

PRE-CONFERENCE COURSES  
FEBRUARY 14-18

CONFERENCE DATES  
FEBRUARY 18-21

POST-CONFERENCE COURSES  
FEBRUARY 22-24

# Pink18

Adopt, Adapt & Apply



Knowledge Translated Into Results

22<sup>nd</sup> Annual International

# IT Service Management Conference & Exhibition

February 18-21, 2018 | JW Marriott Orlando, Grande Lakes

Mind-blowing  
Inspirational Speakers



**Jeremy Gutsche**

*Meet the "intellectual can of Red Bull!"*



**Eric Boles**

*The Game Changer is back!*



**David Horsager**

*The antidote to "trust no one!"*



The Industry's #1 Event!

# Join Us For Pink18 – The Industry’s #1 Event!



*“This was my first Pink conference and it was the absolute BEST conference I have ever attended.”*



Celebrated Astronaut, Chris Hadfield performs David Bowie's "Space Odyssey" during his dynamic keynote address.

## Others try, but no one can surpass our content-rich and comprehensive program!

Now in its 22<sup>nd</sup> hugely successful year, our annual event is globally recognized as the world's premier IT Service Management (ITSM) conference.

Our program is content-rich and comprehensive, covering a vast array of subjects including: ITSM, ITIL®, Lean IT, Agile, Scrum, DevOps, Organizational Change Management, Business Relationship Management, and more! There is something for everyone – strategic, tactical, operational – we've got you covered! In fact, this is one of the main reasons why so many organizations bring entire teams to the event!

We show you how to go beyond just theory to achieve true business value and outcomes.

## Who Should Attend Pink18?

There's something for everyone in the comprehensive and power-packed 12 track program.

- C-Level, including CIOs/CTOs/CSOs
- IT Directors, VPs
- IT Service and Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors and Managers
- IT Auditors, IT Consultants
- IT Suppliers/Vendors
- Anyone seeking to better understand how to adopt, adapt and apply business best practices, and wanting to learn how to apply an "integrated" service management approach to building success

## Inspiring Keynotes

The world is filled with truly courageous and inspirational people who make a difference, and each year we bring you the best!



### Jeremy Gutsche: CEO & Award-Winning Author *Better & Faster – The Proven Path To Unstoppable Ideas*

Jeremy Gutsche has been described as "a new breed of trend spotter" by *The Guardian*, an "intellectual can of Red Bull" by *Association Week*, and "on the forefront of cool" by MTV.

Jeremy is a *New York Times* best-selling author and award-winning innovation expert, one of the most requested keynote speakers on the planet and the founder of TrendHunter.com – the world's #1 most popular trend website, attracting over 2 billion views from 150,000,000 total visitors.

Today over 500 brands, billionaires and CEOs rely on his unique expertise to "Find Better Ideas Faster".

He is routinely sourced by the media, from *The Economist* to CNN and Entertainment Tonight to *The New York Times*.



### Eric Boles: President, Game Changers Inc. *Moving To Great – Understanding The Best In Life & Work*

One of our highest-rated keynote speakers ever, Eric, is back with another round of highly inspiring content, this time based on his new book, *Moving To Great*.

Think of a time when you were at your best, maybe you felt confident, or powerful, or passionate about life. What if you could be your best more often? What if you could unleash the same power again and again? Eric says, "Most of us get glimpses of the greatness within us, but these glimpses are few and far between. *Moving To Great* offers a proven and powerful way to unleash our best, more of the time."



### David Horsager: CEO & Best-Selling Author *The Trust Edge™: How Top Leaders & Organizations Drive Business Results Through Trust*

Trust is a fundamental, bottom-line issue. Without it, leaders lose teams; salespeople lose sales; and organizations lose reputation, retention of good people, relationships and revenue. But with trust, individuals and organizations enjoy greater creativity, productivity, freedom and results. David reveals how top leaders and organizations drive business results to become the most trusted in their industry.

# Adopt, Adapt & Apply | Program

The conference theme will be covered in over 120+ sessions and 12 tracks to show how you can master the dynamics of today's business environments by adopting, adapting and applying tried and true best practices. And, we introduce you to "Integrated" Service Management!

## Sunday Pre-Conference Optimizers

Maximize your learning! Start your Pink18 conference experience on Sunday afternoon with one of these value-add breakout sessions.



### Essential Knowledge: The Purpose & Value of Adopting ITSM & ITIL

**Charlie Miles, Management Consultant, Pink Elephant**  
Code: Beyond Beginner / Sunday 4:00 p.m. - 5:00 p.m.  
Designed for those new to ITIL or needing a refresh, this session includes an overview of ITIL's five books.



### Essential Knowledge: How Everything Needs To Be Designed & Re-Designed With Lean Thinking

**Beverly Parker, Management Consultant, Pink Elephant**  
Code: Beginner / Sunday 4:00 p.m. - 5:00 p.m.  
Beverly explains Lean's origins and major guiding principles. You'll walk away with an understanding of what Lean Management is and an awareness of its business and IT value.



### Essential Knowledge: Governance For IT Is A Must-Have, Not A Nice-To-Have

**Jennifer Wels, Management Consultant, Pink Elephant**  
Code: Beginner / Sunday 4:00 p.m. - 5:00 p.m.  
COBIT® is a management and control framework often described as an "umbrella framework" as it assists organizations in aligning multiple frameworks and methodologies while establishing a true governance entity.



### Essential Knowledge: Using CMMi To Understand & Improve The Value Of Your Processes

**Tami Church, Management Consultant, Pink Elephant**  
Code: Beginner / Sunday 4:00 p.m. - 5:00 p.m.  
You'll learn about the key concepts and guiding principles of "process maturity," including an overview of the Capability Maturity Model (CMM) and the 6 different process maturity stages.



### Essential Knowledge: Understanding & Applying The Change Management Body Of Knowledge (CMBok) From The Change Management Institute

**Robin Hysick, Organizational Development Advisor, Pink Elephant**  
Code: General / Sunday 4:00 p.m. - 5:00 p.m.  
An overview of the CMBok's 13 critical knowledge areas, the related professional certification levels and how the methods and techniques covered by the CMBok can help you manage projects and initiatives.



### Essential Knowledge: DevOps Explained (Really!)

**Graham Furnis, Management Consultant, Pink Elephant**  
Code: General / Sunday 4:00 p.m. - 5:00 p.m.  
Graham debunks many myths and misconceptions surrounding DevOps.



### Essential Knowledge: Agile Scrum Explained

**Matthew Bowles, Director Of Professional Services, Pink Elephant**  
Code: General / Sunday 4:00 p.m. - 5:00 p.m.  
Matthew provides an overview of key best practices associated with Agile and Scrum, and profiles very exciting details about three new related certifications.



