



Knowledge Translated Into Results

“Pink18”

Adopt, Adapt & Apply

22nd Annual International

IT Service Management Conference & Exhibition

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

The Industry's #1 Event!

“...a must attend event. Simple as that – you’ve really got to be here.”

“...this is THE best ITSM conference.”



LAST EARLY BIRD ENDS NOVEMBER 3, 2017

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 22nd 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, COBIT®, 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’ll 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 Manager
- 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

**LAST Early Bird
Ends November 3,
2017**

Inspiring Keynote & Featured Speakers

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



Eric Boles: President, Game Changers Inc.

Moving To Great

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.



Troy DuMoulin

VP, Research & Development,
Pink Elephant

One of the most celebrated and highly respected ITSM experts on the planet, Troy will present multiple sessions on a wide range of frameworks and models.



Denise Ryan

Motivational Pyromaniac,
Firestar Speaking

Described as everything from a human fireball to Madam Chocolate, Denise is back to wow attendees again with her very unique perspectives on motivation and communication.



Gustav Toppenberg

Vice President Enterprise
Architecture & Chief Architect,
Catalina USA

A progressive thinker and senior IT leader who has executed real-world change, Gustav is also a seasoned strategic executive and hugely successful transformational agent.



Niel Nickolaisen

Chief Technology Officer,
OC Tanner

A real practitioner who has championed significant change as well as a senior leader and member of the Pink Think Tank, Niel has a passion for helping others deliver on "the dual role of enterprise IT."

Adopt, Adapt & Apply | Speaker Preview

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.

Influential Practitioners

Take a look at this line-up of heavy duty hitters with real-world experience



Creating A Culture Of Continual Improvement Using LEAN Principles

Alyson Briscoe
IT Process & Quality Manager, ReAssure

Alyson describes how ReAssure used Lean principles to gain agreement on common objectives and shares lessons learned in turning Lean best practices from book learning to genuine value-add.



Rebuilding A Higher Education IT Strategy With Lean Principles

Danna Gianforte
CIO, University Of California, Riverside

Danna shares how to apply Lean principles and practices towards a renewed service delivery model and renewed approach to shared governance and portfolio management.



Allison Transmission & ITIL – Kicking A 15 Year ITSM Journey Into High Gear

Alan Dresser
Manager, Global IT Operations, Allison Transmission

Alan shares how executive sponsorship focused on a “one team” policy has enabled improved supplier integration and adoption of major incident strategies.



Scaled Process Governance: The Struggle Is Real!

Heather Marzano
Process Governance Manager, Amerisource Bergen

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.



Beyond Oz: 15 Years Of Living, Learning, & Relearning ITSM At Nationwide

Jeff Gorby
Enterprise Process Architect, Nationwide

Jeff explores how Nationwide has grown its ITSM Enterprise Governance from 2 to 11 active ITIL processes, exceeding their vision.



Configuration Management, CMDB – Is It Doomed To Fail?

Michael Reece
Licence Asset & Configuration Management Lead, Tokio Marine

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.

Conference Classics

Many highly-rated speakers and sessions are back to share more insights



Power Through Relationships

Jack Probst
Principal Consultant, Pink Elephant

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.



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

Tami Church
Management Consultant, Pink Elephant

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.



How To Make Change Management Work In The Real World

Peter Hubbard
Principal Consultant, Pink Elephant

Peter shares practical solutions and tips gathered in his almost 20 years' experience working within ITSM across many industry sectors.



9 Guiding Principles Of Successful ITSM Implementations

Beverly Parker
Management Consultant, Pink Elephant

A very educational look at how and why to consider the 9 Guiding Principles as part of your overall approach to continual improvement.



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

Jennifer Wels
Management Consultant, Pink Elephant

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.



Driving Strategic Alignment With Best Practices

Tammy Whited
Head Of Service Management, Office Of The CIO, Fermi National Accelerator Laboratories

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.

Innovative Approaches

Adopting integrated service management



The Agile Manifesto: 21st Century Project Management

George Spalding
Executive Vice President, Pink Elephant

Agile is an iterative and flexible approach that embraces last-minute changes, downplays detailed documentation, encourages customer involvement and shrinks the project release cycle.



Essential Knowledge: Agile Scrum Explained

Matthew Bowles
Director Of Professional Services, Pink Elephant

Matthew provides an overview of key best practices associated with Agile and Scrum, and profiles very exciting details about three new related certifications.



Lean IT Service Management: Getting To “Good Enough”

Robin Hysick
Organizational Development Advisor, Pink Elephant

Let’s look at our existing processes and see if we can use some of the concepts from Lean IT to get to “Good Enough”.



Improving Innovation: Solutions At The Speed Of Design Thinking

Duane Fisher
Senior Director, Continuous Improvement & Process Governance, Amerisource Bergen

Duane highlights how his organization has used common Lean and Agile techniques and combined them to create an end-to-end design thinking lifecycle.



