

PRE-PINKFORUM16 COURSES
AUGUST 8-12

PINKFORUM16
AUGUST 14-16

POST-PINKFORUM16 COURSES
AUGUST 17-19



5TH ANNUAL

IT SERVICE MANAGEMENT LEADERSHIP FORUM

AUGUST 14 -16, 2016 ▶ SCOTTSDALE, AZ



“PinkFORUM16”

A Must-Attend Event For IT Leaders!
Look At IT Through A Business Leadership Perspective

FEATURED & KEYNOTE SPEAKERS INCLUDE:



MARK MURPHY
Inspirational Leadership
Expert & Author



JOE MCBREEN
Award Winning,
Forward Thinking CIO



ADE MCCORMACK
Digital Strategist,
Near Futurist & Author



FATIMA CABRAL
A CEO's Perspective
On IT Leadership



CHRIS FLANAGAN
Prudential's Award Winning
IT Executive

EARLY BIRD OFFER ENDS MAY 27

UNIQUE LEADERSHIP FOCUS!

Join Us At PinkFORUM16

The unique program features multiple tracks with case studies from CIOs and senior IT managers, roundtable discussions addressing many of today's most pressing IT Service Management (ITSM) issues, and Pink University sessions delivered by Pink's world renowned senior consultants, and business leaders.

PinkFORUM16 aims to provide today's IT leaders with essential awareness, insights and guidance for ensuring that critical issues related to ITSM process implementations are being addressed, including Lean IT, Agile, ITIL®, COBIT® and Governance, and more.

Don't miss this opportunity to engage in this extraordinary, and one-of-a-kind, industry experience.

Who Should Attend PinkFORUM16?

- C-Level, including CIOs/CTOs/CSOs
- IT Service & Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors & Managers
- IT Suppliers/Vendors
- IT Managers looking to gain an IT business perspective
- And anyone seeking to positively influence others to implement change

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.

Visit www.pinkelephant.com for more information.

Pre-FORUM Courses

IT PORTFOLIO	
ITIL Release, Control & Validation	August 8-12
ITIL Service Strategy	August 9-12
ITIL Service Transition	August 9-12
ITIL Service Operation	August 9-12
ITIL Continual Service Improvement	August 9-12

Post-FORUM Courses

BUSINESS PORTFOLIO	
NEW! DevOps: Fundamentals	August 17-19
NEW! Leading The Organizational Change Process	August 17-18
NEW! Organizational Change Management Foundation	August 17-19
NEW! Business Relationship Management Professional	August 17-19
IT PORTFOLIO	
ITIL Foundation	August 17-19
NEW! ITIL Practitioner: Enabling Critical Competencies	August 17-19
Lean IT Foundation	August 17-18
NEW! Lean IT Kaizen	August 17-19
NEW! Lean IT Leadership	August 17-19

Save 10%!

Attend PinkFORUM16 AND a Pre- or Post-FORUM workshop and save 10%.

See page 8 for descriptions of new course offerings, and visit our website for full course outlines and a complete listing of dates and locations.

Go beyond “IT shop talk”! We bring you speakers who give a business and leadership perspective.



Hundred Percenters: Leadership That Inspires Greatness

Mark Murphy, Leadership I.Q.

We've all heard that if you make employees happy, they'll give you great performance. But for all the billions of dollars companies have spent trying to satisfy and engage their employees, only 35% say they're inspired to give their best effort at work. In this session, Mark, a best-selling author and noted expert on organizational leadership and employee engagement, will reveal new research from more than 500,000 employees and leaders on the best leadership style for inspiring employees to passionately give 100% every day.

How To Create A Culture Of Trust & Engagement

Joe McBreen, CIO, St. Vrain Valley School District

Some leaders apply for the job, others become leaders by circumstance and necessity. Joe is the latter. Joe will share his story of being handed an IT department plagued with multiple challenges: in-fighting, low morale, high turnover, sabotage, and a reputation for poor (uncaring) service. He quickly recognized that the key to success lay within his team and their ability to trust each other. In this session, you'll learn the St. Vrain formula for building trust. Don't miss this opportunity to learn how this once lethargic group transformed into a strong and trusting team committed to service excellence.