### The Lean CIO

**Troy DuMoulin, VP, Research & Development, Pink Elephant**  
Code: Beyond Beginner / Sunday 4:00 p.m. - 5:00 p.m.  
A Lean CIO is someone who knows how to model and continually improve the Enterprise IT value system. Lean IT organizations enjoy a culture that celebrates excellence, teamwork and innovation.

### "Platinum Pass" Ask-The-Expert

Code: General  
These exclusive sessions are for attendees who purchase a Platinum Pass. Spend quality "Q&A" discussion time with the best senior ITSM consultants in the industry – Jack Probst and Gary Case. Ask them anything you want – they will have the answer!



**Jack Probst, Principal Consultant, Pink Elephant**

Sunday 4:00 p.m. - 5:00 p.m.



**Gary Case, Principal Consultant, Pink Elephant**

Tuesday 7:15 a.m. - 8:15 a.m.

## Power Hour

Take a look at this lineup of heavy duty hitters! The Power Hour includes an awesome lineup of high profile speakers, who we are featuring in a very special way. Instead of scheduling only one keynote general session on Monday and Tuesday afternoons, there are four very powerful sessions each day to choose from! Choose the one that's right for you and your areas of interest.



**David Ratcliffe, President, Pink Elephant**

David will present two sessions as part of this track.

### The 4 Biggest Challenges Facing IT Today & What You MUST Do About Them

Code: Beyond Beginner / Monday 3:35 p.m. - 4:45 p.m.  
David presents the most urgent and far reaching issues of the day for corporate IT. These challenges are relevant and impactful for all organizations. So where do you start?

### Integrated Service Management – The New Reality!

Code: Beyond Beginner / Tuesday 3:35 p.m. - 4:45 p.m.  
A must-attend! Why? David outlines the key enablers to help deliver valuable business results through "Integrated Service Management". Attend this invaluable Power Hour session to learn how to bring together several frameworks and models to significantly increase productivity and business value.



### The 7 Habits Of Highly Effective People & Leaders – Through A Lean Lens

**Troy DuMoulin, VP, Research & Development, Pink Elephant**  
Code: Beyond Beginner / Monday 3:35 p.m. - 4:45 p.m.  
Troy looks at these time-tested habits through a Lean leadership lens to explicitly highlight how each one relates to and supports Lean principles.



### Nick Carr Was WRONG! IT Does Matter! More Today Than Ever Before!

**George Spalding, Executive Vice President, Pink Elephant**  
Code: General / Tuesday 3:35 p.m. - 4:45 p.m.  
The DevOps train is leaving utility-based IT in the dust and generating REAL business results simply by doing IT better, faster and cheaper while focusing on delivering EXACTLY what the customer wants when they want it.



### Staying On Course In A Turbulent Sea Of Change

**David Mainville, CEO & Co-Founder, Navvia**  
Code: Beyond Beginner / Monday 3:35 p.m. - 4:45 p.m.  
David discusses his views and experiences on how to deliver business value through a process of prioritizing initiatives and leading teams by embracing a culture of Lean and Agile.



### Great Balls Of Fire! How To Stay Motivated No Matter What!

**Denise Ryan, Motivational Pyromaniac, Firestar Speaking**  
Code: General / Tuesday 3:35 p.m. - 4:45 p.m.  
Do you live your life with fire and enthusiasm? Denise offers you a series of questions and a six-step process to determine if you BURN.



### How Senior Leaders Build Agreement Around Strategy

**Niel Nickolaissen, Chief Technology Officer, OC Tanner**  
Code: Beyond Beginner / Monday 3:35 p.m. - 4:45 p.m.  
Niel shares how to be successful at the three primary roles of senior leadership.



### The Pressures Of Digital Transformation – Is It Time To Create A Digital Backbone?

**Gustav Toppenberg, Vice President Enterprise Architecture & Chief Architect, Catalina, USA**  
Code: Beyond Beginner / Tuesday 3:35 p.m. - 4:45 p.m.  
Gustav shares the practical steps for conceptualizing, defining and implementing what is referred to as the "Digital Backbone".

## TRACK 1: IT Leadership

Seasoned IT leaders and business experts will provide best practices and proven and practical how-tos for effectively managing and leading people through the process of organizational and cultural change.



### How Leaders Enable Service Excellence By Developing Their People

**Jennifer Brumbaugh, Strategist, Pinnacle Productivity**  
Code: Beginner / Monday 10:30 a.m. - 11:30 a.m.  
A key theme of ITSM is that technology is a means to an end and that customer value is enabled through services designed, delivered and supported by people.



### Transformational Leadership – How To Build A Dream Team From The Ground Up

**Jonathan Hinkle, Vice President, Director Of Information Technology, First Fidelity Bank**  
Code: General / Monday 2:15 p.m. - 3:15 p.m.  
Jonathan discusses the key techniques and approaches you can use to take your team to the next level.



### ITSM's Cultural Impact Through A Small Scale Lens

**Andy Atencio, CTO, City Of Greenwood Village**  
Code: Beginner / Tuesday 10:30 a.m. - 11:30 a.m.  
Andy shares his hands-on experience of implementing ITIL in a small organization and lessons learned to help guide small organizations through this journey.



### The Global Nature Of Leadership!

**Andrew Scher, Former VP, Corporate IT, Fresh Del Monte**  
Code: Beyond Beginner / Tuesday 2:15 p.m. - 3:15 p.m.  
Andrew shares his personal leadership experience with a major ERP implementation in Kenya.



### Do You Lead "I" Shaped Or "T" Shaped Professionals?

**David Ratcliffe, President, Pink Elephant**  
Code: General / Wednesday 10:20 a.m. - 11:30 a.m.  
David discusses what true "leadership" is and explains the need to understand if individuals you lead in projects are "T-shaped" or "I-shaped".



### Technology Process People System: The Maturing Of The IT Industry

**Rob England, The IT Skeptic**  
Code: Beyond Beginner / Monday 2:15 p.m. - 3:15 p.m.  
The IT industry has evolved from being technology-centric to process-centric to lately being people-centric. Rob explains what this latest thinking means to IT leadership.



### Values Based Leadership & Tangible Outcomes

**Raymond Lefebvre, VP Of Information Technology & CIO, Bridgewater State University**  
Code: Beyond Beginner / Tuesday 10:30 a.m. - 11:30 a.m.  
Ray shares how the Bridgewater State University senior leadership team led the organization through a journey of discovery to establish a clear set of shared values.

## TRACK 2: IT Strategic Management

Find out how to apply a strong IT business strategic perspective from pioneering and innovative CIOs, senior IT leaders and leading industry experts.



**Jack Probst, Principal Consultant, Pink Elephant**

Jack will present two sessions as part of this track.

### Power Through Relationships

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.  
Jack explores basic principles about relationships that provide a guide to understanding, developing, improving and managing relationships between ITSM, its partners and the business.

