

PRE-CONFERENCE COURSES
FEBRUARY 16-20

CONFERENCE
FEBRUARY 22-25

POST-CONFERENCE COURSES
FEBRUARY 26-28



Attend
"the best ITIL
conference in
the world!"

13TH ANNUAL INTERNATIONAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

IT Business Integration: *With A Little Help From My Friends*

LAS VEGAS ► BELLAGIO HOTEL ► FEBRUARY 22-25, 2009

THE WORLD'S #1 ITIL CONFERENCE!

Join the close to 200,000 IT professionals who have benefited from Pink's 20 years of ITIL expertise – longer than any other service provider!

AN EXTRAORDINARY EDUCATION EXPERIENCE!

Now in our 13th highly successful year, we borrow our next conference theme from The Beatles – Sgt. Pepper's Lonely Hearts Club Band to illustrate how to achieve IT Business Integration “With A Little Help From My Friends.”

In these challenging economic times, it's more important than ever to know how to be value-added business partners.

You can rely on Pink to show you what IT business alignment and integration really mean.

HAPPY 20TH BIRTHDAY ITIL!

Join our birthday celebration!

“IT WAS TWENTY YEARS AGO TODAY,
SGT. PEPPER TAUGHT THE BAND TO PLAY...”

In 1989, ITIL's first book – Help Desk – was published in the UK by Her Majesty's Stationery Office. Over the next several years, the library grew steadily to over 40 books covering all aspects of IT service provision. Over the next decade, the library underwent several rewrites and enhancements. Today, ITIL is hugely acclaimed and universally accepted as the best practice framework for ITSM.

PINK ELEPHANT – THE WORLD'S #1 ITIL EDUCATION & CONSULTING SERVICE PROVIDER

At Pink, we're celebrating 20 years of ITIL experience – longer than any other service provider! We've been a major driving force in the growing popularity and acceptance of ITIL worldwide since the very beginning.

Read more about Pink's 20 years of ITIL and ITSM experience on page 3 and our website.



WHO SHOULD ATTEND

Whether you're new to IT Service Management and ITIL – or are well advanced – there's something for everyone in the comprehensive and power-packed 13 track program:

- CIOs, CTOs
- IT Directors, VPs
- IT Service & Support Managers
- Help Desk/Service Desk Managers
- IT Infrastructure Managers
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project Managers
- IT Auditors, IT Consultants
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to ITIL or ITSM
- And, anyone who is interested in building and managing a business focused IT organization

1

Pink Elephant has 20 years of ITIL experience – longer than any other service provider. We raise the bar...others follow.

2

Our conference is the largest, most respected IT Service Management event in the world! This means that no matter where you are in your ITSM journey, we have a session to suit your needs.

3

Non-stop learning! In addition to our regular breakout sessions, we offer Pre-Conference Sunday Primers, Breakfast Clubs and Networking Forums to provide you with a rich education experience!

4

We have the experts the industry is buzzing about! Our program includes a powerful mix of ITSM consultants, university professors, business leaders and high profile practitioners.

5

Intriguing and inspiring keynote speakers. The world is full of individuals who make a difference ... and we bring them to you!

6

Close to 200,000 IT professionals have benefited from Pink's education, conferences and consulting programs. We bring this vast global experience to this event.

7

A comprehensive program of pre- and post-conference workshops. This year, choose from 14 different ITSM or ITIL certification courses – many not offered by other service providers.

8

Powerful Real World Case Studies that provide you with blueprints for your implementation. Learn from award-winning organizations such as Allstate, Capital One, MITRE Corporation, University of Pennsylvania ...and more!

9

The Definitive ITIL V3! What's the latest updates about ITIL V3? We have the authorities who can tell you.

10

Re-energize your team! Attending our conference is a great team-building experience. Bring your project managers, process owners, and executive sponsors to benefit from our team discounts. Visit our website for details.

11

'One-stop shopping!' Tools and technology, IT governance, sessions dedicated to beginner through advanced levels, business perspectives, ITIL V3, industry experts and more! We'll meet all your ITSM needs under one roof.

12

Our customers – your peers – tell us our conferences are the best in the industry!

The Most Comprehensive & Content-Rich Program In The Industry!

We're proud of the recognition we've gained for developing an unsurpassed line-up of speakers and meaningful subject matter. No other conference offers the same depth and scope of ITIL and ITSM, and business best practices.

TRACK 1: Lucy In The Sky With Diamonds – Strategic IT Business Management

Many IT organizations shine brightly within their businesses because of the very focused and strategic perspective they apply. What's the winning formula for successful IT business integration? Find out from these pioneering and innovative CIOs, case studies by senior management teams, industry experts, and foremost academic authorities.

TRACK 2: Getting Better – Continual Service Improvement

Pink Elephant wrote the book on *Continual Service Improvement* – literally! Authored by George Spalding and Gary Case, the fifth book in ITIL's Service Lifecycle framework provides guidance about how to answer the key question: Is IT getting better? Sessions in this track, presented through case studies and expert consultants including the authors, profile quality concepts and business principles that every IT manager needs to know to track and measure IT's business contribution.

TRACK 3: Fixing A Hole – The Early Years Of Implementing ITIL

Is there a right place to start to implement ITIL? Sessions in this track are geared to those organizations just starting their ITSM journeys and those in the first couple of years of implementation. Speakers will highlight how to determine the best place to start (yes, there is a "right" place to start!), how to develop and execute plans, and how to achieve the all-important quick wins.

TRACK 4: When I'm Sixty-Four – Moving Beyond The Early Years Of ITIL

Speakers in this track will cover advanced concepts for organizations who are beyond the early years of ITIL. As you move beyond the first round of plans and activities, there are different factors to consider – the early years are not the same as later years. Implementing non-operational processes presents unique challenges and requires a more strategic focus. Also, many organizations seek to take processes already implemented and move them to a higher level of process maturity as part of an overall continual improvement strategy.

TRACK 5: Being For The Benefit Of Mr. Kite! – Implementing Tools & Technology

No implementation of ITSM principles and ITIL framework will succeed without a major technological focus. Tools and technology are required for successful process implementation and integration, for enabling better decision making, and for monitoring service performance to identify continual improvement opportunities. This track features case studies, suppliers and consultants who'll "put on a show for you" on how to gain efficiency and effectiveness through the utilization of service management focused automated solutions, technology and tool sets.

TRACK 6: With A Little Help From My Friends – Learning From The Masters

This track will feature the best of the best! The highest rated speakers and subjects from past conferences, Pink's leading consultants whose vast experience and knowledge are immensely valued by conference attendees, award winning practitioners who've won "ITIL Project Of The Year" and "Practitioner Of The Year" awards, and more of the very best minds in the industry.

TRACK 7: Lovely Rita – Enabling IT Governance

Having an IT governance framework ensures technology decisions are made in support of business goals and objectives. It provides the critical checks and balances needed to better manage and mitigate risk, standardize practices, police business standards, and strengthen return on assets. Do you understand the importance of IT governance, but are having difficulty getting your people and processes in sync? Attend these sessions to hear how to implement a sound IT governance framework, including ITIL and COBIT®.

TRACK 8: Within You Without You – Beyond ITIL

Knowing ITIL is not enough, today's CIOs and IT managers must understand many other ITSM, key business and leadership concepts, organizational culture, leading change, quality models, and continuous improvement principles in order to achieve operational and business excellence. Attend these sessions to gain insight into the latest trends from leading business management experts.

TRACK 9: A Day In The Life – Service Operations

The Service Desk and related operational processes continue to be major focus areas for many of today's IT organizations. What do IT support and service managers need to know to achieve operational excellence? Find out from leading support industry experts and case study practitioners featured in this track.

TRACK 10: She's Leaving Home – The People Side Of IT

What's the secret to leading people through change and developing highly motivated and successful teams? Learn what others are doing to effectively lead change, successfully overcome resistance to new ideas, assess readiness for change, implement a business focused culture, and recruit and retain a pool of talented, productive IT employees.

TRACK 11: I Read The News Today, Oh Boy – Breaking ITSM News & Trends

Join us in the Situation Room to address a wide range of today's most pressing subjects. Meet the "insiders" and get up-to-date with all the very latest information, trends and news you need to know to make informed decisions about your education, ITIL implementation and business plans.

TRACK 12: Good Morning Good Morning – Breakfast Clubs

Attention early risers! Our conference provides non-stop learning. Join our early morning sessions each day for value-added presentations and discussion forums that enable you to get a head start on your day. A varied line-up of speakers will be on hand from all walks of life to share insights, provide practical guidance, and highlight successes and lessons learned.

TRACK 13: Sgt. Pepper's Lonely Hearts Club Band – Focus Groups & Birds Of A Feather

You are not alone! Many others share your issues. Bring your most pressing questions and challenges to these networking sessions and focus groups to learn how others have tackled the ups and downs of ITIL projects and IT improvement initiatives.



Craig Ferguson

The Early Pink Show

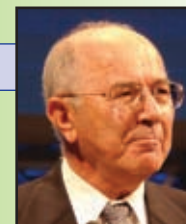
BACK BY POPULAR DEMAND! Craig Ferguson returns as our opening keynote speaker with a new exciting line-up of guests! Craig, the devilishly witty host and writer of *The Late, Late Show* on CBS, entered the world of late night comedy following a diverse and eclectic career that encompasses film, television and the stage. Join him for a hilarious look at today's current events as he kicks off the conference bringing his unique style of humor and insight to Pink's stage. Craig is full of surprises, so be prepared for the unexpected!



Nicholas Carr

The Big Switch

Nicholas Carr is a renowned author and IT expert whose 2004 book *Does IT Matter?* ignited a global quarrel about the strategic importance of IT in business. Nicholas spoke at Pink's 2005 conference profiling his now infamous book, *Does IT Matter?*, which shook up the high-tech industry. Now, he's back with *The Big Switch*, a sweeping and some say often disturbing look at how a new computer revolution is reshaping business, society and culture. Telling his story in a lucid, engaging style, Nicholas weaves together history, economics and technology to describe how and why computers are changing – and what it means for all of us. From the software business to the newspaper business, from job creation to community formation, from national defense to personal identity, *The Big Switch* provides a panoramic view of the new world being conjured from the circuits of the "World Wide Computer."



Moshe F. Rubinstein

Bring The Future To The Present: Conquer Uncertainty

Moshe F. Rubinstein, Ph.D., is a Professor at UCLA's School of Engineering and Applied Science, Director of the "A-B-C" Creativity Network at UCLA Anderson School of Management, and Faculty Director of the UCLA Creativity and Innovation in the Organization Program. He is an internationally renowned and widely respected authority on problem solving and creativity in organizations. Highly esteemed for his insights, expertise, and ability to infuse organizations with tools for decision making and innovation, he is a consultant to major corporations and has been invited to lecture all over the world. Professor Rubinstein is a Fulbright Hays Fellow and was named one of the Top 20 Professors of the Century at UCLA. Professor Rubinstein has written eight books, including *Patterns of Problem Solving*, *Tools for Thinking and Problem Solving*, and *Concepts in Problem Solving*.



Wayne Cotter

Welcome Back Cotter!

Original and spectacularly funny, our roving ITSM reporter – comedian Wayne Cotter, and a talk show favorite is back! He's appeared dozens of times on both *Late Night With David Letterman* and *The Tonight Show with Jay Leno*. In fact, on *The Tonight Show*, he appears in a recurring role as a roving reporter! Wayne is internationally recognized through live tours, hosting the Fox television series *Comic Strip Live* and appearing in major motion pictures such as *Spy Hard*. He was also nominated as Best Standup Comedian in the *American Comedy Awards*. Having worked in the computer industry, Wayne also enjoys keeping up-to-date with developments in the fast-paced information technology business and performs frequently at corporate events for high tech companies. And, after being with us last year, now he knows ITIL!



David Ratcliffe & George Spalding

IT Business Integration: With A Little Help From My Friends

Using the highly popular Sgt. Pepper's Beatles music to summarize and illustrate key learning points from the conference, David and George will give you valuable insight into all the components (friends!) you need to achieve IT business integration. Don't miss this invaluable opportunity to hear from two of the most knowledgeable ITIL experts in the world in this enlightening and very entertaining closing keynote session.



Gain valuable insight into the constantly changing world of IT Service Management focused services and products. Many of the participating organizations provide ITIL compatible products and services. Here is a sample of the organizations that are participating in this year's exhibition. For a complete list, visit www.pinkelephant.com

PLATINUM SPONSOR



Why IBM? Global reach. Thought leadership. Hard-hitting IT Service Management solutions. At IBM, consultants and technologists collaborate to deliver innovative thinking, practical tools, transformational services and high-powered technology that unearth business value, define the best plan of action and solve business issues. For more information including whitepapers, offers and upcoming events, visit www.ibm.com/itsolutions/servicemanagement.

