PINK
Knowledge Translated Into Results

PinkFORUM19
IT Service Management Leadership Forum
August 18-20, 2019 • Scottsdale, AZ

Super Faithful Early Bird Ends May 31, 2019 Save $700!

Do you feel like navigating through IT best practice frameworks is a confusing maze?

We can help!

Turn your confusion into an A-MAZING journey of learning.

Finding IT Direction & Leadership that Drives Business Value

PinkFORUM19	Post-Event Courses
August 18-20	August 21-23

Join Us at PinkFORUM19

An A-MAZING Event!

Pink's annual IT Service Management Leadership Forum is a three-day highly educational experience focused on providing today's IT leaders – from all levels of the organization – with key information and action plans to utilize best practices and methodologies.

Major Focus on ITIL 4

What do IT leaders need to understand about the new ITIL® 4 Service Value System?

No one else shows you the many facets of ITIL 4 – from a leadership perspective!

There are several sessions in the program that dig deep into the new ITIL 4 Service Value System model so you gain a needed leadership perspective about how to add true business value.

The program also includes guidance about other best practices including Integrated Service Management, DevOps, Agile, Lean, Organizational Change Management, and Business Relationship Management.

Who Should Attend

Anyone seeking to gain a deeper IT business perspective, including:

• C-Level: CIOs/CTOs/CSOs
• IT Service, Support, and Operations Managers
• Process Owners
• Senior Support Analysts
• Quality Managers
• Service Level Managers
• Project/Program Directors and Managers
• IT Suppliers/Vendors

Post-Event Certification Courses

Following PinkFORUM19, our team of Pink industry experts will be teaching a variety of courses. Pick the one that most aligns with your needs and role within your organization.

Certification Courses	Dates
DevOps Essentials™	August 21-23
Integrated Service Management Essentials™	August 21-22
NEW! ITIL 4 Foundation	August 21-22
Lean IT Foundation: Understanding Lean IT Principles & Objectives	August 21-22

Bring Your Team!

Our annual leadership event is a GREAT team building activity for your project team, work team, or group managers.

Send three or more team members and save.

Visit our website for more details.

"This was my first time attending a PINK (event). Very impressed! I can't wait to go again!"

Sunday, August 18, 2019

2:00 p.m. – 7:00 p.m.: Registration, Customer Service Desk Open
4:00 p.m. – 5:30 p.m.: Pre-Forum Optimizers

ITIL 4 versus ITIL v3 – What Are the Main Differences IT Leaders Need to Know About?
Robin Hysick, Organizational Development Advisor, Pink Elephant

ITIL 4 – An Executive Overview
Troy DuMoulin, VP Research & Development, Pink Elephant

ITIL 4 – Beyond the Foundation Level
Jack Probst, Principal Consultant, Pink Elephant

5:30 p.m. – 7:00 p.m.: Welcome Reception

Monday, August 19, 2019

7:00 a.m. – 6:30 p.m.: Registration, Customer Service Desk Open

7:00 a.m. – 8:30 a.m.: Continental Breakfast
8:30 a.m. – 8:40 a.m.: Welcome & Opening Comments

8:40 a.m. – 9:40 a.m.: Opening Keynote
Leading an Integrated Approach to IT Service Management – Today's Reality!
Troy DuMoulin, VP Research & Development, Pink Elephant

9:40 a.m. – 10:00 a.m.: Refreshment Break
10:00 a.m. – 11:00 a.m.: Breakout Sessions

The New Seven Guiding Principles of ITIL – Part 1
Jack Probst, Principal Consultant, Pink Elephant

Lean Leadership – Changing the Way You LEAD to Help Teams Change the Way They WORK
Carol Christobek, Director, Continuous Improvement, Ashland LLC

Lean & the IT Leader – Inseparable!
George Spalding, Executive Vice President, Pink Elephant

Ask the Pink Experts – One on Ones

11:00 a.m. – 11:15 a.m.: Comfort Break
11:15 a.m. – 12:15 p.m.: Breakout Sessions