### IT Strategy – Is There A Model That Helps Make Sense Of The Fog Of Strategy

Code: General / Wednesday 10:20 a.m. - 11:30 a.m.  
Jack leads you through a 6-step process to developing your strategy and explores a model that provides guidance on what needs to be considered and how.



### Driving Strategic Alignment With Best Practices

**Tammy Whited, Head Of Service Management, Office Of The CIO, Fermi National Accelerator Laboratories**  
Code: General / Monday 2:15 p.m. - 3:15 p.m.  
Tammy describes how her organization uses best practice frameworks and standards such as ITSM, Enterprise Architecture and ISO to enable a strategic approach to IT management.



### Cisco IT Services Transformation Journey – Running IT As A Business

**Tim Pietro, Senior Manager, Cisco Advanced Services**  
Code: General / Monday 10:30 a.m. - 11:30 a.m.  
Tim shares the key components of Cisco IT's successful transformation and the approaches taken to address their challenges and key pain points.





### DevOps & ITIL: A Happy Marriage?

**Stephen Ley,**  
Partner, Joost IT Tooling & Service Management, Netherlands  
Code: General / Monday 10:30 a.m. - 11:30 a.m.  
You may think that leading a DevOps transformation in a traditional ITIL process-based government agency would be like mixing oil and water, however, the reality may surprise you!



### Rob England, The IT Skeptic

Rob will present four sessions as part of this track.  
**Reinventing IT: The Changing Roles**  
Code: General / Monday 7:15 a.m. - 8:15 a.m.  
Rob explains that the operating model will move from project-based to product-based. He will highlight how this creates several career directions for IT.

### The Impact Of DevOps On Governance & Controls

Code: Beyond Beginner / Monday 10:30 a.m. - 11:30 a.m.  
Understand why the IT organization of the near future will use a completely different approach to governance and controls.

### Elevate The Control: Getting Controls Out Of The Way Of Flow

Code: Beyond Beginner / Tuesday 10:30 a.m. - 11:30 a.m.  
Rob presents a dozen tactics for minimizing the impact on flow of value from Require to Deploy.

### Messing With Your Head: How DevOps Changes Everything

Code: General / Tuesday 2:15 p.m. - 3:15 p.m.  
Rob's presentation looks at how DevOps turns some fundamental principles on their heads, with new concepts such as people over process and empowered developers.



### DevSecOps – The Team Needs More Players For A REAL Home Run!

**George Spalding,**  
Executive Vice President, Pink Elephant  
Code: General / Monday 2:15 p.m. - 3:15 p.m.  
The only way to get back on track is to add some new players to our team. Enter DevSecOps. Security will have to learn to play a whole new ball game!



### Stranger In A Strange Land: Speaking ITIL In A DevOps World

**David Mainville,**  
CEO & Co-Founder, Navvia  
Code: Beyond Beginner / Tuesday 2:15 p.m. - 3:15 p.m.  
David powers-up the universal translator and provides you with practical advice on breaking down the language barrier between today's leading best practice frameworks.



### Enterprise Continuous Deployment – Is It Feasible? Is It Desirable?

**Matt Beaney,**  
Service Transition Lead, AutoTrader UK  
Code: Beyond Beginner / Monday 2:15 p.m. - 3:15 p.m.  
Matt defines Continuous Deployment, explains why it's a good thing and why it's right for your organization.

## TRACK 7: Organizational Change Management

Simply put, Organizational Change Management addresses the people side of change.



### The Yellow Brick Road & The Effective Organizational Change Manager

**Robin Hysick,**  
Organizational Development Advisor, Pink Elephant  
Code: General / Tuesday 7:15 a.m. - 8:15 a.m.  
Robin walks you through the people side of change and gives you techniques and tips that can help you manage your successful projects and transformation initiatives.



### Gary Case, Principal Consultant, Pink Elephant

Gary will present two sessions as part of this track.  
**Practical Approach To Continual Service Improvement**  
Code: Beginner / Wednesday 10:20 a.m. - 11:30 a.m.  
Gary addresses a common sense and practical approach to improving the capability of delivering continual and increasing value to your customers.

### Leading Change: Kotter's 8-Step Model

Code: General / Tuesday 10:30 a.m. - 11:30 a.m.  
A conference main-stay and favorite from Harvard Business School. Every IT leader should know about Kotter's 8-step model for implementing change!



### IT Organizational Structure – Breaking From That Which Bonds Us

**Jack Probst,**  
Principal Consultant, Pink Elephant  
Code: Beyond Beginner / Tuesday 2:15 p.m. - 3:15 p.m.  
Jack provides guidance about what is new and different about IT organizational structures and how leaders can leverage a new way of thinking that will deliver higher levels of business value, performance and competitive advantage.



### ITSM – It's Not A Project! It's A Lifestyle

**Johnny Rivera,**  
Service Management Office Manager, Tacoma Public Utilities  
Code: Beginner / Monday 2:15 p.m. - 3:15 p.m.  
An organization's journey beginning with their initial assessment and attempt to drive ITSM, through their mistakes and to the progress.



### 9 Guiding Principles Of Successful ITSM Implementations

**Beverly Parker,**  
Management Consultant, Pink Elephant  
Code: Beginner / Wednesday 10:20 a.m. - 11:30 a.m.  
A very educational look at how and why to consider the 9 Guiding Principles as part of your overall approach to continual improvement.



### Scaled Process Governance: The Struggle Is Real!

**Heather Marzano,**  
Process Governance Manager, Amerisource Bergen  
Code: Beyond Beginner / Monday 10:30 a.m. - 11:30 a.m.  
Heather discusses how she set up the four pillars at Amerisource Bergen, including lessons learned along the way, best practices and process tools that were used.

## TRACK 8: Pink Think Tank

The Pink Think Tank (PTT) team gathers for a full day before the conference to debate and discuss a specific topic.

### Topic: Leadership, Structure & Cultural Transformation For The Digital Age

This new reality and competitive environment is without a doubt driving major changes in leadership, organizational structures, culture, process and automation. To address these challenges, this year's PTT focuses on what IT leaders need to understand and do in the short and medium term to support the necessary transformative actions required to remain viable and competitive in the new digital age.



**Joseph Hayes,**  
VP & CIO,  
Prudential Group Insurance



**Gustav Toppenberg,**  
Vice President Enterprise Architecture & Chief Architect,  
Catalina USA



**Niel Nickolaisen,**  
Chief Technology Officer,  
OC Tanner



**Cary Westmark,**  
VP Of IT,  
Cable One



**Troy DuMoulin,**  
VP, Research & Development,  
Pink Elephant



**Jack Probst,**  
Principal Consultant,  
Pink Elephant



**Robert Medearis,**  
SVP,  
Bank Of America



**David Mainville,**  
CEO & Co-Founder,  
Navvia

## TRACK 9: Tools & Technology

Case studies, suppliers and industry experts show you what it really takes for successful process implementation and integration, for enabling better decision-making and for monitoring service performance to identify continual improvement opportunities.