GOLD SPONSOR



Accenture is a global management consulting, technology services and outsourcing company. Accenture collaborates with its clients to help them become high-performance businesses and governments. www.accenture.com



Axios Solutions is a leading provider of ITSM solutions. Their customer-centric approach with award-winning enterprise solutions enables Service and Support organizations to align with their overall business goals. www.axiossystems.com



BMC Software delivers the BSM solutions IT needs to increase business value through better management of technology and IT processes. Located worldwide and fiscal 2006 revenues of more than \$1.49 billion. www.bmc.com



Digital Fuel is the leading provider of customer-facing Business Service Management (BSM) software solutions for SLA management, service catalog, and service financial management. www.digitalfuel.com



Developed on the foundations of ITIL best practice, EMC's Service Management Suite delivers end-to-end automated IT Service Management, visibility, and control solutions for enterprise organizations. <http://www.infra-corp.com>



FrontRange Solutions is a global Service Management provider. Used by 150,000 mid-to-enterprise organizations, only FrontRange delivers the breadth of functionality for the full IT lifecycle. www.fronrange.com



Hornbill Systems delivers market-leading Service Management solutions that enable organisations to automate business processes and provide first-class customer service. www.hornbill.com



newScale is the leader in IT Service Catalog and Service Portfolio Management software solutions with more than 1.5 million users worldwide at Global 2000 corporations. www.newscalet.com



Serving over 50,000 customer sites worldwide, Numara Software is a global leader in providing practical service management solutions to IT and customer support professionals. www.numarasoftware.com



Oblicore, the leading provider of ITIL-based Service Level Management solutions, is devoted to enhancing business value through the automation of SLA management and reporting. <http://www.oblicore.com/>

SILVER SPONSOR



OTHER EXHIBITORS



MEDIA SPONSOR



Get Involved! To inquire about exhibiting, call Judi Paré, 1-888-273-PINK ext. 286.



Attend "the best conference" in the industry!

Here are some testimonials from the 12th Annual International IT Service Management Conference & Exhibition, presented in February 2008:

"Really a world class conference and one of the best for content that I've been to for years..."

"...exceptionally well planned and executed... Truly the best conference I have attended."

"You did an awesome job with the conference. It gets better every year."

"The best one yet!"

"The overall enthusiasm of the event and the attendees was infectious. There is an incredible amount of information and shared experiences..."

"Great content, great keynote speakers and excellent networking opportunities..."

"This was my second Pink Elephant conference. I was (super-) impressed last year and you outdid yourselves this year. Well organized, good timeframes, great sessions, a wealth of great information... The keynote speakers were awesome ..."

"This was the best conference of any conferences."

SPECIAL DISCOUNTS

Visit our website for information about Combination, Team, and Early Bird discounts!

Enhance Your ITSM & ITIL Knowledge With Our Pre- & Post-Conference Courses!

Maximize your learning experience! Attend a pre- and post-conference course. The comprehensive line-up includes many new courses including new V3 Intermediate Courses.

To register for a course, and to get full course descriptions, visit www.pinkelephant.com or call 1-888-273-PINK.

Pre-Conference Courses

Foundation Level	
ITIL V3 Foundations	February 18-20
Updated! COBIT Foundations	February 19-20
Practitioner/Intermediate Level	
NEW! How To Conduct An IT Service Management Process Assessment	February 19-20
NEW! ITIL Intermediate: Release, Control & Validation	February 16-20
NEW! ITIL Intermediate: Operational Support & Analysis	February 16-20
NEW! ITIL Intermediate: Service Offerings & Agreements	February 16-20
NEW! ITIL Intermediate: Planning, Protection & Optimization	February 16-20
NEW! ITIL Intermediate: Continual Service Improvement	February 17-20
How To Define & Implement Processes According To ITIL Best Practices	February 18-20
How To Create A CMDB According To ITIL Best Practices	February 19-20
Updated! How To Create A Service Catalog According To ITIL Best Practices	February 19-20
Management/Advanced Level	
V2-V3 Service Manager Bridging Course	February 16-20
The Implementation Road Map For IT Service Management	February 18-20
Developing A Vision & Strategy For IT Service Management	February 19-20

Post-Conference Courses

Foundation Level	
ITIL V3 Foundations	February 26-28
Updated! COBIT Foundations	February 26-27
Practitioner/Intermediate Level	
NEW! How To Conduct An IT Service Management Process Assessment	February 26-27
How To Define & Implement Processes According To ITIL Best Practices	February 26-28
How To Create A CMDB According To ITIL Best Practices	February 26-27
Updated! How To Create A Service Catalog According To ITIL Best Practices	February 26-27
Management/Advanced Level	
The Implementation Road Map For IT Service Management	February 26-28
Developing A Vision & Strategy For IT Service Management	February 26-27

- TRACK 1: Lucy In The Sky With Diamonds – Strategic IT Business Management
- TRACK 2: Getting Better – Continual Service Improvement
- TRACK 3: Fixing A Hole – The Early Years Of Implementing ITIL
- TRACK 4: When I'm Sixty-Four – Moving Beyond The Early Years Of ITIL
- TRACK 5: Being For The Benefit Of Mr. Kite! – Implementing Tools & Technology
- TRACK 6: With A Little Help From My Friends – Learning From The Masters
- TRACK 7: Lovely Rita – Enabling IT Governance
- TRACK 8: Within You Without You – Beyond ITIL
- TRACK 9: A Day In The Life – Service Operations
- TRACK 10: She's Leaving Home – The People Side Of IT
- TRACK 11: I Read The News Today, Oh Boy – Breaking ITSM News & Trends
- TRACK 12: Good Morning Good Morning – Breakfast Clubs
- TRACK 13: Sgt. Pepper's Lonely Hearts Club Band – Focus Groups & "Birds Of A Feather" Sessions

SESSION CODES

To help in your selection process each session has been coded. Use the following guide to choose the session that best fits your individual situation.

The codes are offered as a guide.

You are encouraged to participate in whatever session contains the subject matter and content with the most relevance.

GENERAL:

These sessions will be of general interest to everyone regardless of ITIL or ITSM knowledge and experience.

BEGINNER:

These sessions are for those who are new to ITIL and likely do not possess the Foundation Certificate in IT Service Management.

BEYOND BEGINNER:

These sessions are for those with practical ITIL experience, and have possibly attained Intermediate/Practitioner or Advanced/Management level certification.

SATURDAY, FEBRUARY 21, 2009

12:00 p.m. - 6:00 p.m.: REGISTRATION & CUSTOMER SERVICE DESK OPEN

SUNDAY, FEBRUARY 22, 2009

10:00 a.m. - 7:00 p.m.: REGISTRATION & CUSTOMER SERVICE DESK OPEN

1:00 p.m. - 5:00 p.m.: PRE-CONFERENCE PRIMER WORKSHOPS

PRIMER WORKSHOP	P1	PRIMER WORKSHOP	P2
An Introduction To ITIL Mark Hamilton, IT Management Consultant, Pink Elephant		ITIL V2 To V3 Overview Rich Petti, IT Management Consultant, Pink Elephant	
Code: Beginner		Code: Beyond Beginner	

1:00 p.m. - 3:00 p.m.: PRE-CONFERENCE PRIMER SESSIONS

PRIMER SESSION	P3	PRIMER SESSION	P4	PRIMER SESSION	P5
Conference Optimizer: Top 10 Tips For Getting The Most Out Of Your Conference Experience George Spalding, Executive Vice President, Pink Elephant		ITIL Qualification Scheme & Certification Path: An Overview & Update Pierre Bernard, Manager, Education Product Portfolio, Pink Elephant		What IT Managers Need To Know About Process Maturity Terry Sherman, IT Management Consultant, Pink Elephant	
Code: Beginner		Code: General		Code: Beyond Beginner	

3:15 p.m. - 5:00 p.m.: PRE-CONFERENCE PRIMER SESSIONS

PRIMER SESSION	P6	PRIMER SESSION	P7	PRIMER SESSION	P8	PRIMER SESSION	P9	PRIMER SESSION	P10
ITIL Health Clinic: Incident Management Assessment Jennifer Wels, IT Management Consultant, Pink Elephant		ITIL Health Clinic: Problem Management Assessment Graham Price, Principal Consultant, Pink Elephant		ITIL Health Clinic: Change Management Assessment Robin Hysick, PinkONLINE, Product Manager, Pink Elephant		What The CEO Wants You To Know David Ratcliffe, President, Pink Elephant		Leading Change Gary Case, Principal Consultant, Pink Elephant	
Code: Beyond Beginner		Code: Beyond Beginner		Code: Beyond Beginner		Code: Beyond Beginner		Code: General	

PRIMER SESSION	P11	PRIMER SESSION	P12	PRIMER SESSION
The Goal: Theory Of Constraints Troy DuMoulin, AVP, Product Strategy, Pink Elephant		The Oz Principle: Getting Results Through Individual & Organizational Accountability Jack Probst, Principal Consultant, Pink Elephant		Focus Groups: Choose From 5 Industries ITIL In Healthcare - P13 ITIL In Pharmaceuticals - P14 ITIL In Financial Services - P15 ITIL In Manufacturing - P16 ITIL In Government - P17
Code: Beyond Beginner		Code: General		

5:00 p.m. - 7:00 p.m.: WELCOME RECEPTION & EXHIBITION SHOWCASE OPEN

MONDAY, FEBRUARY 23, 2009

7:00 a.m. - 7:00 p.m.: REGISTRATION, INFORMATION & CUSTOMER SERVICE DESK OPEN

7:00 a.m. - 8:30 a.m.: BREAKFAST & NETWORKING, EXHIBITION SHOWCASE OPEN

7:15 a.m. - 8:20 a.m.: BREAKFAST CLUBS

BREAKFAST CLUB	B1	BREAKFAST CLUB	B2	BREAKFAST CLUB	B3	BREAKFAST CLUB	B4	BREAKFAST CLUB	B5
An Introduction To ITIL Mark Hamilton, IT Management Consultant, Pink Elephant		ITIL V2 To V3 Overview Rich Petti, IT Management Consultant, Pink Elephant		ITIL Qualification Scheme & Certification Path: An Overview & Update Pierre Bernard, Manager, Education Product Portfolio, Pink Elephant		What IT Managers Need To Know About Process Maturity Terry Sherman, IT Management Consultant, Pink Elephant		I Grow Stronger: With A Little Help From My BOOK Friends! (Part 1) Kirk Weisler, Chief Morale Officer, Team Dynamics	
Code: Beginner		Code: Beyond Beginner		Code: General		Code: Beyond Beginner		Code: General	
BREAKFAST CLUB	B6	BREAKFAST CLUB	B7	BREAKFAST CLUB	B8				
Road Map For Implementing Change Management Martin Erb, Product Development, Pink Elephant		The Top 5 Strategic Benefits Of ITIL Anil Dissanayake IT Management Consultant, Pink Elephant		The Challenge Of Cultural Change Michael Nieves ITIL V3 Service Strategy co-author, Accenture					
Code: Beyond Beginner		Code: Beginner		Code: General					

8:30 a.m. - 10:00 a.m.:

WELCOME & OPENING KEYNOTE: THE EARLY PINK SHOW WITH CRAIG FERGUSON

10:00 a.m. - 10:20 a.m.: BREAK

10:20 a.m. - 11:35 a.m.:

TRACK 1	#101	TRACK 2	#102	TRACK 3	#103	TRACK 4	#104	TRACK 5	#105A
Execution: The Discipline Of Getting Things Done Troy DuMoulin, AVP, Product Strategy, Pink Elephant		Metrics Drive Continual Process Improvement Sheri Cassidy, Process Engineering Services Manager, Progress Energy		Where Do I Start? The ITIL Service Improvement Plan Gary Case, Principal Consultant, Pink Elephant		Integrated CMDB At Wachovia Pat Rosa, Technology Recovery Services Manager, Wachovia		ITIL & Virtualization: Building The Data Center Of The Future Christopher M. Steffen, Principal Technical Architect, Kroll Factual Data	
Code: Beyond Beginner		Code: General		Code: Beginner		Code: Beyond Beginner		Code: General	
TRACK 5	#105B	TRACK 6	#106	TRACK 7	#107	TRACK 8	#108	TRACK 9	#109
Ask The Technology Experts Q&A Panel Discussion On CMDB		Back To The Future With ITIL! Cathy Kirch, Process Consultant, Allstate Insurance Company		IT Governance Framework – Alignment With Organizational Strategy Debbie Lew, COBIT Steering Committee, Senior Manager, Ernst & Young, LLP		Scrappy Project Management: The 12 Predictable & Avoidable Pitfalls Every Project Faces Graham Price, Principal Consultant, Pink Elephant		Change Management Policy: More Than New Rules Henry White, Director, IT Global Operations & Excellence In Operations, Cisco Systems, Inc.	
Code: General		Code: General		Code: General		Code: Beyond Beginner		Code: Beyond Beginner	

TRACK 10 #110	TRACK 11 #111	TRACK 13
Camaraderie & Staff Development: How To Be A Top 5 Employer In The IT Industry Dr. Lew Temares, CIO, University of Miami <i>Code: General</i>	...Sgt. Pepper Taught The Band To Play! Kirk Weisler, Chief Morale Officer, Team Dynamics <i>Code: General</i>	Focus Groups: Choose From 3 Industries ITIL In Education - 113A ITIL In Hospitality - 113B ITIL In Utilities - 113C

11:00 a.m. - 3:00 p.m.: EXHIBITION SHOWCASE OPEN

11:35 a.m. - 11:55 a.m.: BREAK

11:35 a.m. - 2:40 p.m.: CONCURRENT NETWORKING LUNCH & BREAKOUT SESSIONS

11:55 a.m. - 1:10 p.m.: CONCURRENT LUNCH & BREAKOUT SESSIONS

TRACK 1 #201	TRACK 3 #203A	TRACK 3 #203B	TRACK 8 #208	TRACK 9 #209A
Service Strategy – An Overview Jack Probst, Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	Top 10 Considerations For Implementing Change Management Jennifer Wels, IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	Integrating Front Office & Back Office Functions Jim Phillips, SVP & CIO, Arizona Federal Credit Union <i>Code: Beginner</i>	Frameworks For IT Management (Part 1) Anil Dissanayake, IT Management Consultant, Pink Elephant <i>Code: General</i>	Sgt. Pepper's NEVER Lonely Hearts Club Band Kirk Weisler, Chief Morale Officer, Team Dynamics <i>Code: General</i>