An IT Leader's Holistic View of ITIL's NEW Service Value System & Its Four Dimensions: Part 1
Troy DuMoulin, VP Research & Development, Pink Elephant

Practices versus Processes – A Rose by Another Name?
Robin Hysick, Organizational Development Advisor, Pink Elephant

Ask The Pink Experts – One on Ones

12:15 p.m. – 1:15 p.m.: Lunch
1:15 p.m. – 2:15 p.m.: Breakout Sessions

The New Seven Guiding Principles of ITIL – Part 2
Jack Probst, Principal Consultant, Pink Elephant

An IT Leader's Holistic View of ITIL's NEW Service Value System & Its FourDimensions: Part 2
Troy DuMoulin, VP Research & Development, Pink Elephant

Ask the Pink Experts – One on Ones

2:15 p.m. – 2:30 p.m.: Beverage Break
2:30 p.m. – 3:30 p.m.: Breakout Sessions

Mobilizing the Service Management Office for Your ESM Initiatives
David Mainville, CEO & Co-founder, Navvia

The Business Impact of Practical Service Leadership
Peter McGarahan, Senior Director of IT, First American Financial

ITIL 4 – Beyond the Foundation Level
Jack Probst, Principal Consultant, Pink Elephant

Ask the Pink Experts – One on Ones

3:30 p.m. – 3:45 p.m.: Comfort Break
3:45 p.m. – 5:00 p.m.: General Session

How a Leader Can Use the Theory of Constraints (In a World Gone Mad!)
Jonathan Hinkle, Vice President, Director of Information Technology, First Fidelity Bank

5:00 p.m. – 6:30 p.m.: Networking Reception

Tuesday, August 20, 2019

6:45 a.m. – 5:00 p.m.: Customer Service Desk Open

6:45 a.m. – 8:30 a.m.: Continental Breakfast
7:15 a.m. – 8:15 a.m.: Early Riser Sessions

ITIL 4 versus ITIL v3 – What Are the Main Differences IT Leaders Need to Know About?
Robin Hysick, Organizational Development Advisor, Pink Elephant

ITIL 4 – An Executive Overview
Troy DuMoulin, VP Research & Development, Pink Elephant

8:15 a.m. – 8:30 a.m.: Comfort Break
8:30 a.m. – 9:40 a.m.: General Session

Great Balls of Fire!
Denise Ryan, Motivational Pyromaniac, FireStar Speaking

9:40 a.m. – 10:00 a.m.: Beverage Break
10:00 a.m. – 11:00 a.m.: Breakout Sessions

The ITSM Leader & the Agile Manifesto
George Spalding, Executive Vice President, Pink Elephant

What IT Leaders Need to Know about ITIL 4's Service Value System & Service Value Chain
Jack Probst, Principal Consultant, Pink Elephant

Ask the Pink Experts – One on Ones

11:00 a.m.. – 11:15 a.m.: Comfort Break
11:15 a.m. – 12:15 p.m.: Breakout Sessions

An IT Leader's Holistic View of ITIL's NEW Service Value System & Its Four Dimensions: Part 3
Troy DuMoulin, VP Research & Development, Pink Elephant

Lean & the IT Leader – Inseparable!
George Spalding, Executive Vice President, Pink Elephant

Ask the Pink Experts – One on Ones

12:15 p.m. – 1:15 p.m.: Lunch
1:15 p.m. – 2:15 p.m.: Breakout Sessions

An IT Leader's Holistic View of ITIL's NEW Service Value System & Its Four Dimensions: Part 4
Troy DuMoulin, VP Research & Development, Pink Elephant

Leading Change – Best Practices
Robin Hysick, Organizational Development Advisor, Pink Elephant

A DevOps Health Check for IT Leaders
George Spalding, Executive Vice President, Pink Elephant

Ask the Pink Experts – One on Ones

2:15 p.m. – 2:30 p.m.: Beverage Break
2:30 p.m. – 3:30 p.m.: Breakout Sessions

An IT Leadership Case Study – Brigham Young University
Elaine Lauritzen, Managing Director, Support Services, Brigham Young University