Big Digital Leadership

Ade McCormack, Digital Strategist, Near Futurist & Author

In this presentation Ade, a former technology and Financial Times columnist, will explore digital leadership and highlight that this isn't a role, it's a competence; one that is increasingly regarded as a mandatory competence in this post-industrial world. Ade will also give his views about the drivers that lie behind this shift, and how we can harness them to achieve greater corporate and personal success. This session will provide a thought provoking look at how the shift to the digital age is impacting work, workers and leadership, amongst other key elements of the organization.



Leading A DevOps Cultural Transformation

Chris Flanagan, VP, Operations & Service Management, Prudential Financial

Many organizations are looking for ways to increase speed to value, eliminate unnecessary work and transform culture from silo thinking to a collaborative mindset. In this engaging case study session you will hear Chris describe how Prudential (2014 IT Excellence Award Winner: Project Of The Year) is tackling this challenge head on with a holistic people, process and technology approach to success.



What The CEO Wants You To Know

Fatima Cabral, CEO, Pink Elephant

Step into the mind of a CEO in this enlightening session to discover what every CEO wants their organization to know. Fatima, Pink's multi-award winning CEO, will describe the universal business principles that help all companies make money – as described in the best-selling book, *What the CEO Wants You to Know*, by Ram Charan. She will explain why every senior IT manager needs to understand the key business concepts in Charan's book, and will also challenge you to think about your IT business planning process to assess whether it is strongly aligned with corporate goals and priorities.



SUNDAY PRIMER WORKSHOPS

Start your PinkFORUM16 experience early with one of these value-added workshops. Meet, greet, and exchange lively discussions with your fellow attendees and presenters before the formal start on Monday morning.

5 Tips For Cementing Organizational Change



Troy DuMoulin
VP Research & Development,
Pink Elephant

Troy will explain what “cementing” and “freezing” change means and why all IT leaders must understand the concepts of anchoring change in order to make it stick.

What Does A Business Relationship Manager Do Anyway?



Jack Probst
Principal Consultant,
Pink Elephant

In this session Jack explores a typical business operating model – how an organization goes from strategy to operations – and where and how the effective use of a BRM can lead to strong strategic, tactical and operational results.

The Science Of Organizational Structure



N. Dean Meyer
Author, CIO Coach &
Organizational Consultant

In this workshop, Dean will show how to use the science of organizational structure to understand where your current organization chart is getting in people’s way and how to design a highly effective organization.

DevOps – What Every IT Leader Needs To Know



Robin Hysick,
Management Consultant, Pink Elephant

Robin will draw from the new DevOps certification program to profile several key competencies today’s progressive IT leader needs to possess in order to promote and cement cross functional communication, synergy and integration.

Visit our website for more detailed session descriptions, and the full program agenda.

TRACK 1 Pink University

Pink’s own highly acclaimed senior consultants present value-added practical guidance about business best practices, ITSM strategic management, and IT leadership.

Adopt. Adapt. Apply!



David Ratcliffe
President,
Pink Elephant

David will discuss the dangers of “implementing by the book”, and highlight factors to consider for adopting, adapting and applying the guidance to deliver the desired business value.



Jack Probst
Principal Consultant,
Pink Elephant

In this track, Jack will present the following two sessions.

Can You Lead Without Authority?

Jack will lead an engaging session that explores the topic of “leadership without authority”. He will cover the personal skills and talents necessary to be a successful leader and explore other nuances of the leadership trade.

The Leadership Challenges Of The Rebel Alliance

Explore the five core practices of exemplary leadership through examples extracted from “A New Hope”. In this session you will get an overview of the five practices and how those practices can be brought to life in your organization.