### Service Management & The Internet Of Things

**Charlie Miles,**  
Management Consultant, Pink Elephant  
Code: General / Wednesday 10:20 a.m. - 11:30 a.m.  
A completely serious tongue-in-cheek session that explores the real-world of the Internet of Things (IoT), to drive the conversation and raise the alarm for IT managers to begin taking this seriously.



### How Do You Create A CMDB In The Real World?

**Peter Hubbard,**  
Principal Consultant, Pink Elephant  
Code: General / Monday 7:15 a.m. - 8:15 a.m.  
Peter discusses the approach Pink Elephant has mapped out to create a CMDB in the real world.



### ITIL & Cloud – Surviving The “Perfect Storm”

**Miechelle Krueger,**  
Director Of ITSM CoE & Software Asset Management,  
Depository Trust & Clearing Corporation (DTCC)  
Code: General / Monday 10:30 a.m. - 11:30 a.m.  
Miechelle takes you through her organization's “perfect storm”! She will identify what to watch out for and how to improve your chances of survival with the Cloud.



### Configuration Management, CMDB – Is It Doomed To Fail?

**Michael Reece,**  
Change & Configuration Manager, Tokio Marine  
Code: Beginner / Tuesday 10:30 a.m. - 11:30 a.m.  
Michael shares real-life experiences of the problems regularly faced when implementing a CMDB and how he gained the support of his colleagues and peers.



### Driving Decisions Through Data, Anyone Can Do IT!

**J.C. Grooms,**  
Knowledge Systems Architect, Minnesota State University,  
Mankato  
Code: General / Tuesday 2:15 p.m. - 3:15 p.m.  
J.C. discusses how his organization has begun to tackle challenges to clearly show value and make data-driven decisions.



### Odd Couple Or The Perfect Pair: Security & ITSM?

**Kevin J. Smith,**  
SVP, Strategic Initiatives, Ivanti  
Code: General / Monday 11:45 a.m. - 12:45 p.m.  
Kevin explores the new synergies of these IT stalwarts, discusses what to expect in the future and how you can begin to prepare for the transformation.



### The Disruption Gap: The New Threat For IT Leaders

**Matt Fisher,**  
Senior Vice President, Product Strategy, Snow Software  
Code: General / Monday 1:00 p.m. - 2:00 p.m.  
Matt defines and breaks down the Disruption Gap, discusses the dynamics that are driving it as well as the risks it represents.



### Leading A Successful ITSM Tool Implementation

**David Mainville,**  
CEO & Co-Founder, Navvia  
Code: General / Monday 1:00 p.m. - 2:00 p.m.  
David shares his experience from a 37-year career spanning from ITSM practitioner to Executive Management, providing you with practical advice.



### Manual Incident Response Costs Organizations A Fortune & Ruins People's Lives!

**Vincent Geffray,**  
Senior Director Of Product Marketing, IT Alerting, Everbridge  
Code: General / Monday 11:45 a.m. - 12:45 p.m.  
Eye-opening results from various surveys on the state of incident management and how the lack of response automation hurts business.



### Who Has A Seat In The CIO Boardroom?

**Rajesh Ganesan,**  
Director, Product Management, ManageEngine  
Code: General / Tuesday 1:00 p.m. - 2:00 p.m.  
Rajesh uses real-time case studies to show how business practices within an organization can actively integrate with the ITSM process and potentially benefit from the relationship.



**Justin Roux,**  
Director, Product Marketing & Program Management, EasyVista  
Justin will present two sessions as part of this track.

### Using Artificial Intelligence To Take User Experience To The Next Level

Code: General / Monday 1:00 p.m. - 2:00 p.m.  
Justin uses real-time case studies to show how Artificial Intelligence, Bots and Virtual Agents fit into the new ITSM paradigm.

### Five Self-Service Building Blocks To Increase Adoption & Prepare For The Future

Code: General / Tuesday 11:45 a.m. - 12:45 p.m.  
Justin covers five foundational building blocks for an exceptional self-service experience and discusses how to prioritize these blocks.



### Managing SLAs & SLA Breaches For Improved Service Delivery

**Anthony Orr,**  
ITSM Best Practice Director, Samanage, Author, ITIL 2011  
Code: General / Tuesday 11:45 a.m. - 12:45 p.m.  
Learn how to establish and manage SLAs and how to respond when SLA breaches become a trend.



### ITIL Implementations & Employee Needs In The Real World

**Arvind Parthiban**  
Director Of Marketing, Freshservice  
Code: General / Monday 11:45 a.m. - 12:45 p.m.  
Arvind discusses how three different organizations right-sized their ITSM implementation to best address their employees' needs.

*This was the best conference of the last 3 years for me. It related directly to what I'm working on.*

## TRACK 10: Communication

Knowing how to communicate effectively is a must-have competency for managers at all levels – in fact, it is a building block for successful organizations.



### Telling The Story – A Necessary Skill

**Jack Probst,**  
Principal Consultant, Pink Elephant  
Code: General / Monday 2:15 p.m. - 3:15 p.m.  
Jack provides concrete examples and guidance from his consultant toolbox for what makes a good story, what the benefits and uses of corporate stories are and how you can develop into a corporate storyteller.



### Communicate To The Power Of 10!

**Robin Hysick,**  
Organizational Development Advisor, Pink Elephant  
Code: Beyond Beginner / Wednesday 7:15 a.m. - 8:15 a.m.  
Robin focuses on Kotter's fourth step – Communicate The Change Vision – presenting real world examples based on her many ITSM consulting engagements with IT organizations.



### Motivation By Chocolate

**Denise Ryan,**  
Motivational Pyromaniac, Firestar Speaking  
Code: General / Tuesday 10:30 a.m. - 11:30 a.m.  
This session not only features chocolate, there is also a focus on communication and motivation.



### Communication Delivered – But Is Your Message Being Understood?

**Joe Foster,**  
Client Services Manager, Sempra Energy  
Code: General / Tuesday 2:15 p.m. - 3:15 p.m.  
Joe uses his real-world experiences to demonstrate how to improve the effectiveness of your meetings and conversations.



### "I Said Thank You! What More Do They Want?" The 5 Languages Of Appreciation That Will Transform Your Workplace Culture

**Karen Tierney,**  
ITSM Senior Analyst, Corning; Certified Facilitator, The 5 Languages Of Appreciation In The Workplace  
Code: General / Monday 2:15 p.m. - 3:15 p.m.  
Learn the languages and how Karen has used her certification to apply them at Corning.

## TRACK 11: Half-day Workshops

Only at Pink's conference! No one else provides a half-day free educational session. Choose from one of many workshops ranging from operational to strategic in focus.