Moving The Needle: How To Develop Strategic Goals Utilizing Voice Of The Customer & Lean Six Sigma

Christine Lamm
Continuous Improvement Manager, Amerisource Bergen

Christine shows how her organization used Voice Of The Customer (VOC) and how they applied Lean Six Sigma tools to their customer survey data to reveal the relationships that align goals.



Driving Decisions Through Data, Anyone Can Do IT!

J.C. Grooms
Knowledge Systems Architect, Minnesota State University, Mankato

J.C. discusses how his organization has begun to tackle challenges to clearly show the value and make data-driven decisions.



Using Artificial Intelligence To Take User Experience To The Next Level

Justin Roux
Director, Product Marketing & Program Management, EasyVista

Justin uses real-time case studies to show how Artificial Intelligence, Bots and Virtual Agents fit into the new ITSM paradigm.

Transformational Leadership

Enabling IT excellence through strong leadership



The Disruption Gap: The New Threat For IT Leaders

Barry Friedman
VP Vendor Alliances & Snow Evangelist, Snow Software
Barry defines and breaks down the Disruption Gap, discusses the dynamics that are driving it as well as the risks it represents.



The Lean CIO

Troy DuMoulin
VP, Research & Development, Pink Elephant
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.



How Leaders Enable Service Excellence By Developing Their People

Jennifer Brumbaugh
Strategist, Pinnacle Productivity
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.



Here There Be Dragons – Leadership’s Role In Navigating Un-Chartered Regions

Dave Balodis
Vice President IT, Heartland Farm Mutual
Dave uses his personal experience to explain how his team overcame obstacles to build an IT culture that changed its focus from reactionary management to one focused on becoming a critical partner of the business.



ITSM’s Cultural Impact Through A Small Scale Lens

Andy Atencio
CTO, City Of Greenwood Village
Andy shares his hands-on experience of implementing ITIL in a small organization and lessons learned to help guide small organizations through this journey.



Reinventing IT: The Changing Roles

Rob England
The IT Skeptic
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.



Values Based Leadership & Tangible Outcomes

Raymond Lefebvre
VP Of Information Technology & CIO, Bridgewater State University
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.

Taking ITIL To The Next Level

Already started your journey?
Move to the next step



Top 3 Mistakes To Avoid In A Service Management Program Or Project

Jennifer Wels
Management Consultant, Pink Elephant
Jennifer provides her view on the top three mistakes made during a Service Management Program or Project along with key strategies to avoid making them in the future.



Hand-In-Glove: Our Continuing Journey Into Service Management & ITIL

Christopher Beck
Director, Governance & Provider Performance, Coach, Inc.
Christopher shares his tale of Coach's transformation, and the ongoing lessons that have developed as part of their maturity.



Leading A Successful ITSM Tool Implementation

David Mainville
CEO & Co-Founder, Navvia
David shares his experience from a 37-year career spanning from ITSM practitioner to Executive Management, providing you with practical advice.



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

Johnny Rivera
Service Management Office Manager,
Tacoma Public Utilities
An organization's journey beginning with their initial assessment and attempt to drive ITSM, through their mistakes and to the progress.



Odd Couple Or The Perfect Pair: Security & ITSM?

Kevin J. Smith
SVP, Strategic Initiatives, Ivanti
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.



Going From Zero To 100 In ITSM Without A Seat Belt

Ahmed Issawi
IT Service Management System Architect,
Michigan State University
See how the culture changed from using pen and paper to using Request, Incident and Problem Management.



From Brick & Mortar To Virtual ITSM

Dave Whyte
Operations Engineering Lead, AutoTrader UK
Dave shows how the IT department moved from a traditional ITSM implementation to one that blends DevOps, Lean IT and ITIL together.

Get On Board With DevOps

De-mystifying the common misconceptions



DevOps & ITIL: A Happy Marriage?

Stephen Ley
Partner, Joost IT Tooling & Service Management,
Netherlands

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!



Messing With Your Head: How DevOps Changes Everything

Rob England
The IT Skeptic

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.



10+ Years Of Service Transition – You Say DevOps & I Say Release Management

Cathy Kirch
ITSM Governance Manager, Allstate Insurance Company,
ITSMF USA President

Cathy talks about how Allstate is continuing with a magical 10 plus year journey of improvement.



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

Matt Beaney
Service Transition Lead, AutoTrader UK

Matt defines Continuous Deployment, explains why it's a good thing and why it's right for your organization.



Managing Change In A Virtual World: How To Convince Your Co-Worker To Become A Change Manager

Graham Price
Principal Consultant, Pink Elephant

See how some organizations have successfully tackled this challenge and made their Change Management process work effectively and efficiently.



ITIL & Cloud – Surviving The “Perfect Storm”

Miechelle Krueger
Director Of ITSM CoE & Software Asset Management,
Depository Trust & Clearing Corporation (DTCC)

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.



Essential Knowledge: DevOps Explained (Really!)