Gary Case
Principal Consultant,
Pink Elephant

Gary will present the following sessions in this track.

Leading Change: Kotter’s 8-Step Model

If you’re a manager at any level of your IT organization who is currently leading any aspect of a change, understanding Kotter’s 8-step change process is a must-have.

Driving On The IT Interstate: What Does Multi-Speed Really Mean

This panel session will look at what key practices such as Lean, Agile, DevOps and ITSM are, as well as explore the key concepts that need to be considered in order to create the proper environment.

Developing Lean Leadership At Every Level



Troy DuMoulin
VP Research & Development,
Pink Elephant

Troy will provide an overview of the four key components of the Leadership Development Model described by Dr. Jeffrey Liker. Troy will also share why this book has been chosen as the basis of the new Lean IT Leadership certification developed by the Lean IT Association.

TRACK 2

Case Studies

Real-life and highly seasoned CIOs and IT leaders share their experiences, tried-and-true solutions, and ITSM successes.

Marketing & Selling ITSM In Terms Of Business Value



Todd Haley

Vice President, Shared Infrastructure Services & Solutions, Charles Schwab

Todd will describe Charles Schwab's drive towards defining end-to-end services in support of their goals to define the clear value and total cost of ownership message to the business.

Driving IT Value – Working On The Right Priorities



Tammy Whited

Head Of Service Management, OCIO, Fermi National Accelerator Lab

Tammy will discuss practical ways to ensure the right priorities are being addressed in your workplace and how to communicate these priorities with employees and customers.

Sustainable Organizational Effectiveness Through Service Management



Dr. Dush Fernando

Director Service Management, Michigan State University

In this presentation, Dr. Dush Fernando will explore the ITSM implementation road map and discuss some of the experiential learning through this journey to tackle some of the challenges in higher education.

Lean Service Management – A Grass Roots – Self-Promoting & Self-Sustaining Transformation



Carla Lienhard

Global IT Operations Service Management Quality Manager, John Deere

Learn how John Deere's Global IT Operations Organization has transformed the way they do business with a Lean Service Management foundation.

Tragedy, Redemption & Tools – A Transformation Case Study



Niel Nickolaisen

CTO, OC Tanner & Author, *The Agile Culture & Stand Back And Deliver*

Over the course of a year, Niel and his team turned a non-high performing culture around through the use of four simple tools. Niel will explain these four tools and will also suggest how to apply them to fit your own transformation needs.

DevOps In Practice: A Leadership Case Study



J. Paul Reed

Author, *DevOps In Practice*

In this presentation, J. Paul Reed will explore how leaders have facilitated extraordinary improvements in a few of the best DevOps journeys you've never heard of, from companies you definitely know.

Five Leadership Traits Needed To Lead Successful Digital & Cultural Transformations



Christopher R. Markham

AVP For Information Technology, CTO, SUNY Empire State College

Hear case study examples and transformation journeys of several schools in which Christopher has played a major leadership role. He will share what he believes to be the top five leadership traits/skills needed to lead successful digital and cultural transformations.

10 Tools In My Leadership Toolbox



James A. Walker

Shared Portfolio Manager, NASA Shared Services Center

James is back to present the latest updates about his organization's five year strategic plan and his tenure as Deputy CIO. He will discuss how they maximized resource effectiveness and reduced costs across 10 NASA operation centers.

The Strategic Role Of The Service Management Office



Krissy Puleo

Managing Director, Service Management Office, Charles Schwab

Learn how Charles Schwab established a Service Management Office with a focus on the key business value attributes of availability, security and delivery of services.

TRACK 3

Thought Leadership

Business and IT industry experts present insights about IT strategic management and leadership, and the ever-changing technological business landscape.

Creating Enterprise Agility Through Lean Service Management & DevOps



Matt Hooper

ITSM Evangelist, LANDESK

In this session, attendees will learn how Lean Service Management practices along with DevOps cultural changes can enable enterprise level agility within an organization.