### Essentials Of Business Relationship Management

**Graham Furnis,**  
Management Consultant, Pink Elephant  
Code: Beyond Beginner / Wednesday 1:00 p.m. - 3:45 p.m.  
Get a "taste" of Pink's Business Relationship Management program! Graham provides you with a few major elements of the full certification course.



### De-Mystifying Agile, Scrum & DevOps

**Robin Hysick,**  
Organizational Development Advisor, Pink Elephant  
Code: General / Wednesday 1:00 p.m. - 3:45 p.m.  
Robin explains what Agile, Scrum and DevOps really are; how they are linked and how to apply key concepts in your IT organization.



### How To Implement Problem, Change & Release Management

**Jennifer Wels,**  
Management Consultant, Pink Elephant  
Code: Beyond Beginner / Wednesday 1:00 p.m. - 3:45 p.m.  
Jennifer digs deep into her vast implementation experience and takes you beyond the theory in the ITIL certification courses. It's like getting free consulting.



### Lean Leadership – Establishing A Culture Of Engagement, Accountability & Execution

**Troy DuMoulin,**  
VP, Research & Development, Pink Elephant  
Code: Beyond Beginner / Wednesday 1:00 p.m. - 3:45 p.m.  
Troy presents excerpts from Pink's Lean IT Leadership Certification Course – quickly becoming one of the highest rated education programs.



### Leading Organizational Change

**Beverly Parker,**  
Management Consultant, Pink Elephant  
Code: General / Wednesday 1:00 p.m. - 3:45 p.m.  
Beverly provides you with an overview of Pink's 2-day course by the same name based on Kotter's 8-Step Model for implementing change.



### Agile Service Management: What You Need To Know & DO To Make More Money For Your Business!

**George Spalding,**  
Executive Vice President, Pink Elephant  
Code: Beyond Beginner / Wednesday 1:00 p.m. - 3:45 p.m.  
You will learn the essential knowledge needed to adopt new practices and adapt service management processes to deliver business value throughout the organization.



### Are You A Learning Organization & Why Should You Be One?

**Jack Probst,**  
Principal Consultant, Pink Elephant  
Code: Beyond Beginner / Wednesday 1:00 p.m. - 3:45 p.m.  
Jack guides you through the nuances of what it means to be a learning organization including Senge's five disciplines and 10 archetypes.



Visit [pinkelephant.com](http://pinkelephant.com) for more detailed descriptions and the full program.

## Quotes From Our Raving Fans

*In my opinion this is one of the best IT related conferences in existence.*

*This was my 3<sup>rd</sup> conference with Pink and it exceeded my expectations... again!*

*GREAT staff! Great presentations. I was really blown away.*

*Pink put on an excellent conference once again and the keynote speakers were excellent!*

*First time attending! Amazing event – I will be back!*

*I highly recommend to anyone in the service management industry.*

*This was my second year attending a Pink Conference. It never disappoints.*

# Pink18 Training & Certification

## Add a course to your conference experience

### Pre-Conference Certification Courses

Organizational Change Management Foundation	February 14-16, 2018
ITIL Continual Service Improvement	February 15-18, 2018
ITIL Service Strategy	February 15-18, 2018
ITIL Service Design	February 15-18, 2018
ITIL Foundation	February 16-18, 2018
Agile Scrum Foundation	February 17-18, 2018
Lean IT Foundation: Understanding Lean IT Principles & Objectives	February 17-18, 2018
Organizational Change Management Practitioner	February 17-18, 2018
<b>NEW!</b> Integrated Service Management™ Overview	February 18, 2018

### Post-Conference Certification Courses

<b>NEW!</b> Integrated Service Management™ Overview	February 22, 2018
<b>NEW!</b> Integrated Service Management™ Essentials	February 22-23, 2018
How To Define & Implement A CMDB According To ITIL Best Practices	February 22-23, 2018
Business Relationship Management Professional	February 22-24, 2018
<b>NEW!</b> DevOps Essentials	February 22-24, 2018
ITIL Practitioner: Enabling Critical Competencies	February 22-24, 2018
Lean IT Leadership	February 22-24, 2018
Lean IT Kaizen: Implementing Lean IT Practices	February 22-24, 2018



## 2 Very Special Offers!

- \$200 coupon towards the purchase of one Pink18 pre-conference or post-conference course, when you purchase a Regular Pass
- \$400 coupon towards the purchase of one Pink18 pre-conference or post-conference course, when you purchase a Platinum Pass

For more information on these offers, see **page 19**.



## IT Excellence Awards

### Send In Your Nominations!

Pink Elephant is now accepting nominations for Project Of The Year, Practitioner Of The Year, Innovation Of The Year and IT Leader Of The Year.

Do you have a colleague that deserves to be recognized for their dedication and use of best practice with an IT Excellence Award? Send in your nominations **NOW!**

These awards are presented annually at our conference to recognize individual and corporate commitment to IT excellence and ITSM best practices.

#### 2016 IT Excellence Award Winners

1. Project Of The Year: Los Angeles Unified School District
2. Innovation Of The Year: SunView Technologies
3. IT Leader Of The Year: Jeff Lewis, Vice President IT Service Operations, Assurant
4. Case Study Of The Year: Jonathan Hinkle, AVP IT Service, American Fidelity & Niel Nickolaisen, CTO, OC Tanner
5. Practitioner Of The Year: Stephanie Jambor-Trisket, IT Manager & ITSM Program Sponsor, Erie Insurance.



#### Project Of The Year

Recognizes an organization that has demonstrated significant commitment to best practice frameworks including ITIL, ISO, COBIT, Lean IT, and Six Sigma.



#### Practitioner Of The Year

Recognizes an individual who has shown commitment to best practices, continuous improvement and quality principles.



#### Innovation Of The Year

This award is in recognition of a product or service developed by the vendor community that has made the greatest contribution to ITSM in the last calendar year (2017).



#### IT Leader Of The Year

Recognizes an individual who works in a senior leadership role who promotes a clear vision for IT within the organization and has shown visible commitment to influencing and empowering the IT team to be successful in realizing their objectives.

Visit our website to see all IT Excellence Award winners.

# AN EXTRAORDINARY EDUCATION EXPERIENCE!

## CUSTOMIZED AGENDA

### AN INTEGRATED SERVICE MANAGEMENT PERSPECTIVE

Discover the key enablers to help deliver valuable business results through “Integrated” Service Management in relation to ITIL, Lean, Agile, DevOps and Organizational Change Management.