TRACK 9 #209B	TRACK 10 #210
ITIL Health Clinic: Incident Management Assessment Robin Hysick, PinkONLINE, Product Manager, Pink Elephant <i>Code: Beyond Beginner</i>	ITIL 101 At University Of Pennsylvania Donna Manley, Senior IT Director, University Of Pennsylvania, Information Systems and Computing (ISC) <i>Code: General</i>

1:10 p.m. - 1:25 p.m.: BREAK

1:25 p.m. - 2:40 p.m.: CONCURRENT LUNCH & BREAKOUT SESSIONS

TRACK 1 #301	TRACK 3 #303	TRACK 4 #304A	TRACK 4 #304B	TRACK 6 #306
Turning IT Risk Management Into Business Value Dr. George Westerman, Research Scientist, Center For Information Systems Research, MIT Sloan School Of Management <i>Code: Beyond Beginner</i>	Who's Driving The CAB? Jim McKenna, IT Management Consultant, Pink Elephant <i>Code: Beginner</i>	An Investment In Service Catalog & Service Portfolio Nilesh Patel, Principal, Enterprise Technology Services, Barclays Global Investors <i>Code: Beyond Beginner</i>	ITIL Health Clinic: Service Level Management Assessment Laurie Dolan, IT Management Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	Staying The Course! Skip Kapur, Senior Director, Business Process Management, Capital One Financial Corp. <i>Code: Beyond Beginner</i>

TRACK 9 #309	TRACK 10 #310
Effective ITIL Problem Management Through Root Cause Analysis: The Boeing Model William M. Dickerson, Problem Management Analyst, Engineering, Operation & Technology Division, Boeing Corporation <i>Code: Beginner</i>	The Winning Formula For Working At MITRE Chris Loizides, Technical Director, MITRE Corporation <i>Code: General</i>

2:40 p.m. - 3:00 p.m.: BREAK

3:00 p.m. - 4:15 p.m.:

TRACK 1 #401	TRACK 2 #402	TRACK 3 #403	TRACK 4 #404	TRACK 5 #405
How Liberty Mutual Achieves IT Business Integration Stephen Wrenn, VP I/S Quality & Performance, Liberty Mutual Group <i>Code: Beyond Beginner</i>	Continual Service Improvement: From Strategies To Measurements Gary Case, Principal Consultant, Pink Elephant <i>Code: General</i>	Light Bulb Moments! Larry Bassett, Director, Information Technology, Phoenix Contact <i>Code: Beginner</i>	CMDB Implementation At Lockheed Martin David Marcus, ITSM CMDB / Configuration Manager, Lockheed Martin <i>Code: Beyond Beginner</i>	Ask The Technology Experts: Q&A Panel Discussion On Suites Moderated By: George Spalding, Executive Vice President, Pink Elephant <i>Code: General</i>

TRACK 6 #406	TRACK 7 #407	TRACK 8 #408	TRACK 9 #409	TRACK 10 #410A
ITIL: From Strategy To Execution Pete Corrigan, VP Infrastructure Services, Allstate Insurance Company <i>Code: Beyond Beginner</i>	How Abbott Laboratories Uses ITIL & IT Governance To Run IT Like A Business Anne DeFranco, Senior Manager, Process & Tools Coordination, Abbott Laboratories <i>Code: General</i>	Frameworks For IT Management (Part 2) Anil Dissanayake, IT Management Consultant, Pink Elephant <i>Code: General</i>	ITIL Health Clinic: Release & Deployment Management Assessment Graham Price, Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	Six Thinking Hats Jack Probst, Principal Consultant, Pink Elephant <i>Code: General</i>

TRACK 10 #410B	TRACK 11 #411	TRACK 13
Evolution Of Service Management: Good Service Management Should Be Invisible... Ivor Macfarlane, IT Professional, IBM Corporation <i>Code: Beginner</i>	Computerworld's Guide To Attracting & Retaining The Industry's Best Julia King, Executive Editor, Computerworld <i>Code: General</i>	Focus Groups: Choose From 2 Focus Areas How To Develop & Manage SLAs & OLAs - 413A How To Set Up & Manage A CAB - 413B

4:15 p.m. - 4:30 p.m.: BREAK

4:30 p.m. - 5:45 p.m.:

ITIL AWARDS: ITIL PROJECT OF THE YEAR & AFTERNOON KEYNOTE SPEAKER: BRING THE FUTURE TO THE PRESENT: CONQUER UNCERTAINTY WITH MOSHE F. RUBINSTEIN, PROFESSOR EMERITUS, UCLA

6:00 p.m. - 7:30 p.m.: NETWORKING RECEPTION & EXHIBITION SHOWCASE OPEN

TUESDAY, FEBRUARY 24, 2009

7:00 a.m. - 7:00 p.m.: INFORMATION & CUSTOMER SERVICE DESK OPEN

7:00 a.m. - 8:30 a.m.: BREAKFAST & NETWORKING, EXHIBITION SHOWCASE OPEN

7:15 a.m. - 8:20 a.m.: BREAKFAST CLUBS

BREAKFAST CLUB B9	BREAKFAST CLUB B10	BREAKFAST CLUB B11	BREAKFAST CLUB
I Grow Stronger: With A Little Help From My BOOK Friends! (Part 2) Kirk Weisler, Chief Morale Officer, Team Dynamics <i>Code: General</i>	Road Map For Implementing Service Catalog Management Martin Erb, Product Development, Pink Elephant <i>Code: Beyond Beginner</i>	Road Map For Implementing Problem Management Robin Hysick, PinkONLINE, Product Manager, Pink Elephant <i>Code: Beyond Beginner</i>	Focus Groups: Choose From 2 Focus Areas How & Where To Start Implementing ITIL - B12 How To Get Certified In Project Management - B13

8:30 a.m. - 10:00 a.m.:

ITIL AWARDS: ITIL PRACTITIONER OF THE YEAR, INNOVATION OF THE YEAR & MORNING KEYNOTE: THE BIG SWITCH WITH NICHOLAS CARR

10:00 a.m. - 10:20 a.m.: BREAK

10:20 a.m. - 11:35 a.m.:

TRACK 1 #501 Building & Maintaining Strategic Relationships Dave Howard , National Manager, Service Management, Toyota Financial Services <i>Code: Beyond Beginner</i>	TRACK 2 #502 The 7-Step Improvement Process Pierre Bernard , Manager, Education Product Portfolio, Pink Elephant <i>Code: General</i>	TRACK 3 #503 ITIL: Is It Useful For Small Companies? Michael Gill , Senior Manager, Operations, Transcept Pharmaceuticals Inc. <i>Code: Beginner</i>	TRACK 4 #504A How To Use The Service Catalog To Run IT Like A Business Russell Barrett , IT Director, BNP Parabis, North America <i>Code: General</i>	TRACK 4 #504B State Of The CMDDB At Visa Greg Berry , Senior Business Leader, Technology Management Group, Visa Inc. <i>Code: Beyond Beginner</i>
TRACK 5 #505A Ask The Technology Experts: Q&A Panel Discussion On Service Catalog Moderated By: Troy DuMoulin , AVP, Product Strategy, Pink Elephant <i>Code: General</i>	TRACK 5 #505B Tool & ITIL Process Implementation At Sisters Of Mercy Health System Michael Zucker , Director, Process & Quality Management, Sisters Of Mercy Health System <i>Code: General</i>	TRACK 6 #506 Project Management & ITSM – They Get By With A Little Help From Their Friends! Allison Hopper , Project Manager, Technology Solutions, Allstate Insurance Company <i>Code: General</i>	TRACK 7 #507 IT Governance Executive Overview Dr. Gad Selig , University Of Bridgeport & Managing Partner Of GPS Group, Inc <i>Code: General</i>	TRACK 8 #508 The Project Management Body Of Knowledge (PMBok) Graham Price , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>
TRACK 9 #509 ITIL Health Clinic: Service Asset & Configuration Management Assessment Robin Hysick , PinkONLINE, Product Manager, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 10 #510 Are Your People & Culture Ready For Change? Jack Probst , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 11 #511 Implementing ITIL In Large Organizations Chaired by: Gary Case , Principal Consultant, Pink Elephant <i>Code: General</i>	TRACK 13 Focus Groups: Choose From 2 Focus Areas How To Set Up & Manage A CMDDB - 513A Developing Education Plans For V3's Qualification & Certification Scheme - 513B	

11:00 a.m. - 3:00 p.m.: EXHIBITION SHOWCASE OPEN

11:35 a.m. - 11:55 a.m.: BREAK

11:35 a.m. - 2:40 p.m.: CONCURRENT NETWORKING LUNCH & BREAKOUT SESSIONS

11:55 a.m. - 1:10 p.m.: LUNCH & NETWORKING SESSIONS

TRACK 1 #601 Show Business Value To Improve Business Value Dr. George Westerman , Research Scientist, Center For Information Systems Research, MIT Sloan School Of Management <i>Code: Beyond Beginner</i>	TRACK 3 #603 Taking Off With Release Management Ian Proctor , Manager, IT Methods & Standards, WestJet Airlines <i>Code: Beginner</i>	TRACK 5 #605 The Right Way To Select Tools Laurie Dolan , IT Management Consultant, Pink Elephant <i>Code: General</i>	TRACK 6 #606 The Front Office Of IT: How To Grow Your Existing Service Management Program Beyond ITIL Service Delivery & Support Mike Sparks , Director, Business Service Management/Technology Solutions, Allstate Insurance Company <i>Code: Beyond Beginner</i>	TRACK 9 #609A The Biggest Mistakes IT Organizations Make Implementing Problem Management & How To Avoid Them Jim McKenna , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>
TRACK 9 #609B ITIL Health Clinic: Incident Management Assessment Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 10 #610 The RACI Model Victor Mack , IT Management Consultant, Pink Elephant <i>Code: Beginner</i>			

1:10 p.m. - 1:25 p.m.: BREAK

1:25 p.m. - 2:40 p.m.: CONCURRENT LUNCH & BREAKOUT SESSIONS

TRACK 1 #701 How To Develop & Communicate An Effective IT Business Plan Jack Probst , Principal Consultant, Pink Elephant <i>Code: General</i>	TRACK 4 #704 Don't Give Up – Keep The Momentum Going! Gary Case , Principal Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 6 #706 The Top Ten Things I've Learned Implementing ITIL Sheri Cassidy , Manager, Process Engineering Services, Progress Energy <i>Code: General</i>	TRACK 9 #709A Planning Configuration Management In Support Of Enterprise Objectives Kartik Jaggi , Change & Configuration Manager, IT Global Operations, Cisco Systems, Inc. <i>Code: Beyond Beginner</i>	TRACK 9 #709B Senior Management... We Have A Problem! Robert Nixon , Senior Manager, Hospital Corporation Of America <i>Code: Beginner</i>
TRACK 10 #710 Introducing ITIL Roles Into The IT Organization Mike Holland , Director, Product Management, Corporate Information Technology, McKesson <i>Code: Beyond Beginner</i>				

2:40 p.m. - 3:00 p.m.: BREAK

3:00 p.m. - 4:15 p.m.:

TRACK 1 #801 How To Develop Business Focused Teams Dr. Lew Temares , CIO, University Of Miami <i>Code: General</i>	TRACK 2 #802 The Business Value Of Integrating Processes & Frameworks Mark Beatty , AVP - Information Systems, New York Life Insurance Co. <i>Code: Beyond Beginner</i>	TRACK 3 #803A How Bell Aliant Communicates ITIL Kyle Ward , Senior ITIL Implementation Manager, CSO Service Management, Bell Aliant <i>Code: Beginner</i>	TRACK 3 #803B McKesson's Service Delivery Model Kai Holthaus , Director, Product Management Corporate Information Technology, McKesson <i>Code: Beginner</i>	TRACK 4 #804 Road Map For Implementing Service Catalog Management Martin Erb , Product Development, Pink Elephant <i>Code: Beginner</i>
TRACK 5 #805 Security In The Clouds: How Cloud Computing Is Changing The Enterprise Security Landscape Eran Feigenbaum , Director of Security, Google Apps <i>Code: General</i>	TRACK 6 #806 Enterprise Architecture: A Cornerstone For Transformation Mike Smith , Associate Vice President, IT Architecture Governance, Nationwide Insurance <i>Code: Beyond Beginner</i>	TRACK 7 #807 ITIL: An IT Governance Enabler Jennifer Wels , IT Management Consultant, Pink Elephant <i>Code: Beyond Beginner</i>	TRACK 8 #808 IT Education Plans: Beyond ITIL Rick Pyfrom , Director, Training & Development, Johnson & Johnson Global Information Technology Services <i>Code: General</i>	TRACK 9 #809A Something Old, Something New, Something Borrowed, Something... Bell – A Service Desk Success Story Steve Abbott , Senior Manager, Service Operations Management, Bell Aliant <i>Code: Beginner</i>
TRACK 9 #809B Finding The Right Prescription For Configuration Management Ric Maxfield , Manager, System Data & Workflow, Kaiser Permanente <i>Code: Beginner</i>	TRACK 10 #810 ITIL Project Roles & Responsibilities Graham Price , Principal Consultant, Pink Elephant <i>Code: Beginner</i>	TRACK 13 Focus Groups: Choose From 2 Focus Areas How To Develop & Manage A Service Catalog - 813A Transitioning Projects From V2 To V3 - 813B		

4:15 p.m. - 4:45 p.m.: PASSPORT PRIZE GIVEAWAY IN GENERAL SESSION ROOM

4:45 p.m. - 6:00 p.m.:

ITIL AWARD: PINK ELEPHANT PRACTITIONER STUDENT OF THE YEAR & AFTERNOON KEYNOTE: WELCOME BACK COTTER WITH WAYNE COTTER

6:00 p.m. - 8:00 p.m.: NETWORKING RECEPTION – HAPPY 20TH BIRTHDAY ITIL PARTY!