DevOps: One Company's Journey Of Discovery



David Mainville

CEO & Co-Founder, Navvia

Learn how Navvia embarked on a DevOps journey and how it's leading them on a path towards "better alignment across teams", "enhanced agility", "higher quality" and the "elimination of waste".

SESSION DESCRIPTIONS



Jim Clemmer
President,
Clemmer Group

Jim, an industry respected leadership speaker, will present the following three sessions at PinkFORUM16.

Lead, Follow, Or Wallow: Inspiring Personal Leadership

This session will highlight how we can all be leaders regardless of our title or role, and how leadership starts with the inner self and moves outward to influence and guide others.

8 Factors That Frustrate & Disengage Employees

Join Jim in this session where he will cover a variety of factors leaders should acknowledge to make employees feel valued, satisfied, recognized and empowered.

Management Vs. Leadership: Both Wings Are Needed To Soar

Employee engagement, customer satisfaction, safety, quality, and financial performance are slipping in many organizations. Jim will discuss how leading with the heart inspires higher energy and commitment to meaningful change.

Two-Speed/Bi-Modal IT: How IT Leaders Use Governance & ITSM To Compete In A Digital Economy



Dr. Max Boedder
Director, IT Transformation,
Cimphoni

Dr. Boedder will provide an introduction to the two-speed/bi-modal IT model and share examples that illustrate how leaders can transition to a new operating model that leverages governance for effective ITSM in a two-speed/bi-modal IT operating model.

The Lines Of Business *Within* IT



N. Dean Meyer
Author, CIO Coach &
Organizational Consultant

Dean will present a framework of all the lines of business that exist within IT organizations and will help attendees decipher their current organization chart, understand each manager's catalog and see how to clearly map processes.

HARD Goals: The Science Of Extraordinary Achievement



Mark Murphy
Leadership I.Q.

Everyone can achieve extraordinary things. The secret is setting goals that test the very limits of your abilities. In this session, Mark will explain the science behind getting from where you are to where you want to be.

Lean IT & Leading With Respect – How Respectful Leadership Fosters Engagement, Accountability & Performance



Mike Orzen
Lean IT Pioneer,
Mike Orzen & Associates

This session explores why leading with respect is essential in a successful transformation (specifically within IT), what respect looks like in practice, and how it impacts your people to drive lasting change for the better.

The End-To-End Integration Of IT Ops To Drive IT Stability



Michael W. Curran-Hays
Practice Leader, Principal,
Kepner-Tregoe

Join Michael for a discussion on leading the approach of streamlining, aligning and integrating major incident and problem management. He will also share how to make the ROI of those efforts more visible.

BOOKS FOR BREAKFAST

Attention early risers! Attend these sessions to learn about today's most popular and highly rated business and leadership books.

The 4 Disciplines Of Execution



Gary Case
Principal Consultant,
Pink Elephant

Gary will discuss each of the four disciplines of the book *The Four Disciplines of Execution* and tie it back into managing ITSM programs.

Collective Genius: The Art & Practice Of Leading Innovation



Troy DuMoulin
VP Research & Development,
Pink Elephant

In this session Troy will share how successful leaders of innovation create, nurture and sustain a culture where innovation becomes a part of everyday life.

The Lean IT Field Guide – A Roadmap For Your Transformation



Mike Orzen
Lean IT Pioneer,
Mike Orzen & Associates

Companies are seeking training and certification in Lean IT. However, they're missing a roadmap of steps to help them run, grow and transform their organization. Mike will share lessons learned over 20 years of Lean IT experience.



The learning benefits combined with the networking opportunities make PinkFORUM an excellent industry event.

The content was fabulous and very timely for my specific needs. It was nice to hear about being a leader in the IT world and the content could be applied across many aspects of my life not just my work life.

Great opportunity to get information about leadership and how it applies in the Information Technology space. Also nice to be challenged and given the opportunity to think and reflect on how we run our business compared to others. Very pleased with the event!