#### Pre-Conference Courses

- Organizational Change Management Foundation Feb 14-16
- Agile Scrum Foundation Feb 17-18
- Lean IT Foundation: Understanding Lean IT Principles & Objectives Feb 17-18

#### Sunday, February 18, 2018

Time	Session
4:00 p.m. - 5:00 p.m.	<b>Pre-Conference Optimizers</b> <i>Essential Knowledge: The Purpose &amp; Value Of Adopting ITSM &amp; ITIL</i> <b>Charlie Miles</b> , Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>

#### Monday, February 19, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Early Risers</b> <i>Essential Knowledge: DevOps Explained (Really!)</i> <b>Graham Furnis</b> , Management Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks</b> <b>Keynote Address: Better &amp; Faster – The Proven Path To Unstoppable Ideas</b> <b>Jeremy Gutsche</b> , Innovation Keynote Speaker, CEO & Award-Winning Author
10:30 a.m. - 11:30 a.m.	<b>Track 6: DevOps</b> <i>DevOps &amp; ITIL: A Happy Marriage?</i> <b>Stephen Ley</b> , Partner, Joost IT Tooling & Service Management, Netherlands
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>ITIL Implementations &amp; Employee Needs In The Real World</i> <b>Arvind Parthiban</b> , Director Of Marketing, Freshservice
1:00 p.m. - 2:00 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Using Artificial Intelligence To Take User Experience To The Next Level</i> <b>Justin Roux</b> , Director, Product Marketing & Program Management, EasyVista
2:15 p.m. - 3:15 p.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>Creating A Culture Of Continual Improvement Using LEAN Principles</i> <b>Alyson Briscoe</b> , IT Process & Quality Manager, ReAssure
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>Staying On Course In A Turbulent Sea Of Change</i> <b>David Mainville</b> , CEO & Co-Founder, Navvia
5:00 p.m. - 7:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>

#### Tuesday, February 20, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 7: Organizational Change Management</b> <i>The Yellow Brick Road &amp; The Effective Organizational Change Manager</i> <b>Robin Hysick</b> , Organizational Development Advisor, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Keynote Address: Moving To Great – Understanding The Best In Life &amp; Work</b> <b>Eric Boles</b> , Game Changers Inc <b>IT Excellence Awards Presentation: Innovation Of The Year, Project Of The Year &amp; Leader Of The Year</b>
10:30 a.m. - 11:30 a.m.	<b>Track 6: DevOps</b> <i>Elevate The Control: Getting Controls Out Of The Way Of Flow</i> <b>Rob England</b> , The IT Skeptic
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Five Self-Service Building Blocks To Increase Adoption &amp; Prepare For The Future</i> <b>Justin Roux</b> , Director, Product Marketing & Program Management, EasyVista
1:00 p.m. - 2:00 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Who Has A Seat In The CIO Boardroom?</i> <b>Rajesh Ganesan</b> , Director, Product Management, ManageEngine
2:15 p.m. - 3:15 p.m.	<b>Track 6: DevOps</b> <i>Stranger In A Strange Land: Speaking ITIL In A DevOps World</i> <b>David Mainville</b> , CEO & Co-Founder, Navvia
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>Integrated Service Management – The New Reality!</i> <b>David Ratcliffe</b> , President, Pink Elephant
4:45 p.m. - 7:00 p.m.	<b>Networking Reception</b>

#### Wednesday, February 21, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 10: Communication</b> <i>Communicate To The Power Of 10!</i> <b>Robin Hysick</b> , Organizational Development Advisor, Pink Elephant
8:30 a.m. - 10:00 a.m.	<b>Keynote Address: How Top Leaders &amp; Organizations Drive Business Results Through Trust</b> <b>David Horsager</b> , The Trust Edge™ <b>Closing Remarks &amp; IT Excellence Award Presentation: Case Study Of The Year</b>
10:20 a.m. - 11:30 a.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>The Agile Manifesto: 21<sup>st</sup> Century Project Management</i> <b>George Spalding</b> , Executive Vice President, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 11: Half-Day Workshops</b> <i>De-Mystifying Agile, Scrum &amp; DevOps</i> <b>Robin Hysick</b> , Organizational Development Advisor, Pink Elephant
3:45 p.m.	<b>Conference Ends</b>

#### Post-Conference Courses

- **NEW!** Integrated Service Management Essentials Feb 22-23
- Lean IT Leadership Feb 22-24
- **NEW!** DevOps Essentials Feb 22-24

Attending Pink18 is an extremely valuable investment in your continuing education. No matter what your focus, there’s something for everyone! Here are 4 customized agendas – and there are many others related to specific roles on our website!

## CUSTOMIZED AGENDA

### STARTING YOUR ITIL JOURNEY

ITIL is not dead and remains a key best practice in ITSM. Start off on the right foot with these enlightening sessions that will put you on the path to success.

#### Pre-Conference Courses

- ITIL Foundation Feb 16-18
- Lean IT Foundation: Understanding Lean IT Principles & Objectives Feb 17-18

#### Sunday, February 18, 2018

Time	Session
4:00 p.m. - 5:00 p.m.	<b>Pre-Conference Optimizers</b> <i>Essential Knowledge: The Purpose &amp; Value Of Adopting ITSM &amp; ITIL</i> <b>Charlie Miles</b> , Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>

#### Monday, February 19, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Early Risers</b> <i>Essential Knowledge: How Everything Needs To Be Designed &amp; Re-Designed With Lean Thinking</i> <b>Beverly Parker</b> , Management Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks</b> <b>Keynote Address: Better &amp; Faster – The Proven Path To Unstoppable Ideas</b> <b>Jeremy Gutsche</b> , Innovation Keynote Speaker, CEO & Award-Winning Author
10:30 a.m. - 11:30 a.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>Moving The Needle: How To Develop Strategic Goals Utilizing Voice Of The Customer &amp; Lean Six Sigma</i> <b>Christine Lamm</b> , Continuous Improvement Manager, Amerisource Bergen
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Odd Couple Or The Perfect Pair: Security &amp; ITSM?</i> <b>Kevin J. Smith</b> , SVP, Strategic Initiatives, Ivanti
1:00 p.m. - 2:00 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Leading A Successful ITSM Tool Implementation</i> <b>David Mainville</b> , CEO & Co-Founder, Navvia
2:15 p.m. - 3:15 p.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>The Roadmap Of Darden Restaurants – “Serving Up” ITSM</i> <b>Jeff Imber</b> , Manager, Darden Service Management
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>The 4 Biggest Challenges Facing IT Today &amp; What You MUST Do About Them</i> <b>David Ratcliffe</b> , President, Pink Elephant
5:00 p.m. - 7:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>