WEDNESDAY, FEBRUARY 25, 2009

7:00 a.m. - 12:00 p.m.: **INFORMATION & CUSTOMER SERVICE DESK OPEN**

7:00 a.m. - 8:30 a.m.: **BREAKFAST & NETWORKING**

7:15 a.m. - 8:20 a.m.: **BREAKFAST CLUBS**

BREAKFAST CLUB	B15	BREAKFAST CLUB	B16	BREAKFAST CLUB	B17
Road Map For Implementing Change Management		Road Map For Implementing Problem Management		5 Tips For Developing An ITSM Strategic Road Map	
Martin Erb , Product Development, Pink Elephant		Robin Hysick , PinkONLINE, Product Manager, Pink Elephant		Troy DuMoulin , AVP, Product Strategy, Pink Elephant	
Code: Beyond Beginner		Code: Beyond Beginner		Code: Beyond Beginner	

8:30 a.m. - 10:00 a.m.:

ITIL CASE STUDY AWARD & CLOSING GENERAL SESSION: DAVID RATCLIFFE & GEORGE SPALDING – IT BUSINESS INTEGRATION: WITH A LITTLE HELP FROM MY FRIENDS

10:00 a.m. - 10:20 a.m.: **BREAK**

10:20 a.m. - 12:30 p.m.:

TRACK 1	#901	TRACK 2	#902	TRACK 3	#903	TRACK 6	#906A	TRACK 6	#906B
How To Use The Service Catalog As A Strategic Tool To Achieve IT Business Integration		There Is No Finish Line!		How To Design & Map ITIL Processes		All You Need Is Love – In The Workplace		ABC OF ICT Round Table Workshop	
Rodrigo Flores , CTO & Founder, newScale, Inc & Troy DuMoulin , AVP, Product Strategy, Pink Elephant		Gary Case , Principal Consultant, & Pierre Bernard , Manager, Education Product Portfolio, Pink Elephant		Rich Petti & Terry Sherman , IT Management Consultants, Pink Elephant		Paul Saltzman , President, Sunfire Films		Paul Wilkinson , Director, GamingWorksBV	
Code: Beyond Beginner		Code: General		Code: General		Code: General		Code: Beyond Beginner	
Implementing IT Governance		Techniques For Strategic & Competitive Analysis		4000 Holes In Blackburn, Lancashire: Secrets For Implementing Configuration Management		Reframing Organizations			
Dr. Gad Selig , University of Bridgeport & Managing Partner of GPS Group, Inc		Jack Probst Principal Consultant, & Anil Disسانayake , IT Management Consultants, Pink Elephant		Graham Price Principal Consultant, & Laurie Dolan , IT Management Consultant, Pink Elephant		Robin Hysick , PinkONLINE, Product Manager & Martin Erb , Product Development, Pink Elephant			
Code: Beyond Beginner		Code: Beyond Beginner		Code: Beginner		Code: General			

12:30 p.m.: **CONFERENCE ENDS. SEE YOU NEXT YEAR!**

SEND A TEAM & SAVE

Visit our website to read about incredible team discounts!



ITIL Practitioner Of The Year 2007 Award Winner: Sheri Cassidy, Progress Energy



CONSULTANT DINE-AROUNDS

A conference exclusive! Take advantage of our nightly dine-arounds with our consultants at some of Las Vegas' most notable restaurants. This is just one more opportunity to take advantage of their global ITSM experience while discussing your implementation questions in a more relaxed setting! Sign-up sheets will be available at the customer service desk during the conference.

SUNDAY PRE-CONFERENCE PRIMERS

Maximize Your Learning! Start your conference experience before the official day-one program with one of these value added workshops, focus groups, or breakout sessions.

An Introduction To ITIL



Mark Hamilton,
IT Management Consultant,
Pink Elephant

Code: Beginner

This 4 hour mini workshop is a not-to-be missed session if you want to start your conference experience with an overview of ITIL's key learning points. Designed for those new to ITIL, or needing a refresh, the agenda includes an overview of ITIL's five books – *Service Strategy*, *Service Design*, *Service Transition*, *Service Operation*, *Continual Service Improvement* – and their main concepts.

ITIL V2 To V3 Overview



Rich Petti,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner

This 4 hour mini workshop is designed for those who already possess V2 knowledge/certification and are looking for an understanding of key differences between V2's Service Management Framework and V3's Service Lifecycle approach. The agenda includes an overview of ITIL's 24 process, four function IT Service Management process model, and how this differs from V2's 10 process and one function model.

Conference Optimizer: Top 10 Tips For Getting The Most Out Of Your Conference Experience

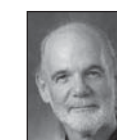


George Spalding,
Executive Vice President,
Pink Elephant

Code: General

With over a dozen concurrent tracks and more than 150 sessions over 4 days, creating your own conference agenda can be a bit daunting to say the least! Are you thinking: "With so much to choose from how can I maximize my time and gain the most knowledge?" If that is your question, then this session is your answer. This gathering is designed to benefit both first timers, as well as those who've been to conferences before and are looking to gain as much productivity as possible.

What IT Managers Need To Know About Process Maturity



Terry Sherman,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner

Are your processes "defined?" Are they fully "optimized?" Do you know what these mean and why it's important to know? Attend Terry's session and you'll learn about the key concepts of process maturity. Terry will provide an overview of the different process maturity stages and explain why understanding a maturity level is a necessary step in implementing ITIL best practices.

ITIL Qualification Scheme & Certification Path: An Overview & Update



Pierre Bernard,
Manager, Education Product Portfolio,
Pink Elephant

Code: General

Since the introduction of V3 in mid-2007, there have been many changes and updates to ITIL's qualification scheme. In this informative session join Pierre, who sits on the official ITIL certification board, for an overview of the credit system, courses and options required to gain 22 credits for the ITIL Expert Certificate.

ITIL Health Clinics



Code: Beyond Beginner

How do your processes measure up against the Capability Maturity Model (CMM)? Attend one of the sessions below and take a "health check" of your ITIL processes. This is not your usual presentation – instead, Pink's consultants will take you through approximately 50 questions for each related process using PinkSCAN. You'll be guided through the scoring process and along the way, you will learn about the many best practices you need to implement

and achieve one of six levels of process maturity: Non-Existence, Initial, Repeatable, Defined, Managed, Optimized.

It is strongly recommended that attendees participate in the session, *What IT Managers Need To Know About Process Maturity*, Sunday from 1:00 to 3:00 p.m., before attending one of these sessions.



Incident Management Assessment

Jennifer Wels,
IT Management Consultant,
Pink Elephant



Problem Management Assessment

Graham Price,
Principal Consultant,
Pink Elephant



Change Management Assessment

Robin Hysick,
PinkONLINE, Product Manager,
Pink Elephant

Industry Focus Groups



Code: General

Start your conference experience by meeting new friends and networking with people who share common interests. These sessions are ideal for those looking to meet others in the same industry and similar situations.

Five different 90-minute focus group sessions will run concurrently, Sunday from 3:15 - 5:00 p.m.: ITIL In Healthcare; ITIL In Pharmaceuticals; ITIL In Financial Services; ITIL In Manufacturing; ITIL In Government.



For longer, more detailed session descriptions, visit our website

PinkDIGEST

A Pink Elephant exclusive! In each of these 90-minute sessions, today's most popular and respected business books will be reviewed, and you will also be shown how to apply key principles of each of the books to the implementation of ITSM and ITIL best practices. The format of each presentation, delivered by Pink's highly knowledgeable and experienced consultants, will include the following components:

- A high level executive summary of the book
- Reasons why IT leaders need to read the book and make it part of their management tool kit
- A discussion of the book's key learning points
- How the key learning points and best practices can be applied to ITSM and ITIL implementations
- Why applying the key learning points will help you achieve successful outcomes
- Other related books and references

What The CEO Wants You To Know



David Ratcliffe,
President,
Pink Elephant

Code: Beyond Beginner

The highly respected author, Ram Charan, has taught business at Harvard and Northwestern universities. In his best-selling book, he describes universal business principles that help all companies make money. What your CEO wants everyone in his or her organization to know is how these fundamentals of business work. In this revealing session, David will explain why every senior IT manager needs to understand the key business concepts in Charan's book, and he'll also challenge you to think about your IT business planning process to assess whether it is strongly aligned with corporate goals and priorities.

Leading Change



Gary Case,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner

Still one of Pink's favorite books! *Leading Change* is recognized as one of the all-time best business books and the definitive work on the subject, authored by Harvard Professor John P. Kotter. If you're a manager at any level of your IT organization who is currently leading any aspect of an ITIL implementation, understanding Kotter's eight-step change process is a must-have.

You'll gain huge benefits from Gary's extensive ITIL implementation experience as he walks you through several real-world examples for each of the eight steps.

The Goal: Theory Of Constraints



Troy DuMoulin,
AVP, Product Strategy,
Pink Elephant

Code: Beyond Beginner



Used by thousands of companies and taught in hundreds of business schools! The book, which introduces the Theory of Constraints (TOC), is changing how the world does business. *The Goal*, authored by Dr. Eliyahu Goldratt, is a gripping business book written in the form of a novel – a story about an organization that is confronted with a very challenging situation. CIOs and senior IT managers are confronted with the same “constraints” described in the book. In this session, Troy, one of the world's foremost ITIL Experts, will provide a general overview of Goldratt's TOC, and then discuss seven specific constraints IT organizations can overcome to successfully address chronic productivity and quality problems encountered during implementation of ITIL best practices.

The Oz Principle: Getting Results Through Individual & Organizational Accountability



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General



When first published over a decade ago, *The Oz Principle* took the business world by storm. At its root, the principle works like this: Like Dorothy and the gang in *The Wizard of Oz*, most business people have the tools to succeed, but when things go wrong they blame circumstance, or others, instead of looking within for the true cause of unsatisfactory results. Once individuals learn to accept responsibility, they can use *The Oz Principle* to become better leaders.

Authors Connors, Smith, and Hickman brilliantly use the analogy of *The Wizard of Oz* to discuss a business philosophy aimed at propelling individuals and organizations to overcome unfavorable circumstances and achieve desired results. Jack will draw upon his vast experience to give you guidance about how to use the *Above The Line, Below The Line* methodology described in the book as the driving force to develop a strong change culture and overcome obstacles for achieving ITIL implementation success.

TRACK 1

Lucy In The Sky With Diamonds — Strategic IT Business Management

Execution: The Discipline Of Getting Things Done



Troy DuMoulin,
AVP, Product Strategy,
Pink Elephant

Code: Beyond Beginner



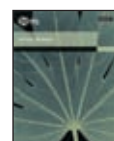
One of the three highest rated sessions of our 2008 conference! Strategic plans and good intentions aren't enough. Successful outcomes can only be achieved through proper execution – *getting things done*. Execution is “the missing link between aspirations and results,” and as such, making it happen is the business leader's most important job. Disciplines like strategic planning, leadership development, and innovation are the sexier aspects of being at the helm; *actually* getting things done never seems quite as glamorous. But, as Larry Bossidy (Former Honeywell CEO) and Ram Charan (executive business consultant) demonstrate in their book, the ultimate difference between a successful company and its competitor or a successful project and a flop is, in fact, the ability to execute – not just develop – effective strategies and plans.

Service Strategy – An Overview



Jack Probst,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner



ITIL's *Service Strategy* book contains many insightful business concepts and principles for senior IT managers not previously found in the library. In this session, Jack will provide an overview of the key elements, concepts and processes contained in the book, and how strategy runs through the Service Lifecycle. Included in his overview will be: The 4 Ps of Strategy; Competition and Marketplace; Service Oriented Accounting; Service Value; Service Provisioning Models; Organization Design and Development.

Turning IT Risk Management Into Business Value



Dr. George Westerman,
Research Scientist, Center For Information Systems Research, MIT Sloan School Of Management

Code: Beyond Beginner



MIT research has shown that effective IT risk managers provide benefits well beyond avoiding bad things. In this session, Dr. George Westerman will share insights from his book *IT Risk: Turning Business Threats Into*

Competitive Advantage, published by Harvard Business School Press, which was named one of CIO Insight's ten “best books of 2007.” The frameworks and numerous examples will help you turn IT risk management from a cost of doing business into a source of competitive advantage.

How Liberty Mutual Achieves IT Business Integration



Stephen Wrenn,
VP I/S Quality & Performance,
Liberty Mutual Group

Code: Beyond Beginner

One of the top rated speakers at our 2008 conference! Steve's IT organization has been engaged in implementing ITIL processes and ITSM best practices for several years. He is a seasoned senior IT professional and is back to provide details about how his IT organization continues to implement effective business solutions using ITIL and other best practice frameworks. Steve's latest mantra is: “*time to use all these frameworks and methodologies to make money flow!*” Now that ITIL, COBIT and other improvement approaches have taken hold, Steve and his IT organization understand that the real benefit of all these process improvements is to use the new found excellence to drive value. In this session, he will discuss how Liberty Mutual is working to operationalize the various frameworks it has implemented to maximize business value.

Building & Maintaining Strategic Relationships



Dave Howard,
National Manager Service Management,
Toyota Financial Services

Code: Beyond Beginner

Understanding organizational strategies and providing the technology solutions to enable the achievement of these strategies is how Dave's IT organization at Toyota has created value. In order to create these solutions Dave will highlight how there needs to be strong relationships and trust built between IT and business units. These relationships start with the development of a strategy that creates business alignment, and an understanding of the organization's strategies and objectives that carries through the lifecycle of the core business services.