Sharpen the Saw – Books for IT Leaders
Jack Probst, Principal Consultant, Pink Elephant

Ask The Pink Experts – One on Ones

3:30 p.m. – 3:45 p.m.: Comfort Break

3:45 p.m. – 4:45 p.m.: Closing General Session
Food for Thought & Leadership Pink-spirations!
Panel Discussion

4:45 p.m. – 5:00 p.m.: Closing Remarks

Sunday, August 18, 2019

ITIL 4 Versus ITIL v3 – What Are the Main Differences IT Leaders Need to Know About?
Robin Hysick, Organizational Development Advisor, Pink Elephant
Robin gets down to the operational nitty gritty with ITIL 4! She reviews key concepts and provides an overview of the new 34 practices.
This session is repeated throughout the event to maximize participation.

ITIL 4 – An Executive Overview
Troy DuMoulin, VP Research & Development, Pink Elephant
Troy's session explains the need for the new Service Value System introduced in ITIL 4 and why and how the Service Value Chain is more business value-centric than ITIL v3's Service Lifecycle.
This session is repeated throughout the event to maximize participation.

ITIL 4 – Beyond the Foundation Level
Jack Probst, Principal Consultant, Pink Elephant
Jack reviews the intermediate level of ITIL 4 and the related Managing Professional books, slated to be introduced in late 2019: create, support and deliver; drive stakeholder value; high velocity IT; direct, plan and improve. He discusses the purpose and business value of each one.
This session is repeated throughout the event to maximize participation.

Monday, August 19, 2019

Opening Keynote
Leading an Integrated Approach to IT Service Management – Today's Reality!
Troy DuMoulin, VP Research & Development, Pink Elephant
The interconnectivity of new and long-standing best practice models supporting ITSM is no longer a far off "yeah, sure, maybe I'll do it one day" notion. It is a need to have and a need to know. It is today's reality. Understand what an "integrated" approach means is THE key to delivering IT services in a cost effective and more efficient manner.

Troy is one of the world's foremost authorities on the subject. In this industry-exclusive session he will highlight exactly how ITIL 4's new business model, DevOps, Lean, Agile, and concepts of BRM and Organizational Change Management all work together to create true business value. NO ONE will explain this much needed information better than Troy can!

Ask the Pink Experts – One on Ones
It's like getting free consulting!

These exclusive sessions, scheduled hourly, are only available for attendees who reserve a specific time slot. Come on your own or as a team – bring your most pressing issues and get your how-to questions answered.

To reserve your time, contact info@pinkelephant.com

The New Seven Guiding Principles of ITIL – Parts 1 & 2
Jack Probst, Principal Consultant, Pink Elephant
Jack's two-part presentation will focus on the seven guiding principles of ITIL 4 that support a leader's successful actions and decisions. Part 1: focus on value; start where you are; progress iteratively with feedback. Part 2: collaborate and promote visibility; think and work holistically; keep it simple and practical; optimize and automate.

ITIL 4 – Beyond the Foundation Level
Jack reviews the intermediate level of ITIL 4 and the related Managing Professional books, slated to be introduced in late 2019: create, support and deliver; drive stakeholder value; high velocity IT; direct, plan and improve. He discusses the purpose and business value of each one.
This session is repeated throughout the event to maximize participation.

Lean Leadership – Changing the Way You LEAD to Help Teams Change the Way They WORK
Carol Christobek, Director, Continuous Improvement, Ashland LLC
Ashland LLC, a global specialty chemical manufacturer, has an ongoing enterprise-wide commitment to Continuous Improvement (CI) and Lean. Carol will discuss the efforts taken at Ashland to create and implement the CI program and highlight the current Agile, Lean, and DevOps practices being utilized.

"Always an awesome event and one I look forward to every single year."

An IT Leader's Holistic View of ITIL's NEW Service Value System & Its Four Dimensions: Parts 1-4
Troy DuMoulin, VP Research & Development, Pink Elephant
In this one-of-a-kind (and industry first!) four-part presentation series, Troy discusses ITIL 4's Service Value System model with a specific focus on the four business dimensions that IT organizations need to understand and manage within the context of the Service Value Chain.