#### Tuesday, February 20, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Service Management In The Cloud</i> <b>Peter Hubbard</b> , Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Keynote Address: Moving To Great – Understanding The Best In Life &amp; Work</b> <b>Eric Boles</b> , Game Changers Inc <b>IT Excellence Awards Presentation: Innovation Of The Year, Project Of The Year &amp; Leader Of The Year</b>
10:30 a.m. - 11:30 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Problem Management – The Essential Work That Everyone Loves To Hate</i> <b>Robert Nessler</b> , ITSM Manager, State Of Colorado
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Five Self-Service Building Blocks To Increase Adoption &amp; Prepare For The Future</i> <b>Justin Roux</b> , Director, Product Marketing & Program Management, EasyVista
1:00 p.m. - 2:00 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Who Has A Seat In The CIO Boardroom?</i> <b>Rajesh Ganesan</b> , Director, Product Management, ManageEngine
2:15 p.m. - 3:15 p.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>How To Become A Millionaire; First... Get A Million Bucks</i> <b>Charlie Miles</b> , Management Consultant, Pink Elephant
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>Integrated Service Management – The New Reality!</i> <b>David Ratcliffe</b> , President, Pink Elephant
4:45 p.m. - 7:00 p.m.	<b>Networking Reception</b>

#### Wednesday, February 21, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Change Management Is Dead. Long Live Change Management</i> <b>Charlie Miles</b> , Management Consultant, Pink Elephant
8:30 a.m. - 10:00 a.m.	<b>Keynote Address: How Top Leaders &amp; Organizations Drive Business Results Through Trust</b> <b>David Horsager</b> , The Trust Edge™ <b>Closing Remarks &amp; IT Excellence Award Presentation: Case Study Of The Year</b>
10:20 a.m. - 11:30 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Top 3 Mistakes To Avoid In A Service Management Program Or Project</i> <b>Jennifer Wels</b> , Management Consultant, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 11: Half-Day Workshops</b> <i>Are You A Learning Organization &amp; Why Should You Be One?</i> <b>Jack Probst</b> , Principal Consultant, Pink Elephant
3:45 p.m.	<b>Conference Ends</b>

#### Post-Conference Courses

- How To Define & Implement A CMDB According To ITIL Best Practices Feb 22-23
- **NEW!** Integrated Service Management Essentials Feb 22-23
- **NEW!** DevOps Essentials Feb 22-24



# IT'S TIME FOR LEAN THINKING

Put Lean to work in your organization to help make your processes more efficient by removing waste which in turn reduces costs and increases productivity.

## Pre-Conference Courses

→ Lean IT Foundation: Understanding Lean IT Principles & Objectives Feb 17-18

## Sunday, February 18, 2018

Time	Session
4:00 p.m. - 5:00 p.m.	<b>Pre-Conference Optimizers</b> <i>The Lean CIO</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>

## Monday, February 19, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Early Risers</b> <i>Essential Knowledge: How Everything Needs To Be Designed &amp; Re-Designed With Lean Thinking</i> <b>Beverly Parker</b> , Management Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks</b> <b>Keynote Address: Better &amp; Faster – The Proven Path To Unstoppable Ideas</b> <b>Jeremy Gutsche</b> , Innovation Keynote Speaker, CEO & Award-Winning Author
10:30 a.m. - 11:30 a.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>Moving The Needle: How To Develop Strategic Goals Utilizing Voice Of The Customer &amp; Lean Six Sigma</i> <b>Christine Lamm</b> , Continuous Improvement Manager, Amerisource Bergen
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Manual Incident Response Costs Organizations A Fortune &amp; Ruins People's Lives!</i> <b>Vincent Geffray</b> , Senior Director Of Product Marketing, IT Alerting, Everbridge
1:00 p.m. - 2:00 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>The Disruption Gap: The New Threat For IT Leaders</i> <b>Matt Fisher</b> , Senior Vice President, Product Strategy, Snow Software
2:15 p.m. - 3:15 p.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>Creating A Culture Of Continual Improvement Using LEAN Principles</i> <b>Alyson Briscoe</b> , IT Process & Quality Manager, ReAssure
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>The 7 Habits Of Highly Effective People &amp; Leaders – Through A Lean Lens</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant
5:00 p.m. - 7:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>

## Tuesday, February 20, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 7: Organizational Change Management</b> <i>The Yellow Brick Road &amp; The Effective Organizational Change Manager</i> <b>Robin Hysick</b> , Organizational Development Advisor, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Keynote Address: Moving To Great — Understanding The Best In Life &amp; Work</b> <b>Eric Boles</b> , Game Changers Inc <b>IT Excellence Awards Presentation:</b> Innovation Of The Year, Project Of The Year & Leader Of The Year
10:30 a.m. - 11:30 a.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>Improving Instruction &amp; Learning With Enterprise Capacity Management</i> <b>James Alther</b> , Senior IT Director, Los Angeles Unified School District
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Five Self-Service Building Blocks To Increase Adoption &amp; Prepare For The Future</i> <b>Justin Roux</b> , Director, Product Marketing & Program Management, EasyVista
1:00 p.m. - 2:00 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Who Has A Seat In The CIO Boardroom?</i> <b>Rajesh Ganesan</b> , Director, Product Management, ManageEngine
2:15 p.m. - 3:15 p.m.	<b>Track 2: IT Strategic Management</b> <i>Rebuilding A Higher Education IT Strategy With Lean Principles</i> <b>Danna Gianforte</b> , CIO, University Of California, Riverside
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>The Pressures Of Digital Transformation – Is It Time To Create A Digital Backbone?</i> <b>Gustav Toppenberg</b> , Vice President Enterprise Architecture & Chief Architect, Catalina, USA
4:45 p.m. - 7:00 p.m.	<b>Networking Reception</b>

## Wednesday, February 21, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Back To The Basics: Why Do We Struggle With Problem Management</i> <b>Gary Case</b> , Principal Consultant, Pink Elephant
8:30 a.m. - 10:00 a.m.	<b>Keynote Address: How Top Leaders &amp; Organizations Drive Business Results Through Trust</b> <b>David Horsager</b> , The Trust Edge™ <b>Closing Remarks &amp; IT Excellence Award Presentation:</b> Case Study Of The Year
10:20 a.m. - 11:30 a.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>Lean IT Service Management: Getting To “Good Enough”</i> <b>Robin Hysick</b> , Organizational Development Advisor, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 11: Half-Day Workshops</b> <i>Lean Leadership – Establishing A Culture Of Engagement, Accountability &amp; Execution</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant
3:45 p.m.	<b>Conference Ends</b>

## Post-Conference Courses

→ Lean IT Kaizen: Implementing Lean IT Practices Feb 22-24  
→ Lean IT Leadership Feb 22-24

# BACK TO BASICS WITH PROBLEM, CHANGE & RELEASE MANAGEMENT

It's not just about getting things on track – but really keeping the organization in check for Continual Service Improvement.