How To Develop Business Focused Teams



Dr. Lew Temares,
CIO,
University of Miami

Code: General

One of the highest rated speakers at our past conferences, Dr. Lew Temares is back to give us further insight into what's made his IT organization an award winner. In June 2007, *Computerworld* released its annual report on the Top 100 Best Places to Work in IT. The University of Miami ranked #2 for the third year in a row. What a monumental achievement! Here's your exclusive opportunity to hear from the leader at the helm. In this session, Dr. Temares will discuss people management strategies for creating a business focused culture, and best practices he has deployed for IT business integration.

How To Develop & Communicate An Effective IT Business Plan



Jack Probst,
Principal Consultant,
Pink Elephant

Code: General

Many senior IT managers are forced into the business planning process when they are asked by the CFO to submit and justify budgets and headcount for the coming year. But, business planning shouldn't end there. Apart from the mandatory financial/budget submission, an IT Business Plan is an excellent management tool for communicating vision and strategy, setting key objectives and priorities, and tasking people or departments with specific accountabilities, milestones and deadlines. In this practical session, Jack will provide you with a template (an outline) of the components that make up an effective business plan including the format, who should receive it, and how to successfully communicate it. And, most importantly, how to make it a living roadmap, not just a document in a desk drawer!

How To Use The Service Catalog As A Strategic Tool To Achieve IT Business Integration



Rodrigo Flores,
CTO & Founder,
newScale, Inc.

&



Troy DuMoulin,
AVP, Product Strategy,
Pink Elephant

Code: Beyond Beginner

Rodrigo and Troy (together with Bill Fine) are authors of the hugely successful and highly acclaimed book, *Defining IT Success Through The Service Catalog: A Practical Guide*. In this two hour mini workshop Rodrigo and Troy, two of the

most experienced ITSM experts in the industry, will use the practical guidance offered in their book to show you why the Service Catalog is a must-have in your strategic management tool kit. After reviewing its strategic relevance, they will then explain exactly how to use the Service Catalog and the related processes to strengthen IT's capabilities and achieve IT business integration.

Show Business Value To Improve Business Value



Dr. George Westerman,
Research Scientist,
Center For Information Systems Research,
MIT Sloan School Of Management

Code: Beyond Beginner

MIT research from more than 250 non-IT executives shows that effective IT leaders do more than just manage well. Studies reveal that successful IT leaders – those who've achieved IT business integration – also know how to find ways to consistently show their business value. Showing business value is the first step in a journey to creating new business value. MIT's Dr. George Westerman, one of last year's most popular speakers, will describe the drivers of IT value in the eyes of business executives. Then he'll discuss specific steps and case studies you can use to provide more value to your business counterparts – and yourself.

TRACK 2

Getting Better — Continual Service Improvement

Continual Service Improvement: From Strategies To Measurements



Gary Case,
Principal Consultant,
Pink Elephant

Code: General

One of the challenges for many of today's organizations is that managers don't understand the importance of aligning metrics and measurements to the overall business strategy and IT goals and objectives. Here's your chance to learn! Gary, co-author of the ITIL book, *Continual Service Improvement*, will describe key measurement concepts from V3's new service lifecycle framework as well as discuss business models for setting up a measurement system based on the Balanced Scorecard. He will also provide details about when to start identifying key service and service management measurements that support the Continual Service

For longer, more detailed session descriptions, visit our website

Improvement practice. Don't miss this informative presentation from one of ITIL's authors.

The 7-Step Improvement Process



Pierre Bernard,
Manager, Education Product
Portfolio,
Pink Elephant

Code: General

This session highlights one of ITIL's 24 processes, the 7-Step Improvement Process, contained in the *Continual Service Improvement* book. This measurement process includes the steps required to collect meaningful data, analyze the data to identify trends and issues, present the information to management and other stakeholders, and implement improvements. Based on Dr. Deming's Plan-Do-Check-Act (PDCA) cycle, it is a continuous process and loops back to the beginning to the first step. During this session, Pierre will cover each step in detail, citing real-world examples along the way of do's and don'ts for how to effectively manage the entire process.

The Business Value Of Integrating Processes & Frameworks



Mark Beatty,
AVP - Information Systems,
New York Life Insurance Co.

Code: Beyond Beginner

New York Life has been on an ITSM and

ITIL journey for over 4 years. During the current phase of their continuous improvement initiatives, Mark and his IT organization are particularly focused on integrating processes, not just creating them. Attention is being applied toward integrating Configuration Management, Availability Management, and Service Level Management, and also establishing strong partnerships with business account managers. In this session, Mark will discuss: 1) An overview of their journey so far; 2) A review of the current integration efforts that are underway including successes and lessons learned so far; 3) How they are bringing together other ITSM and business frameworks to help them stitch together multiple processes; 4) How they are migrating from V2 to V3 and which elements of V3 they have chosen.

Metrics Drive Continual Process Improvement



Sheri Cassidy,
Manager, Process Engineering Services,
Progress Energy

Code: General

Sheri – winner of Pink's 2007

"Practitioner Of The Year Award" – is back to present one of the highest rated sessions from last year's conference. Are metrics really that important? You bet! And, they're important before, during and after process implementation! In this session, Sheri illustrates why metrics are fundamental to the concept of continual

process improvement. She provides real world examples of Progress Energy's process improvement journey and how the organization established metrics to support its ITSM program goals.

There Is No Finish Line!



Gary Case,
Principal Consultant,

&

Pierre Bernard,
Manager, Education Product
Portfolio,
Pink Elephant

Code: General

It is often said that "In the race for quality, there is no finish line!" One of the most fundamental elements of total quality is Continual Service Improvement. It is an on-going process – a cycle of many activities that always loops back and never ends. The concept applies to processes, and the people who work on processes. CSI can also apply to products and services. However, a fundamental total quality philosophy is that the best way to improve outputs (a product or service) is to continually improve the processes by which it is made. Improving performance at every level must be a cohesive, integrated effort involving everyone in the organization. But, what does this mean and how can it be accomplished? Gary and Pierre, both involved in ITIL's CSI book as co-author and content contributor respectively, will tell you!

TRACK 3

Fixing A Hole – The Early Years Of Implementing ITIL

Where Do I Start? The ITIL Service Improvement Plan



Gary Case,
Principal Consultant,
Pink Elephant

Code: Beginner

Where should an organization start to implement ITIL? This is one of the most frequent questions Pink consultants are asked. The correct answer is that there is no one best place to start – all situations are unique and require a different plan. However, there is a right way and a wrong way to approach and manage the decision making process. In this revealing session, Gary – who is a seasoned veteran of many ITIL projects – will provide practical advice and general do's and don'ts for planning and organizing the first steps of your ITIL implementation journey.

Top 10 Considerations For Implementing Change Management



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beginner

One of the key ITIL processes is Change Management, and many IT organizations include it as an early implementation and improvement focus. While not complicated, Change Management is a complex, multi-faceted process that many IT managers struggle with. Get Change Management right and it works, get it wrong and it becomes a bureaucracy that creates frustration and confusion that everyone wants to bypass. Change Management is a control process that has to have a good balance of efficiency and effectiveness.

Join Jennifer, an eleven-year ITIL veteran, as she identifies the top ten considerations when developing and implementing Change Management in your organization.

Who's Driving The CAB?



Jim McKennan,
IT Management Consultant,
Pink Elephant

Code: Beginner

Is there a right way versus a wrong way to go about selecting a Change Manager, and members of the Change Advisory Board (CAB)? The answer is, yes – there are most definitely do's and don'ts. In this informative session, Jim – or "Dr. Jim" as he is known to many in the IT support industry – will provide best practices for establishing the role of Change Manager, and setting up and managing a CAB. He will provide an overview of traits of effective Change Managers; responsibilities of the Change Manager; recommendations for who should generally be included in the CAB; and how to determine who should be included in your CAB.

ITIL: Is It Useful For Small Companies?



Michael Gill,
Senior Manager, Operations,
Transcept Pharmaceuticals, Inc.

Code: Beginner

In this case study, Michael will answer the question: Is ITIL useful for small companies? His answer is yes! Michael will focus on the benefits of a small scale ITIL implementation using his recent experience and highlight why size doesn't matter. Michael is a former enterprise Configuration Manager with Practitioner accreditation, who is currently managing business operations for a small pharmaceutical start-up. His presentation will include: How to anticipate growth and manage change; how his organization has leveraged a service catalog to

run an efficient, lean operation infrastructure; how to implement Change Management without investing a lot of financial resources; the Bartholomew Cubbins Model: How many hats can one person wear?; metrics and the importance of documentation; and a review of lessons learned and pitfalls to avoid.

McKesson's Service Delivery Model



Kai Holthaus,
Director, Product Management,
Corporate Information Technology,
McKesson

Code: Beginner

McKesson Corporate Information Technology organization has embarked on a multi-year journey to become a customer centric IT service provider. In this session Kai will focus on his IT organization's Service Delivery Model (SDM), which describes a tactical approach to development of services with its roots in ITIL. Kai's presentation will include: 1) An overview of McKesson's ITIL strategy, including V3 and SDM; 2) A review of their major process assessment and how gaps were identified and analyzed; 3) How their organization structure was assessed for its readiness for ITIL V3; 4) How they are designing and implementing processes around governance of IT services, calculation of service cost and setting of prices, and IT service delivery processes; 5) Lessons learned so far about leading and managing cultural change.

Integrating Front Office & Back Office Functions



Jim Phillips,
SVP & CIO,
Arizona Federal Credit Union

Code: Beginner

In this case study presentation, Jim will profile major successes his IT organization has achieved to date as they move through their ITSM journey. He will focus on how they have defined front office versus back office functions and processes, and the quick wins already gained. Jim will highlight: 1) How they have developed and implemented a Service Catalog that has promoted IT business integration; 2) How they have leveraged CMDB beyond the Service Desk and integrated the related processes with their GL and Asset Management systems; 3) How they have implemented end to end Configuration Management and improved change and release quality with detailed action plans and service levels.

Taking Off With Release Management



Ian Proctor,
Manager,
IT Methods & Standards,
WestJet Airlines

Code: Beginner

Winner of many business awards, WestJet is one of North America's most successful

airlines. With over 7,300 employees company-wide, WestJet offers scheduled service to Canada, U.S., Mexico and the Caribbean. Ian and his IT colleagues manage a large complex infrastructure that supports numerous configuration items including varied hardware, complex applications and also a business critical website. Many organizations struggle with where to start their ITIL journey; WestJet decided to start with Release Management (RM). During this session, Ian will share details about why this decision was made and how they developed an overall ITIL strategy and tactical plans for the implementation of RM.

How Bell Aliant Communicates ITIL



Kyle Ward,
Senior ITIL Implementation Manager,
CSO Service Management, Bell Aliant

Code: Beginner

The area of communication is a key critical success factor for major transformation, such as the implementation of ITIL's IT Service Management framework. In his world famous book, *Leading Change*, Professor John Kotter from Harvard University states that effective leaders and change agents must "communicate to the power of 10." Most don't. In this case study, Kyle will profile his IT organization's ITIL communication strategy and plan. Their campaign has included many creative vehicles including presentations, letters, emails, posters, videos – all around the theme "Today I... ." His discussion will include how the communication strategy and plan were developed; how they are being executed; specific examples; how plans and ideas have evolved; major successes and what has worked well; what hasn't and lessons learned.

Light Bulb Moments!



Larry Bassett,
Director, Information Technology,
Phoenix Contact

Code: General

Phoenix Contact is a worldwide leader in the development and manufacturing of electrical connection, electronic interface and industrial automation technologies. Larry's IT organization is a small to medium operation. When Larry first attended ITIL training several years ago, his thought was "how can you do this in a medium-size company?" It's great if you're a large company and can go out and hire people, but how do you do this without hiring extra people? He had to use the resources on hand. Larry will describe their ITIL journey: How and why they started with Incident Management; development and roll out of SLA and customer surveys; their many light bulb (WOW!) moments; how they mapped out every department's processes to IT functions and got buy-in from executives; lessons learned and what they would do differently next time; cultural challenges and how these were overcome.

How To Design & Map ITIL Processes



Rich Petti

&

Terry Sherman,
IT Management Consultants
Pink Elephant



Code: General

To implement ITIL, it is important to understand the theories and concepts of process design and engineering. The knowledge and related skills are necessary to analyze, design, measure and integrate IT Service Management processes – all key components of implementing ITIL. During this tutorial Rich and Terry, two highly knowledgeable ITIL experts, will help you understand how to gather and analyze process requirements; develop process definition documents; refine your technique for mapping and flowcharting; and organize procedures and policy documents.

TRACK 4

When I'm Sixty-Four – Moving Beyond The Early Years Of ITIL

Integrated CMDB At Wachovia



Pat Rosa,
Technology Recovery Services Manager,
Wachovia

Code: Beyond Beginner

Wachovia's ITIL and ITSM continuous improvement journey is now several years old. In this session, Pat will describe her IT organization's very sophisticated CMDB, which is integrated with Incident, Change, Problem, Release and Monitoring capabilities. It includes physical CIs that are mapped to logical business channels and sub-channels. Relationships

"This was my fifth Pink Conference and as expected I was not disappointed. I left with some great take-aways that I look forward to sharing with co-workers."

For longer, more detailed session descriptions, visit our website

are mapped for most of the CIs. This drives their dashboards and process execution. The CMDB is fed by various inventory systems of record, which are populated by discovery tools. Pat will also highlight next steps in their journey, including migration plans for 2009.