PinkFORUM provides attendees with cutting edge content in an exciting and collaborative environment.

Real IT, brilliant insight, state of the art enterprise IT.

Upgrade Your Leadership Skills!

We're very excited about these many new leadership and business-focused course offerings! Take one before, or after PinkFORUM16.

NEW! Organizational Change Management Certification

Research shows that over 70% of change initiatives fail because many leaders are not able to effectively manage the “people side of change” – transforming cultures, cementing new behaviors, eliminating resistance to change, etc. Now, for the first time there is a certification program – with Foundation and Practitioner courses – that provides you with the know-how, models, theories, concepts and practical guidance to do change right! In the Foundation course at PinkFORUM16 you will learn essential information and tools to understand change, guidance on overcoming employee resistance, how to motivate employees to embrace change and how to sustain change to keep your organization moving in the right direction.

NEW! Business Relationship Management Professional

The perfect complement to any role focused on business alignment and value creation within an organization, this certification course is based on the Foundation, Pillars and Roof of ‘The House of BRM’. Each plays an important role in establishing and maintaining successful and collaborative ongoing partnerships to optimize business value. Passing the exam also gives you a designation – BRMP® (Business Relationship Management Professional)!

NEW! Leading The Organizational Change Process

Based on John Kotter's world-renowned 8-step model for planning and leading organizational change, this workshop will give you the skills, knowledge and application experience you need to plan, manage and lead an effective organizational change process. Take part in interactive activities and case studies and receive tools and templates to create a great roadmap for the successful execution of major change initiatives. This is a must-attend course if you're leading, managing and supporting organizational change.

NEW! DevOps: Fundamentals Certification Course

Take the first course in the new DevOps Certification Scheme and start your DevOps Expert journey. Get on board this very strong cultural and professional movement that stresses communication, collaboration, integration and automation to improve workflows and efficiencies between Software Development, IT Operations and ITSM professionals. Completing this highly practical course and achieving certification validates that you know specific principles, methods, models, and tools that are all essential to becoming a valued DevOps and Agile professional.

NEW! ITIL Practitioner: Enabling Critical Competencies

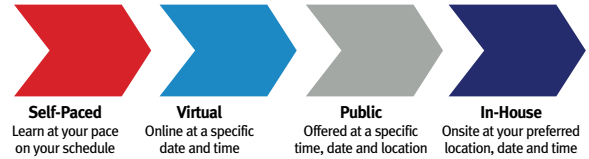
This is not your typical ITIL course! It is important to understand that knowledge of ITIL good practices alone does not guarantee the success of ITSM initiatives. ITIL practices need to be “Adopted” and “Adapted” to the specific circumstances and requirements of the organization. That's why specific ITIL processes are not discussed during the agenda. Instead, focus is given to teaching you the management and business skills needed to apply a “fit for purpose” approach for implementing ITIL concepts.

NEW! Lean IT Leadership

What is “Lean Leadership”? It's a leadership model focused on cultural transformation enabling people to identify and deal with quality issues at the source or where work happens. The model teaches leaders about the importance of three core principles: Go See, Ask Why and Show Respect. This certification course teaches the approach of lean leadership, focused on inspiring, enabling and empowering the organization to continuously improve through the behavior of personal accountability and a view of value creation that includes all stakeholders in a value stream.

We have planned ahead, so you can too!