Part 1 – Organizations and People
Part 2 – Information and Technology
Part 3 – Partners and Suppliers
Part 4 – Value Streams and Processes

Monday's sessions focus on parts 1 and 2.

Lean & the IT Leader – Inseparable!
George Spalding, Executive Vice President, Pink Elephant
Delve into the guiding principles of Lean IT and learn why every IT leader needs to know these along with the traits of a Lean Leader. In today's business environment, these are NEED-to-haves! You will understand not only the techniques that will lead your organization to meet your goals, but also learn about the unique characteristics of a Lean Leader and how crucial it is to adopt them.
This session is repeated throughout the event to maximize participation.

Practices versus Processes – A Rose by Another Name?
Robin Hysick, Organizational Development Advisor, Pink Elephant
ITIL v3 describes the best practices for 26 processes and functions. ITIL 4's model includes 34 practices – no processes! And the practices are structured under three distinct categories. Find out what the key differences are, and why it's important to know!

Mobilizing the Service Management Office for Your ESM Initiatives
David Mainville, CEO & Co-founder, Navvia
Using his real-life experiences, David provides his perspective on the key role of the Service Management Office and how it has been at the foundation of many successful service management initiatives.

The Business Impact of Practical Service Leadership
Peter McGarahan, Senior Director of IT, First American Financial
Peter shares his experiences and lessons learned while building a culture of engagement, encouragement, and professional development within his IT department. By making the workplace a healthy, productive, and fun environment — all employees can't wait to come to work and make it happen!

How a Leader Can Use the Theory of Constraints (In a World Gone Mad!)
Jonathan Hinkle, Vice President, Director of Information Technology, First Fidelity Bank
Jonathan discusses how to best use your greatest asset – your attention – to develop a practical understanding of the theory of constraints, how to identify and isolate distractions, and discover what you can use to increase cognitive throughput.

Tuesday, August 20, 2019
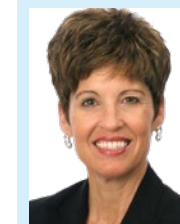
Featured Speaker!
Great Balls of Fire!
Denise Ryan, Motivational Pyromaniac, FireStar Speaking
One of the greatest challenges we all face is keeping ourselves motivated. This is particularly difficult and extremely important with our fast-paced high responsibility jobs today – and especially true for leaders. This high-energy session gives you six steps for getting the fire back in your lives professionally and personally.

An IT Leadership Case Study – Brigham Young University
Elaine Lauritzen, Managing Director, Support Services, Brigham Young University
Brigham Young University is a large university in Provo, Utah with over 33,000 students and faculty. Elaine's IT organization has gone through many major changes over the past few years and her discussion will include how to lead teams through the many facets of organizational change to achieve successful business outcomes.

Robin Hysick, Organizational Development Advisor, Pink Elephant
ITIL 4 versus ITIL v3 – What Are the Main Differences IT Leaders Need to Know About?
Robin gets down to the operational nitty gritty with ITIL 4! She reviews key concepts and provides an overview of the new 34 practices.

Leading Change – Best Practices
Every IT leader should know about Kotter's eight-step model for managing and implementing change. Robin's session is based on, *Leading Change*, one of the all-time best selling business books and considered the definitive work on the subject.

This session is repeated throughout the event to maximize participation.

George Spalding, Executive Vice President, Pink Elephant
The ITSM Leader & the Agile Manifesto
Agile certification for IT service management professionals is becoming increasingly relevant and meaningful. If you have not gotten on the Agile train yet, it's time to get on board! Not just for software developers, George will explain what you need to know as a leader about Agile and ITSM, and the numerous benefits of an Agile approach to development and project management.

A DevOps Health Check for IT Leaders
What is DevOps (really!)? George will tell you. Plus, he will review many key questions you can use to rate the maturity of your organization's DevOps practices. Walk away with a real and meaningful action plan for improvement!