How To Use The Service Catalog To Run IT Like A Business



Russell Barrett,
IT Director,
BNP Paribas, North America

Code: General

BNP Paribas is one of the largest financial organizations in the world operating in over 85 countries, with over 169,800 employees. Their ITIL initiative started in 2004. In this session Russell will provide an overview of how his IT organization uses ITIL and CobiT as frameworks for operational excellence. He will then focus specifically on how they've developed, rolled-out and are managing, a Service Catalog. He will also describe how they've used it as a business tool to successfully enable IT business integration.

An Investment In Service Catalog & Service Portfolio



Nilesh Patel,
Principal, Enterprise Technology Services,
Barclays Global Investors

Code: Beyond Beginner

In his case study presentation Nilesh will provide highlights of his organization's implementation of Service Catalog Management and Service Portfolio Management, and the related dependencies. Nilesh will cover: 1) Service Portfolio and Service Catalog – what's the difference and value; 2) Common pitfalls, lessons learned and what they would do differently next time; 3) What was the ROI, the metrics to measure success and the next steps; 4) Agile execution tips including how to keep momentum going, form teams, and develop a business case; 5) How processes were aligned with tools, and a high level overview of their tool implementation.

Don't Give Up – Keep The Momentum Going!



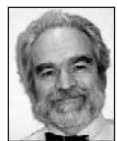
Gary Case,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner

In this session, Gary will provide you with insight about what can, and very often does, go wrong to slow down or create messy detours as you go down the long and winding road of major ITIL implementation efforts. Gary is a veteran of many ITIL projects. He has worked with organizations who go along at a good steady and successful pace, and he has also worked with organizations who start off with great gusto and energy, and then after the initial round of successes,

they get stuck in the mud. What's the difference? Gary will tell you! He'll dig into his Consultant's Case Book to reveal his secrets for "keeping the momentum going," and also make reference to Professor Kotter's teachings from his best selling business book, *Leading Change*.

Road Map For Implementing Service Catalog Management



Martin Erb,
Product Development,
Pink Elephant

Code: Beginner

Attend this unique educational session and learn important "how to" implement ITIL guidance! This is not your usual presentation – instead, Martin will walk you through a road map, using PinkATLAS, to explain the important steps you need to consider when mapping out your processes back home. After the session, you will walk away with a high level map, and an understanding about how to move beyond just the ITIL theory, to successful execution.

State Of The CMDB At Visa



Greg Berry,
Senior Business Leader, Technology Management Group, Visa Inc.

Code: Beyond Beginner

Visa Inc. operates the world's largest retail electronic payments network – 16,600 financial institutions, 52 billion transactions, 29 million merchant acceptance locations. It is one of the most recognized global financial services brands. Visa houses a multi-faceted and highly complex IT infrastructure, and Configuration Management is a major focus area. Greg and his colleagues have been engaged in ITIL best practices for several years. During this presentation, he'll review the beginnings of their efforts and explain key activities that have taken them to their current state. Then, he'll explain future plans for their CMDB. His discussion will include a look at their key business drivers, major issues and challenges along the way, together with lessons learned.

CMDB Implementation At Lockheed Martin



David Marcus,
ITSM CMDB/Configuration Manager,
Lockheed Martin

Code: Beyond Beginner

David will provide a case study describing how Lockheed Martin has tailored ITIL to meet the needs of a very large corporation. Lockheed Martin started down the ITIL journey several years ago, and is now in the third year of implementing a Configuration Management System (CMS) solution. Their corporation is made up of semi-autonomous companies with the authority to independently purchase, own and control many of their CIs. Implementation of ITIL Configuration Management processes and a CMS is critical at the Enterprise

level, yet has its own unique challenges in such an environment. The mainframe, server, application and network infrastructure are primarily in the Enterprise domain. However, there are company or customer specific infrastructure instances which can still be off limits. Another complication is an Enterprise Service Desk requirement to support all users across the corporation, where most desktop data is maintained differently by each company. This session will discuss their real world challenges, solutions and lessons learned along their journey to best meet the spirit of ITIL.

ITIL Health Clinics



Code: Beyond Beginner

How do your processes measure up against the Capability Maturity Model (CMM)? Attend one of the sessions below and take a health check of your ITIL

processes. This is not your usual presentation – instead, Pink's consultants will take you through approximately 50 questions for each process using PinkSCAN. You'll be guided through the scoring process and along the way, you will learn about the many best practices you need to implement and manage to achieve one of six levels of process maturity: Non-Existence, Initial, Repeatable, Defined, Managed, Optimized.

It is strongly recommended that attendees participate in the session, *What IT Managers Need To Know About Process Maturity*, Sunday from 1:00 p.m. to 3:00 p.m. or the Monday morning Breakfast Club at 7:15 a.m. before attending one of these sessions.



Service Level Management Assessment

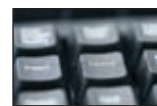
Laurie Dolan,
IT Management Consultant,
Pink Elephant

TRACK 5

Being For The Benefit Of Mr. Kite! – Implementing Tools & Technology

Ask The Technology Experts

Q&A Panel Discussions



Code: General

Throughout the conference there will be many opportunities to bring all your questions about how to align tools with people and processes. The technology panels feature ITSM tool experts, including experienced IT practitioners, vendors, and industry gurus, to help you address your biggest issues and challenges, and give you insight into the latest industry trends.

Tool & ITIL Process Implementation At Sisters Of Mercy Health System



Michael Zucker,
Director, Process & Quality Management,
Sisters Of Mercy Health System

Code: General

In this powerful case study, Michael will provide details of their ITIL process and tool implementation journey from the very beginning, highlighting lessons learned along the way. Michael will discuss: How ITIL was identified as one of the frameworks needed to facilitate business process transformation and foster a culture of productivity and continuous improvement; how they've aligned their improvement initiatives with corporate goals and priorities; how they've positioned the tool selected for implementation and how they've aligned the technology component of their efforts with people and processes.

Security In The Clouds: How Cloud Computing Is Changing The Enterprise Security Landscape



Eran Feigenbaum,
Director of Security,
Google Apps

Code: General

More businesses than ever before are using software stored and delivered in the "cloud" instead of those that are installed on PCs. "Cloud computing" simply refers to the process of accessing applications over the web instead of through an onsite server. With this new computing model also comes new requirements for security. Typical security practices, such as locking people out of networks, are no longer adequate or even desirable, given the bottom-up approach that now drives technology adoption in businesses. In this session, Google's Eran Feigenbaum will talk about where we are today in computing; the advantages of cloud computing; and a new model for security in the cloud.

The Right Way To Select Tools



Laurie Dolan,
IT Management Consultant,
Pink Elephant

Code: General

When looking at the People-Processes-Technology triangle, there is normally a lot of attention applied to the implementation of ITIL processes, and preparing and deploying education plans to provide people with the required levels of new skills and knowledge. But, what about a toolset to support people and processes? Are you giving adequate attention to this area of your continuous improvement initiatives? Join Laurie in this revealing session as she shares with you the key things to think about when determining which tools support ITIL processes, and the right way to go about selecting

tools. This is NOT tool specific; rather, using a *PinkSELECT* assessment that includes approximately 50 questions, Laurie will provide education in the evaluation process, and the key factors that will help you make your ITIL implementation more effective from a tool perspective.

ITIL & Virtualization: Building The Data Center Of The Future



Christopher M. Steffen,
Principal Technical Architect,
Kroll Factual Data

Code: General

Virtualization is the latest in the array of technologies a company can use to maximize data center efficiencies while minimizing IT costs. But there are still lots of questions about how small, medium and large size businesses can use this technology while maintaining their ITIL processes. In this session, Chris discusses how Factual Data has implemented the "Data Center of the Future" using virtualization in their ITIL environment. He will provide an overview of the different virtualization technologies on the market, how virtualization can dramatically affect a company's procurement, management and maintenance procedures, and how virtualization can be a key component of simplifying change control and compliance processes.

TRACK 6

With A Little Help From My Friends – Learning From The Masters

Back To The Future With ITIL!



Cathy Kirch,
Process Consultant,
Allstate Insurance Company

Code: General

"2007 Project of the Year" and "2006 Practitioner of the Year" recipient Cathy Kirch is here to tell the story of how applying CSI best practices has paid off for Allstate. In her session, Cathy – a very passionate and experienced ITSM professional – will discuss how her organization has moved their ITSM program forward from concept and implementation to results and achieving a level of enterprise adoption. She will highlight: How to address process maturity as part of continuous improvement; how Allstate has applied ITIL's 7-step improvement process; and real-life examples of how they've worked towards achieving a service oriented IT environment.

ITIL: From Strategy To Execution



Pete Corrigan,
VP Infrastructure Services,
Allstate Insurance Company

Code: Beyond Beginner

Pete's organization is a winner of the "ITIL Project Of The Year Award." For the past several years, he has been the senior sponsor and champion of Allstate's process improvement efforts. Join him for a VP's perspective in this revealing session about the leadership best practices he has deployed for successful results. He will cover: How he and his teams have sustained their ITIL program from conception to strategy and beyond, over several years; how they justified and rolled out a major education and training program; how they kept the program alive during corporate change, global sourcing and volunteer terminations; how they stayed focused during an economic downturn; how they addressed cultural change and overcame avoidance and resistance to change; lessons on how they *made it stick*; highlights of how they've successfully achieved increased availability, reliability and maintainability through adoption of ITIL's service framework.

Project Management & ITSM – They Get By With A Little Help From Their Friends!



Allison Hopper,
Project Manager, Technology Solutions,
Allstate Insurance Company

Code: General

In her current role, Allison is responsible for the enterprise-wide implementation of the HP Service Manager suite of products. During the past few years, she has been managing a complex, multi-faceted tool implementation initiative that includes many modules, touching over 5,000 IT users. In this presentation, Allison – a certified Project Management Professional (PMP) and one of the Project Managers of Pink's "2007 Project of the Year" – is here to talk about her current journey of implementing this enterprise-wide tool to support Change, Configuration, Incident, and Problem Management. Hear this Project Manager's words of wisdom regarding things that worked, what could have worked better, and she even promises to reveal what never to do again (even if they bribe you!).

The Front Office Of IT: How To Grow Your Existing Service Management Program Beyond ITIL Service Delivery & Support



Mike Sparks,
Director, Business Service Management/
Technology Solutions,
Allstate Insurance Company

Code: Beyond Beginner

Mike Sparks has been involved with Allstate's implementation of ITIL since the early years. In his current role, he is responsible for designing and enabling a new service-based business model for Allstate's management of IT systems. Join Mike, from

For longer, more detailed session descriptions, visit our website

this award winning "ITIL Project Of The Year," as he discusses the successes and lessons learned from their early 'V3-like' strategic approach that put heavy emphasis on service strategy activities such as defining markets, building the service portfolio and designing account teams to represent the portfolio. Mike will discuss the benefits of catalog technology, along with justification for starting the front-end effort with catalog implementation.

Enterprise Architecture: A Cornerstone For Transformation



Mike Smith,
Associate Vice President, IT Architecture Governance,
Nationwide Insurance

Code: Beyond Beginner

How does one go about introducing a holistic approach to service design principles to an organization that is accustomed to extreme autonomy? The answer at Nationwide is that they focus on one dimension, demonstrate value, and grow the capability. Nationwide is winner of the 2002 "ITIL Project Of The Year Award." Join Mike to learn from a well established and very experienced ITIL case study organization. In this session, he will explain how he and his colleagues took a rather unconventional approach – they began with Enterprise Architecture. How did they succeed where others had failed? How did they leverage Enterprise Architecture to gracefully introduce the need to address other design aspects? The presentation will focus on the grass roots effort to transform Nationwide from a group of self governing, independent IT organizations into one IT community that respects the value of Enterprise Architecture.

All You Need Is Love – In The Workplace!



Paul Saltzman,
President, Sunfire Films

Code: General

As a two time Emmy award winning producer and director, Paul knows what it takes to build successful teams! Also, Paul is one of the privileged few outsiders who spent two weeks with the Beatles during their infamous secluded retreat in India. Have you noticed how some people zoom ahead in their lives and careers? But then some people only seem to do so at work, while their personal lives are filled with drama and struggle. And then there are some who seem to just struggle with everything. A major factor in our successes – and failures – is the quality of our relationships with others. In this session we'll primarily focus on our relationships at work, and how – with a shift in thinking and behavior – we can apply a series of tools and techniques for bringing "love," teamwork, and productivity into the workplace.

ABC Of ICT Round Table Workshop



Paul Wilkinson,
Director,
GamingWorksBV

Code: Beyond Beginner

ABC stands for the Attitude, Behavior and Culture of IT organizations. It is the ABC issues that are preventing many IT organizations from realizing the benefits of ITSM improvement projects. A recent Forrester report revealed 52% of such initiatives fail because of resistance to change. Frameworks alone, such as ITIL, ISO, and COBIT are not enough. Unless the ABC issues are addressed there is a strong possibility that deploying such frameworks will fail. In this highly interactive session, a number of small teams will be given exercises to perform using the ABC of ICT worst practice card set. This card set contains 57 industry recognized ABC worst practices. This session is intended to stimulate dialogue and discussion amongst participants, and the aim is to identify the most common ABC worst practices and the consequences, impact and risk to your organization. Participants will gain insight into the hidden ABC issues within their organization and can also discuss experiences in dealing with these worst practices. The results and findings will be captured and shared with all conference attendees via Pink Elephant's website, after the conference.