MAY – OCTOBER 2016



COURSES		MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
BUSINESS PORTFOLIO							
NEW! Organizational Change Management Foundation		San Francisco, CA (2-4)	Toronto, ON (8-10)	Virtual (18-20)	Scottsdale, AZ (17-19) Virtual (22-24)	Washington, DC (19-21)	Virtual (17-19)
NEW! Organizational Change Management Practitioner		San Francisco, CA (5-6)		Virtual (21-22)	Virtual (25-26)	Washington, DC (22-23)	Virtual (20-21)
NEW! Leading The Organizational Change Process		San Francisco, CA (19-20)	Toronto, ON (8-9) Virtual (20-21)	Virtual (25-26)	Scottsdale, AZ (17-18)	Washington, DC (19-20) Virtual (28-29)	San Francisco, CA (3-4)
NEW! Business Relationship Management Professional		Virtual (16-18)	Toronto, ON (8-10) Virtual (22-24)	Virtual (20-22)	Scottsdale, AZ (17-19)	Washington, DC (19-21)	Virtual (24-26)
Project Management Foundation							Virtual (12-14)
IT PORTFOLIO							
ITIL Foundation		Philadelphia, PA (2-4) Vancouver, BC (16-18) Virtual (25-27)	Toronto, ON (8-10) Virtual (27-29)	San Francisco, CA (11-13) Chicago, IL (18-20) Virtual (25-27)	Scottsdale, AZ (17-19) Virtual (22-24)	Washington, DC (19-21) Virtual (26-28)	Toronto, ON (3-5) Chicago, IL (17-19) Virtual (24-26)
NEW! ITIL Practitioner: Enabling Critical Competencies		San Francisco, CA (4-6)	Toronto, ON (8-10) Virtual (1-3)	Virtual (13-15)	Scottsdale, AZ (17-19)	Washington, DC (19-21) Virtual (7-9)	Virtual (12-14)
ITIL Operational Support & Analysis				Virtual (11-15)			
ITIL Release, Control & Validation			Virtual (20-24)		Scottsdale, AZ (8-12)	Virtual (12-16)	
ITIL Service Offerings & Agreements				Virtual (18-22)			
ITIL Planning, Protection & Optimization		Virtual (30-3)				Virtual (12-16)	
ITIL Service Strategy			Virtual (20-23)		Scottsdale, AZ (9-12)		Virtual (4-7)
ITIL Service Design		San Francisco, CA (3-6)		Virtual (12-15)			Virtual (11-14)
ITIL Service Transition		San Francisco, CA (3-6)		Virtual (5-8)	Scottsdale, AZ (9-12)		
ITIL Service Operation				Virtual (19-22)	Scottsdale, AZ (9-12)		
ITIL Continual Service Improvement			Virtual (27-30)		Scottsdale, AZ (9-12)		Virtual (18-21)
Managing Across The Lifecycle			Virtual (13-17)			Phoenix, AZ (26-30)	
NEW! DevOps: Fundamentals			Chicago, IL (27-29)	San Francisco, CA (18-20)	Scottsdale, AZ (17-19)	Virtual (7-9)	Toronto, ON (17-19)
Lean IT Foundation: Understanding Lean IT Principles & Objectives		Virtual (2-3)	Toronto, ON (8-9) Virtual (23-24)	Virtual (7-8)	Scottsdale, AZ (17-18) Virtual (25-26)	Washington, DC (22-23)	Virtual (27-28)
NEW! Lean IT Kaizen: Implementing Lean IT Practices			Virtual (15-17)		Scottsdale, AZ (17-19)		
NEW! Lean IT Leadership					Scottsdale, AZ (17-19)	Washington, DC (21-23)	
ITAM Foundations		Virtual (9-10)			Virtual (8-9)	Toronto, ON (26-27)	
Certified Software Asset Manager			Toronto, ON (8-9) Virtual (2-3)	Virtual (28-29)			Virtual (3-4)
Certified Hardware Asset Management Professional		Virtual (31-1)				Virtual (8-9)	Toronto, ON (24-25)
Defining & Governing Enterprise IT To Deliver Business Value		Virtual (4-6)					
How To Define & Implement A Service Catalog				Virtual (7-8)			
CONFERENCES & SPECIAL EVENTS							
3rd Annual IT Service Management Conference & Exhibition – North Regional “PinkNORTH16”			Toronto, ON (6-7)				
5th Annual IT Service Management Leadership Forum “PinkFORUM16”		Early Bird Ends (27)			Scottsdale, AZ (14-16)		
21st Annual International IT Service Management Conference & Exhibition “Pink17”				Summer Early Bird Ends (29)			

Bring us In-House! All the courses above can be presented at your location.