Graham Furnis
Management Consultant, Pink Elephant

Graham debunks many myths and misconceptions surrounding DevOps.

Leading The People Side Of Change

Simply put, it's all about the culture



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

Robin Hysick
Organizational Development Advisor, Pink Elephant
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.



Cisco IT Services Transformation Journey – Running IT As A Business

Tim Pietro
Senior Manager, Cisco Advanced Services
Tim shares the key components of Cisco IT's successful transformation and the approaches taken to address their challenges and key pain points.



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

Denise Ryan
Motivational Pyromaniac, Firestar Speaking
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 Nickolaisen
Chief Technology Officer, OC Tanner
Niel shares how to be successful at the three primary roles of senior leadership.



"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*
Learn the languages and how Karen has used her certification to apply them at Corning.



Who Has A Seat In The CIO Boardroom?

Rajesh Ganesan
Director, Product Management, ManageEngine
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.



Communication Delivered – But Is Your Message Being Understood?

Joe Foster
Client Services Manager, Sempra Energy
Joe uses his real-world experiences to demonstrate how to improve the effectiveness of your meetings and conversations.

Back To Basics

Problem, Change and Incident Management



Using Servant Leadership Principles To Transform Release Management

Michelle Slabbert
Head Of ITSM, Standard Bank Of South Africa
A Release Management journey within an organization, beginning with heavy criticism of the Release & Change Management approach.



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

Vincent Geffray
Senior Director Of Product Marketing, IT Alerting, Everbridge
Eye-opening results from various surveys on the state of incident management and how the lack of response automation hurts business.



The Roadmap Of Darden Restaurants – “Serving Up” ITSM

Jeff Imber
Manager, Darden Service Management
See how the whole IT department had to come together to create a new recipe for success in the ITSM project, during a failed implementation of Change Management.



Back To The Basics: Why Do We Struggle With Problem Management

Gary Case
Principal Consultant, Pink Elephant
Gary looks at the value of Problem Management and an approach to implementing the process as part of ITIL and/or Lean philosophy.



Improving Instruction & Learning With Enterprise Capacity Management

James Alther
Senior IT Director, Los Angeles Unified School District
James' organization used ITSM and Lean successfully to conduct an Enterprise Capacity Management program impacting the increase of graduation rates.



Problem Management – The Essential Work That Everyone Loves To Hate

Robert Nessler
ITSM Manager, State Of Colorado
Robert walks through the process of implementing Problem Management and answers questions.



The ITSM Iron Triangle – Making Change, Incident & Problem Management The Culture

Keith Rudder
ITSM Analyst, State Of Colorado
See how the State of Colorado changed the way the organization's world turned through crisis management and the introduction of proactive problem management.

[Visit the website to view the complete program details.](#)

1.



Send in nominations by December 8, 2017!



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 by December 8, 2017!

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.

“Pink18” Training & Certification

Add a course to the conference



Pre-Conference Certification Courses

NEW! Integrated Service Management Overview	February 18, 2018
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

Post-Conference Certification Courses

NEW! Integrated Service Management Overview	February 22, 2018
Business Relationship Management Professional	February 22-24, 2018
NEW! 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
How To Define & Implement A CMDB According To ITIL Best Practices	February 22-23, 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 11**.



Conference Location

Pink Elephant's 2018 conference will be hosted at the beautiful:

JW Marriott Orlando, 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.



Exhibition Showcase

Pink18 includes an exciting and dynamic exhibition showcase. Be sure to visit these progressive exhibitors who offer products and services that support your IT management efforts and continual improvement initiatives. Visit our website for a complete list of exhibitors.



Become An Exhibitor! Contact Lisa Lyons Today At: l.lyons@pinkelephant.com Or Call +1 905 331-5060 ext. 228

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



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Last Early Bird Deadline – November 3, 2017 Register For “Pink18” Today!

5 Amazing Early Bird Offers!

All Inclusive Regular Pass: \$2,495 USD

- 3 **FREE** hotel room nights at the JW Marriott, Orlando Grande Lakes (February 18, 19, 20)
- **FREE** 1-day “Integrated Service Management Overview” (Choose Sunday, February 18 or Thursday, February 22)

All Inclusive Platinum Pass: \$2,995 USD

- 3 **FREE** hotel room nights at the JW Marriott, Orlando Grande Lakes (February 18, 19, 20)
- \$400 coupon towards a Pre-or Post-Conference Certification Course
- Plus even more discounts available!

Regular Pass: \$2,295 USD

- \$200 coupon towards the purchase of one Pink18 pre-conference or post-conference course when you purchase a regular pass
- 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

Send A Team & Enjoy Greater Savings!

Many organizations bring teams

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! That’s 20% additional off the ALREADY discounted Last Early Bird pricing.

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!

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

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Receive
20% OFF**





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Conference Preview

“Pink18”

Adopt, Adapt & Apply

22nd Annual International

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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.