The Top Ten Things I've Learned Implementing ITIL



Sheri Cassidy,
Manager, Process Engineering Services,
Progress Energy

Code: General

Sheri and her colleagues at Progress Energy have achieved many successes using ITIL's process framework and continuous improvement principles. Sheri has been honored with Pink's 2007 "Practitioner Of The Year Award," and she is on hand during this session to share lessons learned and provide her personal insights about her organization's ITSM journey, and her own journey of discovery. It is said that the very best lessons learned are from those who've 'been-there-done-that'. We agree. And, in this not-to-be-missed session, Sheri reveals major successes, barriers encountered and how these were overcome, what she would do the same versus what she would not, if she could do it all over again, and examples of her organization's biggest wins.

Staying The Course!



Skip Kapur,
Senior Director, Business Process Management,
Capital One Financial Corp.

Code: Beyond Beginner

Capital One is the winner of Pink's 2001 "Project Of The Year Award." One of the first organizations in

North America to embrace ITIL as an IT continuous improvement framework, Skip and his colleagues have been on the forefront of many firsts in the industry. In this presentation, he will discuss how they are now using BPM (Business Process Management) as a means to leverage ITIL and other frameworks to achieve operational excellence. Capital One has multiple businesses and each business has an IT organization. In addition, there's a central IT organization that provides the infrastructure. It's important that they all work together to deliver value. BPM, consisting of a holistic 12 process model, has been introduced as a way to manage - in a coordinated, cohesive and business-focused approach - across the organization. This effort has not been easy! Nonetheless, Skip and his colleagues have not wavered in their goal to stay the course. Skip will provide you with a personal view of lessons learned about overcoming challenges on a long journey and not giving up and staying the course.

TRACK 7

Lovely Rita – Enabling IT Governance

IT Governance Executive Overview



Dr. Gad Selig,
Director, MS in Technology Management and Dual Graduate Business/Engineering/Technology Degree Programs at the University of Bridgeport, and Managing Partner of GPS Group, Inc.

Code: General

In this executive overview, Dr. Selig will provide a step-by-step IT Governance framework and roadmap, which addresses the following goals: 1) Align and formalize IT investments and priorities more consistently and closely with the business; 2) Responsible utilization of assets and resources; 3) Ensure that IT delivers on its plans, budgets and commitments; 4) Establish, clarify and/or improve accountability of all constituents; 5) Manage risks, change and contingencies proactively; 6) Improve IT organizational performance, audit-ability, compliance and maturity.

ITIL: An IT Governance Enabler



Jennifer Wels,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner

Many organizations are adopting an overall governance framework such as Control Objectives for Information and Related Technology (COBIT). However, the question 'how can ITIL enforce governance principles?' soon arises. This timely session covers a view of how COBIT and ITIL align and mutually complement each other. Additionally, Jennifer provides an overview of COBIT's framework emphasizing how you can use it for more than just audit purposes.

Jennifer also provides valuable insight into how you can effectively use COBIT and ITIL as part of an overall service improvement initiative.

Implementing IT Governance



Dr. Gad Selig,
Director, MS in Technology Management and Dual Graduate Business/Engineering/Technology Degree Programs at the University of Bridgeport and Managing Partner of GPS Group, Inc.

Code: Beyond Beginner

Dr. Selig is a highly accomplished academic and business professional who is also author of *Implementing IT Governance – A Practical Guide To Global Best Practices*, from Van Haren Publishing. In this two hour tutorial on Wednesday morning, he will focus on the contents of Chapter 8 in his book. Specifically, he will cover: 1) Issues, constraints and opportunities involved in improving IT performance management and measurement, management controls, and business/IT continuity; 2) The principles and practices of achieving IT performance management based on select best practice case study companies using Balanced Scorecard and other business and IT metrics for each of the major IT governance components (e.g.: Business/IT Alignment; Planning, Project Management Execution, IT Service Management Execution and Operations, Strategic Outsourcing and vendor management); 3) How COBIT and other management control, risk assessment and contingency planning frameworks establish a foundation for better IT management controls; 4) Key attributes and functions that should be an integral part of any enabling technologies selected to support one or more components of IT governance.

IT Governance Framework – Alignment With Organizational Strategy



Debbie Lew,
COBIT Steering Committee, Senior Manager,
Ernst & Young, LLP

Code: General

When a company achieves success in performance terms, the IT function tends to play a major role in the definition and realization of that success. When the IT function is integrated and strategically focused, the company has a greater chance of effectively performing its defined processes. Successful companies tend to view IT more as a strategic commitment than just a utility activity. Strategic alignment with the organizational strategy is among leading IT practices. Debbie will discuss IT governance and the importance of IT strategy alignment with the organization, accountability issues and how alignment may be best achieved and sustained. Debbie has over 20 years of IT audit and information technology industry experience and has led a broad range of advisory engagements involving IT internal controls, IT risk management and

governance. She is also past president of the ISACA, Las Angeles chapter.

How Abbott Laboratories Uses ITIL & IT Governance To Run IT Like A Business



Anne DeFranco,
Senior Manager,
Process & Tools Coordination,
Abbott Laboratories

Code: General

Abbott Laboratories is part of a regulated industry, not only from a financial perspective, but also from the FDA (drugs, nutritional, medical devices). During this presentation, Anne will provide an overview of her IT organization's continuous improvement and governance journey. She'll highlight details about the design and implementation of her organization's 35 process framework, which incorporates elements of ITIL, COBIT, and FDA regulatory requirements. Anne will explain why and how the framework was developed, and then review its individual components with focus on IT business integration points, giving examples of how these 35 processes have helped them achieve IT governance and run IT like a business.

TRACK 8

Within You Without You – Beyond ITIL

The Project Management Body Of Knowledge (PMBok)



Graham Price,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner

IT projects are becoming of greater importance and visibility, for which professional project management know-how and skills are essential. The Project Management Body of Knowledge (PMBok) is a set of project management guidelines that were created by The Project Management Institute (PMI). The purpose of these guidelines is to help increase the success rate of major projects. During this session, Graham – who holds project management certification – will highlight how IT managers can apply PMBok to help with ITSM and ITIL projects. Graham has helped many IT organizations plan and organize the implementation of ITIL's best practices framework. Attend this session to benefit from his vast knowledge and practical experience. His presentation will cover the five lifecycle phases of PMBok including a description of each one and the nine knowledge areas of PMBok including the processes and activities involved with each one.

Techniques For Strategic & Competitive Analysis



Jack Probst
Principal Consultant

&

Anil Dissanayake,
IT Management Consultant,
Pink Elephant



Code: Beyond Beginner

To really achieve IT business integration and engage in meaningful strategic planning analysis, as outlined in ITIL's *Service Strategy* book, senior IT managers must understand key business strategy and competitive analysis techniques and methods. This means going beyond the teachings found in ITIL. In this two-hour tutorial, Jack and Anil - both seasoned strategic IT managers - will provide an overview of several techniques that are included as "essentials" in business studies and MBA programs. For each strategic and competitive analysis technique, the review will include guidance about how senior IT managers can use the technique, when to use it, how it relates to the teachings in ITIL's *Service Strategy* book, and each one's pros and cons. The discussion includes an overview of the following techniques and assessment tools: The Boston Matrix, Porter's 5 Forces Analysis, Porter's Value Chain Analysis, SWOT Analysis, PEST Analysis, Blindspot Analysis, and Product Life Cycle Analysis.

Scrappy Project Management: The 12 Predictable & Avoidable Pitfalls Every Project Faces



Graham Price,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner

"...one of the best run conferences I have attended."

For longer, more detailed session descriptions, visit our website

To successfully undertake major ITSM transformations, IT managers at all levels of the organization must understand project management best practices and possess many key skills. In this session, Graham will highlight Kimberly Wiefing's "dirty dozen" of project management worst practices, based on her hugely popular book, *Scrappy Project Management: The 12 Predictable and Avoidable Pitfalls Every Project Faces*. The book is one of the grittiest and realistic how-to's on the subject of project management. Wiefing's book definitely packs a punch and has attitude! Graham, who has project management certification and is a veteran of many projects himself, will link the author's *dirty dozen* back to what *really* happens in the ITIL project environment, how to survive it, and how to make sure that your team avoids the predictable and avoidable pitfalls that many ITSM improvement projects face.

Frameworks For IT Management



Anil Dissanayake,
IT Management Consultant,
Pink Elephant

Code: General

As IT organizations seek to achieve operational excellence and achieve IT business integration, there are dozens of major quality management, continuous improvement, project management, governance, and other business frameworks and standards used by IT managers around the world. Which ones work best? How many should you use? How do you choose the right frameworks from such a wide range? Which ones work with ITIL? Anil will help you answer these questions. In this informative two-part session, he will cover off many important frameworks for use by IT managers. For each one he will provide: a short profile and history, a description and graphic model, an explanation of the relevance to ITIL and ITSM, references and where to go to learn more.

Part 1 includes: Deming's PDCA Cycle & TQM, CMM, CMMI, Six Sigma, Malcolm Baldrige & EFQM Quality Frameworks.

Part 2 includes: COBIT, ISO 9000, ISO 20000, Balanced Scorecard, MOR (Management Of Risk).

IT Education Plans: Beyond ITIL



Rick Pyfrom,
Director, Training & Development,
Johnson & Johnson Global Information
Technology Services

Code: General

To be successful implementing ITIL best practices, there are skills and knowledge requirements outside of IT and ITIL competencies. A few years ago, J&J began a formal process of training and educating IT staff. Rick has played a key role in these activities and in directing the development of IT education plans for this organization. During Pink's 2008 conference, Rick presented a well-received session about the best practices he and his colleagues use to develop these plans and manage the

related activities. During his follow up session, he'll focus specifically on how J&J has incorporated an IT business focus for managing training activities. He'll highlight what business skills they've identified are required beyond ITIL and how they've managed the training process.

TRACK 9

A Day In The Life — Service Operations

ITIL Health Clinics



Code: Beyond Beginner

How do your processes measure up against the Capability Maturity Model (CMM)? Attend one of the sessions below and take a health check of your

ITIL processes. This is not your usual presentation — instead, Pink's consultants will take you through approximately 50 questions for each process using PinkSCAN. You'll be guided through the scoring process and along the way, you will learn about the many best practices you need to implement and manage to achieve one of six levels of process maturity: Absence, Initial, Repeatable, Defined, Managed, Optimized. After the session, you will walk away with a baseline for continuous improvement, a view of your process' maturity level, and an understanding of the steps you need to take to reach the next level of process maturity.

It is strongly recommended that attendees participate in the session, *What IT Managers Need To Know About Process Maturity*, Sunday from 1:00 to 3:00 p.m., before attending one of these assessments. This same presentation is also available as a shorter Breakfast Club session on Monday morning starting at 7:15 a.m.



Release & Deployment Management Assessment

Graham Price,
Principal Consultant,
Pink Elephant



Service Asset & Configuration Management

Incident Management Assessment

Robin Hysick,
PinkONLINE, Product Manager,
Pink Elephant



Incident Management Assessment

Jennifer Wels,
IT Management Consultant,
Pink Elephant

Change Management Policy: More Than New Rules



Henry White,
Director, IT Global Operations &
Excellence In Operations,
Cisco Systems, Inc.

Code: Beyond Beginner

Beyond the traditional objectives of improved internal controls and reliable service delivery, developing and effectively implementing a new Change Management policy requires a pragmatic approach, which takes into account the organization's Service Management maturity, its Change Management capabilities and its willingness to evolve itself. In this case study presentation, Henry will discuss his organization's experiences implementing Change Management with specific focus on the following: 1) How realistic policy objectives were defined; 2) How to assess and plan supporting process capabilities; 3) How to assess the organization's readiness to accept a new policy; 4) Techniques for pragmatic implementation, improving controls while minimizing business disruption.

Senior Management...We Have A Problem!



Robert Nixon,
Senior Manager – IT Service,
Management & Delivery,
Hospital Corporation Of America

Code: Beginner

Robert's presentation traces the implementation and maturing of the Problem Management process at HCA during the three years since implementation. The session reveals how the initiative helped improve and support service delivery and increase customer satisfaction across the enterprise with a major focus upon: Implementing Problem Management process and process-based activities where none previously existed; obtaining senior management buy-in; communicating and working with all levels of management and staff across the enterprise; establishing the process and linking it to Incident, Change and the CMDB; measuring and tracking results; making process and activity based changes; delivering services to customers on time while evaluating, modifying and maturing the process; Key Performance Indicators, the Balanced Scorecard and key operating metrics.

The Biggest Mistakes IT Organizations Make Implementing Problem Management & How To Avoid Them



Jim McKennan,
IT Management Consultant,
Pink Elephant

Code: Beginner

Problem Management is worth the time and investment because if implemented and managed effectively, it can provide very high returns. However, the issue is that many organizations think they have implemented Problem Management when

actually they have not — all they may have done is get better at managing incidents! Most organizations do not fully execute or manage all aspects of this key operational support process, and consequently do not reap full benefits. Some organizations do an adequate job of reactive problem management, but fail in *proactive* problem management. Don't fall into the same trap! Attend Jim's session to learn about the biggest difficulties associated with implementing and managing an effective Problem Management process, together with tips for how to avoid them.

Planning Configuration Management In Support Of Enterprise Objectives



Kartik Jaggi,
Change & Configuration Manager, IT
Global Operations,
Cisco Systems, Inc.

Code: Beyond Beginner

Planning and implementing Configuration Management may wander in many directions, often losing focus and failing to deliver value to the most critical business objectives. Leveraging Enterprise Architecture techniques can help to prioritize and direct configuration management efforts. In this case study presentation, Kartik will discuss his organization's experiences implementing Configuration Management with specific focus on the following: 1) How to apply Enterprise Architecture techniques in planning Configuration Management; 2) How to relate Configuration Management activities to enterprise objectives; 3) The value of Configuration Management to non-IT management; 4) How to utilize business objectives to prioritize Configuration Management implementation phases.