Lean & the IT Leader – Inseparable!
Delve into the guiding principles of Lean IT and learn why every IT leader needs to know these along with the traits of a Lean Leader. In today's business environment, these are NEED-to-haves! You will understand not only the techniques that will lead your organization to meet your goals, but also learn about the unique characteristics of a Lean leader and how crucial it is to adopt them.

This session is repeated throughout the event to maximize participation.

Visit our website for more detailed session descriptions.

What IT Leaders Need to Know about ITIL 4's Service Value System & Service Value Chain
Jack Probst, Principal Consultant, Pink Elephant
Jack takes a deep dive into ITIL 4's Service Value System and its main components: guiding principles, governance, service value chain activities, 34 practices, and continual improvement. Jack also explains the need for this model from an IT leadership perspective, and why it's very relevant to today's business environment.

Sharpen the Saw – Books for IT Leaders
What are the best books for IT leaders to gain a deeper understanding for how to lead and communicate change, and how to make change stick? Jack will profile several best-selling business books and the key teachings from each one.

Troy DuMoulin, VP Research & Development, Pink Elephant
An IT Leader's Holistic View of ITIL's NEW Service Value System & Its Four Dimensions: Parts 1-4
In this one-of-a-kind (and industry first!) four-part presentation series, Troy discusses ITIL 4's Service Value System model with a specific focus on the four business dimensions that IT organizations need to understand and manage within the context of the Service Value Chain.

Part 1 – Organizations and People
Part 2 – Information and Technology
Part 3 – Partners and Suppliers
Part 4 – Value Streams and Processes

Tuesday's sessions focus on parts 3 and 4.

ITIL 4 – An Executive Overview
Troy's session explains the need for the new Service Value System introduced in ITIL 4, and why and how the Service Value Chain is more business value-centric than ITIL v3's Service Lifecycle.

This session is repeated throughout the event to maximize participation.

Food for Thought & Leadership Pink-spirations!
Panel discussion facilitated by Fatima Cabral, CEO, Pink Elephant
In this closing general session, speakers from PinkFORUM19 will be on-hand to highlight one tip, best practice, recommendation, and favorite inspirational sayings. There is also a recap of key take-a-ways for you to use as action items for when you get back to work. You will leave inspired, and ready with an action plan to take on your ITSM challenges!

"You see things as they are and ask, why? But I dream of things that never were, and ask, why not ?"

Fees & Registration

Super Faithful Early Bird Discount
$1,795 USD (Deadline: May 31, 2019)
• Save $200 off regular fee
• One FREE ITIL 4 self-paced online certification course for yourself or anyone in your organization, including the exam!
• A total value of almost $700 in savings

Last Early Bird Discount
$1,795 USD (Deadline: June 28, 2019)
• $200 off regular fee

Regular Fee $1,995 USD

To Register
Choose one of the following options:
Phone: **1-888-273-PINK**
E-mail: **info@pinkelephant.com**
Online: **pinkelephant.com/PinkFORUM19**

Venue Location
PinkFORUM19 will be hosted at the beautiful Montelucia, in Scottsdale, Arizona! Call the hotel directly at 1-888-627-3010 to book your room at an exclusive rate of $153 (plus tax) per night, and indicate you are attending Pink Elephant's event.

PDUs & Other Credits
PinkFORUM19 attendees are eligible to earn PDUs and priSM® CPDs. Check our website for more details.

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.

Exhibition Showcase
PinkFORUM19 includes an exciting Exhibition Showcase! Be sure to visit the progressive exhibitors who offer solutions and tools that support your IT Service Management initiatives.

Interested in exhibiting? Contact Lisa Lyons today at: l.lyons@pinkelephant.com or 1-888-273-PINK

Questions?
Call us at **1-888-273-PINK** from 8:30 a.m. to 5:00 p.m. Eastern time, Monday through Friday, or email 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: pinkelephant.com/signup

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Celebrating 40 Years of Training Excellence

Knowledge Translated Into Results

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"What a wonderful experience. It was so helpful to glean tips/best practices to improve ITSM at my company. A great (event); I would definitely recommend it to others."