## Pre-Conference Courses

→ ITIL Continual Service Improvement Feb 15-18  
→ ITIL Foundation Feb 16-18

## Sunday, February 18, 2018

Time	Session
4:00 p.m. - 5:00 p.m.	<b>Pre-Conference Optimizers</b> <i>Essential Knowledge: Using CMMi To Understand &amp; Improve The Value Of Your Processes</i> <b>Tami Church</b> , Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	<b>Welcome Reception &amp; Exhibition Showcase Open</b>

## Monday, February 19, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 9: Tools &amp; Technology</b> <i>How Do You Create A CMDB In The Real World?</i> <b>Peter Hubbard</b> , Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Conference Welcome &amp; Opening Remarks</b> <b>Keynote Address: Better &amp; Faster – The Proven Path To Unstoppable Ideas</b> <b>Jeremy Gutsche</b> , Innovation Keynote Speaker, CEO & Award-Winning Author
10:30 a.m. - 11:30 a.m.	<b>Track 3: Lean IT &amp; Agile</b> <i>Using Servant Leadership Principles To Transform Release Management</i> <b>Michelle Slabbert</b> , Head of ITSM, Standard Bank of South Africa
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Manual Incident Response Costs Organizations A Fortune &amp; Ruins People's Lives!</i> <b>Vincent Geffray</b> , Senior Director Of Product Marketing, IT Alerting, Everbridge
1:00 p.m. - 2:00 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Using Artificial Intelligence To Take User Experience To The Next Level</i> <b>Justin Roux</b> , Director, Product Marketing & Program Management, EasyVista
2:15 p.m. - 3:15 p.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>The Roadmap Of Darden Restaurants – “Serving Up” ITSM</i> <b>Jeff Imber</b> , Manager, Darden Service Management
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>The 4 Biggest Challenges Facing IT Today &amp; What You MUST Do About Them</i> <b>David Ratcliffe</b> , President, Pink Elephant
5:00 p.m. - 7:30 p.m.	<b>Networking Reception &amp; Exhibition Showcase Open</b>

## Tuesday, February 20, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Service Management In The Cloud</i> <b>Peter Hubbard</b> , Principal Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	<b>Keynote Address: Moving To Great – Understanding the Best in Life &amp; Work</b> <b>Eric Boles</b> , Game Changers Inc <b>IT Excellence Awards Presentation:</b> Innovation Of The Year, Project Of The Year & Leader Of The Year
10:30 a.m. - 11:30 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Problem Management – The Essential Work That Everyone Loves To Hate</i> <b>Robert Nessler</b> , ITSM Manager, State Of Colorado
11:45 a.m. - 12:45 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Managing SLAs &amp; SLA Breaches For Improved Service Delivery</i> <b>Anthony Orr</b> , ITSM Best Practice Director, Samanage, Author, <i>ITIL 2011</i>
1:00 p.m. - 2:00 p.m.	<b>Track 9: Tools &amp; Technology</b> <i>Who Has A Seat In The CIO Boardroom?</i> <b>Rajesh Ganesan</b> , Director, Product Management, ManageEngine
2:15 p.m. - 3:15 p.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>The ITSM Iron Triangle – Making Change, Incident &amp; Problem Management The Culture</i> <b>Keith Rudder</b> , ITSM Analyst, State Of Colorado
3:35 p.m. - 4:45 p.m.	<b>Power Hour</b> <i>Great Balls Of Fire! How To Stay Motivated No Matter What!</i> <b>Denise Ryan</b> , Motivational Pyromaniac, Firestar Speaking
4:45 p.m. - 7:00 p.m.	<b>Networking Reception</b>

## Wednesday, February 21, 2018

Time	Session
7:15 a.m. - 8:15 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Change Management Is Dead. Long Live Change Management</i> <b>Charlie Miles</b> , Management Consultant, Pink Elephant
8:30 a.m. - 10:00 a.m.	<b>Keynote Address: How Top Leaders &amp; Organizations Drive Business Results Through Trust</b> <b>David Horsager</b> , The Trust Edge™ <b>Closing Remarks &amp; IT Excellence Award Presentation:</b> Case Study Of The Year
10:20 a.m. - 11:30 a.m.	<b>Track 4: ITIL &amp; IT Service Management</b> <i>Top 3 Mistakes To Avoid In A Service Management Program Or Project</i> <b>Jennifer Wels</b> , Management Consultant, Pink Elephant
1:00 p.m. - 3:45 p.m.	<b>Track 11: Half-Day Workshops</b> <i>How To Implement Problem, Change &amp; Release Management</i> <b>Jennifer Wels</b> , Management Consultant, Pink Elephant
3:45 p.m.	<b>Conference Ends</b>

## Post-Conference Courses

→ How To Define & Implement A CMDB According To ITIL Best Practices Feb 22-23  
→ **NEW!** Integrated Service Management Essentials Feb 22-23  
→ ITIL Practitioner: Enabling Critical Competencies Feb 22-24

# Exhibition Showcase

Pink18 includes an exciting and dynamic exhibition showcase. Be sure to visit these progressive exhibitors who offer tools and services that support your IT Management efforts and continual improvement initiatives.



Work at Lightspeed—a smarter, faster way to get work done by replacing unstructured work patterns of the past with intelligent workflows of the future.



EasyVista Inc. provides advanced Service Management solutions globally. Over 4 million users benefit from their enterprise SaaS platform, delivering IT and enterprise wide transformation. EasyVista is quoted on NYSE (ALEZV).



The Navvia Process Designer is the most cost effective way to document processes. Easy to use and packed with templates, it's the perfect complement to an ITSM program or tool implementation.



MEDIA PARTNERS



# Register For Pink18 Today!

## Regular Pass: \$2,295 USD

- \$200 coupon towards the purchase of one Pink18 pre-conference or post-conference course
- Fully refundable up to December 31, 2017, after which time a full credit towards another purchase will be held on account for 6 months
- Substitutions anytime

## Platinum Pass: \$2,795 USD

- \$400 coupon towards the purchase of one Pink18 pre-conference or post-conference course
- There are numerous benefits included with the Platinum Pass – see the complete list on our website
- Fully refundable until December 31, 2017, after which time a full credit towards another purchase will be held on account for 6 months
- Substitutions anytime

See our website for the full list of pass features and benefits – too many to list here!

## Send A Team & Enjoy Greater Savings!

Send a team of three or more within any of the available individual pass deals and the third and subsequent attendees receive 20% off the respective fee!

Purchase your team pass, contact us at:

1-888-273-PINK  
or (+1 905 331-5060)  
and we will expedite your registration.

It really saves to book a team!



## Stay Connected To Pink!

There are many ways to get immediate notifications about special discounts, preview announcements about new products and services and all the latest news from Pink!

Sign up for our e-newsletters: [pinkelephant.com/signup](http://pinkelephant.com/signup)

# Conference Location

Pink18 will be hosted at the beautiful:

**JW Marriott, Grande Lakes**  
4040 Central Florida Pkwy, Orlando

Conference attendees are entitled to a special event rate. To obtain this special event rate, attendees must call Pink Elephant at 1-888-273-PINK by **January 12, 2018**.

**Book early, rooms are limited. Room rate is subject to availability.**



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## About Pink Elephant

We Lead The Way!

A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