Save on time and costs, and create a highly enriching team building experience. Contact us for details.

Visit our website for the most up-to-date course listings.

Send In Your Nominations For IT Leader Of The Year!

This award is given to an individual leader from a senior level (VP, AVP or C-level) who is a strong contributor in the IT Service Management community, and who stands out and makes a difference.

Do you have someone you'd like to nominate?

Visit our website for details about qualification, submission criteria, and also to look at winners from previous years.

For the first time, Pink Elephant will be announcing the winner of the IT Excellence Award: IT Leader Of The Year at PinkFORUM16.

In the past, this award has been presented at our annual conference in Las Vegas, but what better place to celebrate a leader, than with other leaders!



2014 IT Leader Of The Year Award Winner, John Kearney, CIO, McMaster University



Exhibition Showcase

PinkFORUM16 includes an exciting Exhibition Showcase! Be sure to visit with these progressive exhibitors who offer tools that support your IT Management efforts, continual improvement initiatives, and more!

This year's line up includes the following organizations. Check our website for an updated list.

Premier Sponsor



Sponsors



Interested In Exhibiting?

Contact Lisa Lyons today at: l.lyons@pinkelephant.com
1-888-273-7465 ext. 228

Venue Location

PinkFORUM16 will be held in Scottsdale, Arizona at the beautiful Montelucia Resort & Spa: 4949 East Lincoln Drive. Scottsdale, Arizona 85253.

To reserve your room, at a very special rate of \$138 USD/night (plus tax and resort fees) contact the hotel directly at 1-888-627-3010 and make sure to indicate you are attending Pink Elephant's event to get the special rate.

Early Bird Offer

Register and pay by May 27, 2016 and receive a \$300 discount off the regular fee – only \$1,795 USD.

Fees

Regular Fee – Individual

The full individual fee is \$2,095 USD plus applicable taxes.

Send A Team & Save!

An organization will get maximum benefit from the multi-track format of PinkFORUM16 by sending a team of attendees.*

- Register 3 people and save 15% off any pass
- Register 4 people and save 20% off any pass
- Register 5 people and save 25% off any pass
- Register 6 people and save 30% off any pass

* Registrations must be made together

Combo Discounts For FORUM & Courses

Maximize your learning experience! Attend the FORUM and a Pre- or Post-FORUM course, and save 10%.

*This offer is only available for full-fee FORUM pass attendees.

To Register

Choose one of the following options:

- Phone: 1-888-273-PINK
- E-mail: info@pinkelephant.com
- Online: www.pinkelephant.com/PinkFORUM16

PDU's & Other Credits

FORUM attendees are eligible to earn PDUs and priSM CPDs. Check our website for more details.

Questions?

Please call us at 1-888-273-PINK from 8:30 a.m. to 5:30 p.m. Eastern Time, Monday through Friday. Or, e-mail us at info@pinkelephant.com.

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: www.pinkelephant.com/enewsletters



@theitilexperts



Pink Elephant



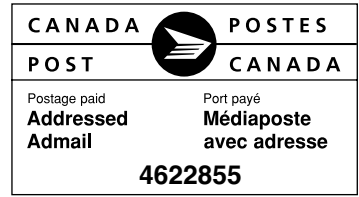
Pink Elephant Inc



blogs.pinkelephant.com



Attention mailroom: If undeliverable, please route to the IT Director



Knowledge Translated Into Results

Pink Elephant
5575 North Service Road
Suite 200
Burlington, Ontario
L7L 6M1

5TH ANNUAL IT SERVICE MANAGEMENT LEADERSHIP FORUM

AUGUST 14 -16, 2016 ▶ SCOTTSDALE, AZ



“PinkFORUM16”

“PinkFORUM15 was excellent, one of the top conferences I have attended in the past few years.”

– PinkFORUM15 Attendee