <i>The 9 Essential Building Blocks for Successful ITSM Process Management – An Overview</i> <b>Matthew Bowles</b> , Principal IT Management Consultant, Pink Elephant
5:30 PM – 7:30 PM	<b>Welcome Reception</b>

### Monday, February 3, 2025

Time	Session
7:15 AM – 8:15 AM	<b>Early Risers</b> <i>The integratedITSM™ System</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant
8:30 AM – 10:10 AM	<b>Conference Welcome and Opening Remarks</b> <b>Keynote Address: Find a Way</b> <b>Diana Nyad</b> , Author of "Find a Way", Journalist, Long-Distance Swimmer
10:30 AM – 11:30 AM	<b>Track 2 – New Kid in Town: integratedITSM™</b> <i>Take It to the Limit – Service Management as a Service</i> <b>Mark A. Freed</b> , IT Service Manager Maturation Project Director, State of Oregon
11:45 AM – 12:45 PM	<b>Attend Networking Lunch or Concurrent Session:</b>  <b>Track 6 – The Long Run: IT Service Management</b> <i>ITSM Jam Session – Problem Management Approaches and Good Practices</i> <b>Jennifer Wels</b> , Senior IT Management Consultant, Pink Elephant

1:00 PM – 2:00 PM	<b>Attend Networking Lunch or Concurrent Session:</b>  <b>Track 6 – The Long Run: IT Service Management</b> <i>ITSM Jam Session - The Augmentation of ITSM Through AI</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant and <b>Vijay Rayapati</b> , CEO, Atomicwork
2:15 PM – 3:15 PM	<b>Track 6 – The Long Run: IT Service Management</b> <i>Demystifying the Mythical CMDB – the Unicorn of Efficient IT Management</i> <b>Dominic Megens</b> , IT Service Management Solution Architect, Standard Bank of South Africa
3:35 PM – 4:45 PM	<b>Power Hour</b> <i>Establishing a Service Management Office</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant
5:00 PM – 7:00 PM	<b>Networking Reception and Exhibition Showcase</b>

**Tuesday, February 4, 2025**

<b>Time</b>	<b>Session</b>
7:15 AM – 8:15 AM	<b>Early Risers</b> <i>The 9 Essential Building Blocks for Successful ITSM Process Management – An Overview</i> <b>Jennifer Wels</b> , Senior IT Management Consultant, Pink Elephant
8:30 AM – 10:10 AM	<b>Hall of Fame Awards Presentation</b> <b>Keynote Address: <i>What I Learned from 100 Days of Rejection</i></b> <b>Jia Jiang</b> , Author, Ted Talk Speaker, Entrepreneur
10:30 AM – 11:30 AM	<b>Track 1 – Peaceful Easy Feeling: Organizational Change Management</b> <i>The Service Management Office and OCM – Why We Can't Be Successful without Each Other</i> <b>West Richter Jr.</b> , Director, Global IT Service Delivery, Moog, Inc.
11:45 AM – 12:45 PM	<b>Attend Networking Lunch or Concurrent Session:</b>  <b>Track 5 – Life in the Fast Lane: Tools and Technology</b> <i>Product Demo: PinkATLAS®</i> <b>Robin Hysick</b> , Senior IT Management Consultant, Pink Elephant and <b>Brian Curry</b> , Senior Account Manager, Pink Elephant
1:00 PM – 1:45 PM	<b>Attend Networking Lunch or Concurrent Session:</b>  <b>Track 5 – Life in the Fast Lane: Tools and Technology</b> <i>Product Demo: PinkSCAN®</i> <b>Jennifer Wels</b> , Senior IT Management Consultant, Pink Elephant and <b>Brian Curry</b> , Senior Account Manager, Pink Elephant
2:00 PM – 4:00 PM	<b>Track 2 – New Kid in Town: integratedITSM™</b> <i>Enabling integratedITSM™ with DevOps, Agile, and Lean</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant
4:15 PM – 5:15 PM	<b>Power Hour</b> <i>Out of the Frying Pan – Diagnosing, Preventing, and Curing Burnout</i> <b>Denise Ryan</b> , Firestar
5:15 PM – 7:30 PM	<b>Networking Reception and Exhibition Showcase</b>

**Wednesday, February 5, 2025**

<b>Time</b>	<b>Session</b>
7:15 AM – 8:15 AM	<b>Early Risers</b> <i>Experience Management (XM) and ITSM</i> <b>Matthew Bowles</b> , Principal IT Management Consultant, Pink Elephant
8:30 AM – 10:00 AM	<b>Closing Remarks</b> <b>Keynote Address: <i>Top Emerging Business and IT Trends, and Considerations for ITSM</i></b> <b>David Ratcliffe</b> , President, Pink Elephant <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant <b>Charles Betz</b> , VP and Research Director, Enterprise Architecture, Forrester Research <b>Alan Nance</b> , Strategic Technology Leader, Pioneer of ITSM, Digital Experience Expert <b>Elaine Lauritzen</b> , Managing Director, HR and ID Center, Office of IT – Brigham Young University <b>Gaurav Shekhar</b> , Senior Assistant Dean, Professor and Program Director, The University of Texas at Dallas
10:20 AM – 12:20 PM	<b>Track 2 – New Kid in Town: integratedITSM™</b> <i>Incident and Request Management – The 9 Essential Building Blocks for ITSM Process Management Success (In the Real World!)</i> <b>Jennifer Wels</b> , Senior IT Management Consultant, Pink Elephant
12:20 PM – 1:30 PM	<b>Networking Lunch</b>
1:30 PM – 4:30 PM	<b>Track 2 – New Kid in Town: integratedITSM™</b> <i>Maximizing IT Performance and Driving Continuous Improvement: Key Concepts and Strategies</i> <b>Matthew Bowles</b> , Principal IT Management Consultant, Pink Elephant
5:00 PM – 7:00 PM	<b>Networking Reception</b>
7:00 PM	<b>Conference Ends</b>

**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.**