Something Old, Something New, Something Borrowed, Something...Bell A Service Desk Success Story



Steve Abbott,
Senior Manager - Service Operations
Management,
Bell Aliant

Code: Beginner

The old saying that "the only constant is change" really hit home this past year to Steve and his colleagues at Bell Aliant in Halifax. With little more than two years under their belts, what was once known as the Wireless Service Desk no longer had wireless services to support! In April 2008, the Wireless Service Desk migrated their roles and responsibilities to Bell Mobility's national operation leaving agents wondering what would become of their group. What they didn't realize was that they had proven the Service Desk approach worked and that other portfolio managers were literally looking to take a page from their book. In this compelling case study, Steve will discuss how the "old" was used as the foundation for the "new." He will highlight Bell's new Service Desk model and how it was

defined, developed and deployed, and what is being borrowed from the past tried-and-true.

Sgt. Pepper's NEVER Lonely Hearts Club Band



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General

Cementing a high performing Service Desk function and IT support group requires very strong team work, and a results-driven service culture. Building an unbreakable team — and unbreakable culture — is the focus of this break through, break it down, and break out session. Kirk takes a look at some of the cultural best practices of the top ranked IT support organizations across the globe with which he has worked. Kirk plans to take a grassroots and practical look at exactly what differentiates IT support groups who demonstrate strong team work versus those that just struggle along aimlessly. Kirk promises that you'll leave this session with practical guidance you can take home and put into practice right away. Overall, the learning you gain will help serve as the cultural cement for building an unbreakable team and a more positive culture.

Finding The Right Prescription For Configuration Management



Ric Maxfield,
Manager, System Data & Workflow,
Kaiser Permanente

Code: Beginner

Founded in 1945, Kaiser Permanente is the USA's largest not-for-profit health plan, with over 159,000 employees serving 8.7 million members. Ric and his colleagues started to implement ITIL several years ago across this very large organization with a focus on Incident, Problem and Change Management. Ric will focus his presentation on how and why they realized they needed to also focus on Configuration Management. He'll discuss the lessons they learned during the early part of their ITIL journey as they worked to resolve issues with all these operational processes. It's taken them a long time to come up with a winning formula and he'll provide an honest look at what worked well, and what didn't. Ric will also highlight the challenges they've experienced trying to come to terms with the right way to tackle process maturity and integration related to these four key operational processes, especially Configuration Management.

Effective ITIL Problem Management Through Root Cause Analysis: The Boeing Model



William M. Dickerson,
Problem Management Analyst,
Engineering, Operation, & Technology
Division,
Boeing Corporation

Code: Beginner

William's case study will illustrate how his IT organization has strengthened its adoption of the ITIL framework by utilizing root cause analysis (RCA) to identify solutions to major IT incidents. Using Lean Management and an innovative workflow process, Boeing's RCA program translates into measurable benefits that impact the bottom line. The program is proven to effectively identify the causes of problems, pinpoint effective solutions, prevent recurrence, increase customer confidence, realize cost savings, capitalize on previously unknown cost-reduction and efficiency opportunities, realize continual service improvement, and move beyond purely reactive to proactive RCAs.

4000 Holes In Blackburn, Lancashire: Secrets For Implementing Configuration Management



Graham Price
Principal Consultant

&

Laurie Dolan,
IT Management Consultant,
Pink Elephant



Code: Beginner

"I read the news today, oh boy. 4000 thousand holes in Blackburn, Lancashire.

And though the holes were rather small, they had to count them all. Now they know how many holes it takes to fill the Albert Hall..."

While writing the Beatle's hit song, *A Day In The Life*, John Lennon picked up a newspaper and was amazed to read that workers for the Township of Blackburn had to actually count and record all the potholes! What's important for you to keep track of in your IT organization? Configuration Management can be one of the most trying and difficult processes to get right. Many IT organizations struggle with it. Why? Attend this revealing session to find out, and to discover the secrets of success for getting it right! Learn what it really takes to map out, plan, implement and manage an effective Configuration Management process, including a CMDB.

TRACK 10

She's Leaving Home — The People Side Of IT



Jack Probst,
Principal Consultant,
Pink Elephant

For longer, more detailed session descriptions, visit our website

Code: General

How do you get people working off the same page, at the same time? Join Jack, a highly seasoned leader and facilitator, in this revealing session to learn the secret. During major ITSM projects there is a need to make many decisions, and hold numerous team discussions and meetings. But, often these processes take a wrong turn because suggestions, judgments, criticism, facts, information, and emotions are all mixed together in one big stew, which creates confusion, frustration, resentment and sometimes disastrous results. Enter 'Six Thinking Hats' created by Dr. Edward de Bono.

Edward de Bono is highly regarded as the father of *lateral thinking*. He has been contributing many innovative ideas to the business world since the mid '60s and in 1985, he introduced the Six Thinking Hats communication model.

Camaraderie & Staff Development: How To Be A Top 5 Employer In The IT Industry



Dr. Lew Temares,
CIO,
University of Miami

Code: General

Always a conference favorite, Dr. Lew Temares is back to give us further insight into what's made his IT organization an award winner. In June, 2007, *Computerworld* released its annual report on the Top 100 Best Places to Work in IT. The University of Miami ranked #1 for diversity, #6 for staff retention, #8 for training and #9 for career development. It also snagged the #2 overall slot for the third year in a row. What a monumental achievement! Here's your exclusive opportunity to hear from the leader at the helm. He discusses the best practices his organization uses to run an aligned and integrated IT department with a highly functioning team.

ITIL Project Roles & Responsibilities



Graham Price,
Principal Consultant,
Pink Elephant

Code: Beginner

Establishing the right roles and responsibilities for a major transformation project, such as implementing ITIL best practices, is an important activity. To ensure successful outcomes, roles and responsibilities must be defined and formalized, which means that accountability, ownership and KPIs are assigned and incorporated into performance management processes. And, these must also be documented and communicated through job descriptions, project briefs and direction papers.

In this informative session, Graham – a veteran of many ITIL projects, will review a detailed listing of key ITIL project roles, together with a description for each one.

Are Your People & Culture Ready For Change?



Jack Probst,
Principal Consultant,
Pink Elephant

Code: Beyond Beginner

Implementing change requires more than an understanding of new processes, new tools and new technologies. Understanding the people and organizational culture side of the equation is critically important to the

success of any major change initiative. If you fail to assess your culture's "readiness for change," you may not develop effective communication plans or identify specific barriers that need to be addressed to change people's behaviors and attitudes so that change is fully cemented down the road.

In this session, Jack will discuss "organizational change" – what it is and why every senior IT manager needs to understand this very important aspect of their operation. He will also walk you through a PinkREADY assessment, which means you will walk away with a "score" for your organization's readiness for change, and a good view of exactly what you need to do to fill in any gaps.

Introducing ITIL Roles Into The IT Organization



Mike Holland,
Director, Product Management,
Corporate Information Technology,
McKesson

Code: Beyond Beginner

McKesson is America's oldest and largest health care services company, with its pharmaceutical wholesaling roots dating back more than 175 years. Technology plays a major strategic role in the organization's success. Mike and his colleagues are currently undertaking a significant multi-year IT transformation, which includes the implementation of ITIL best practices. In this case study, Mike will focus his discussion on the introduction of specific roles that have been deployed across his IT organization. These include Service Owners, Product Managers, and Relationship Managers. Mike will highlight each role, including the purpose and key responsibilities, and the lessons learned creating, staffing, introducing and maintaining each position. He will also link each of the roles to the bigger picture of their IT transformation.

The RACI Model



Victor Mack,
IT Management Consultant,
Pink Elephant

Code: Beginner

The RACI model (sometimes also referred to as the RACI Matrix or Authority Matrix) is a relatively straightforward management tool that can be used to identify roles and responsibilities during

a project and organizational change process. RACI is an acronym that stands for Responsible, Accountable, Consulted, and Informed. It is sometimes also referred to as RASCI, with the S standing for Supportive. During this informative session, Victor will discuss the approach for using the RACI Model as a responsibility assignment matrix system that brings structure and clarity to assigning the roles people play within a team. Victor will also provide examples of how and when to use it during ITSM and ITIL projects.

Reframing Organizations



Robin Hysick,
PinkONLINE, Product Manager,
&

Martin Erb,
Product Development,
Pink Elephant

Code: Beyond Beginner

In this very informative two-hour tutorial, Robin and Martin will use their vast ITIL expertise and business experience to provide must-have education for IT managers based on one of today's most respected business school text books – *Reframing Organizations: Artistry, Choice, and Leadership* – written by Lee Bolman and Terrance Deal. Robin and Martin will review Bolman and Deal's Four Framework Model, which includes the following components: The Structural Frame, The HR Frame, The Political Frame, and The Symbolic Frame. Many leaders and change managers have a tendency to look at situations from a very limited and narrow perspective, but during major change it's very important to apply a multi-layered view of the workplace in order to gather many different and necessary types of information and to ensure successful results.

The Winning Formula For Working At MITRE



Chris Loizides,
Technical Director,
MITRE Corporation

Code: General

In *Computerworld's* 2008 annual survey, MITRE ranked #4 overall on the Top 100 Best Places to Work in IT. They ranked #4 in the area of Training and #10 in the area of Retention. And, this is the organization's 4th year in the top 10 – a very impressive achievement especially for a not-for-profit organization that doesn't have the advantage of deep pockets for salaries and bonuses that many other organizations have. During this session, Chris will discuss the best practices MITRE uses to run an aligned and integrated IT department with a highly functioning team, which includes many creative processes for training and education, measuring performance, job flexibility, and job sharing.

ITIL 101 At University Of Pennsylvania



Donna Manley,
Senior IT Director,
University Of Pennsylvania,
Information Systems and
Computing (ISC)

Code: General

Join Donna, as she takes you into the world of the University of Pennsylvania Information Systems and Computing (ISC), which ranked #6 in *Computerworld's* Best Places To Work In IT. Donna will provide highlights related to the introduction of ITIL into the ISC environment, and its tie to developing Quality Management practices to improve service delivery. Her session includes an overview of how ISC executed their ITIL strategy against their multi-year ITSM program, successes gained, and key lessons learned. Donna will also focus on cultural issues and the best practices they used to maintain a positive work climate during major change.

Evolution Of Service Management: Good Service Management Should Be Invisible...



Ivor Macfarlane,
IT Professional,
IBM Corporation

Code: General

A not-to-be-missed session by one of ITIL's leading experts. Businesses are under tremendous pressure to innovate and grow. To drive growth and innovation, businesses continue to focus on internal operational efficiency and effectiveness to improve bottom line. They are also attempting to extract incremental value out of IT, operations and every functional line of their business. Externally, companies are increasingly focused on driving service quality and excellence as a competitive differentiator. As services become a key element for competitive differentiation, delivering quality service in a timely fashion becomes increasingly critical to business success.

TRACK 11

I Read The News Today Oh Boy – Breaking ITSM News & Trends

Computerworld's Guide To Attracting & Retaining The Industry's Best



Julia King,
Executive Editor,
Computerworld

Code: General

Every year, *Computerworld*, one of the most trusted news sources for the critical information needs of senior IT management, unveils its list of the *100 Best Places To Work In IT*. What makes a great workplace? And, how do you go about attracting and retaining the best talent? Find out as Julia provides

an overview of the criteria *Computerworld* chooses as must-have features for the best organizations. She also explains why these particular items are part of the overall criteria and how they work to attract top performers. Finally, Julia reviews the publication's all-important tips to attract top-notch employees. As an added bonus, this session features a panel consisting of executives from organizations that have been honored as *Computerworld Best Places To Work In IT*. They'll answer all of your questions about what they did to make their organizations stand out from the rest as well as their secrets for zeroing in on the right hires!

Implementing ITIL In Large Organizations

Q&A Panel Discussion



Chaired By: Gary Case,
Principal Consultant,
Pink Elephant

Code: General

Large organizations are multi-faceted, complex in structure, and are often multi-nationals with numerous geographical locations. Implementing major change across these types of organizations involves unique challenges. How do you overcome these? During this Q&A Panel Discussion, Gary will be joined by IT managers from all walks of life who are successfully engaged in implementing ITIL on a large scale, and industry experts with practical experience helping others through major change. This is a not-to-be missed session if you're looking for real world answers to your most pressing questions.

...Sgt. Pepper Taught The Band To Play!



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General

Kirk will moderate a panel discussion about how to generate team spirit and keep the momentum going throughout long projects. There are many aspects related to people and culture that need to be considered for implementing successful change. Some organizations get it right and as a result are able to get everyone on board. Others really struggle with the people side of change. Attend this session to learn from the experts on the panel, including successful IT managers, about how to create a positive, fun work climate during major change, and get everyone in your band to play the same tune!

TRACK 12

Good Morning, Good Morning – Breakfast Clubs

What IT Managers Need To Know About Process Maturity



Terry Sherman,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner

Are your processes "defined?" Are they fully "optimized?" Do you know what these mean and why it's important to know? Attend Terry's session and you'll learn about the key concepts of process maturity.

Terry will provide an overview of the different process maturity stages and explain why understanding a maturity level is a necessary step in implementing ITIL best practices.

Make this one of the first conference sessions you attend and you'll better understand the presentations that refer to process maturity and best practices for implementing ITIL processes.

An Introduction To ITIL



Mark Hamilton,
IT Management Consultant,
Pink Elephant

Code: Beginner

This overview, presented Monday morning starting at 7:15 a.m., is a not-to-be missed session if you want to start your conference experience with an overview of ITIL's key learning points. This overview is an ideal way to learn about ITIL's IT Service Management framework and Service Lifecycle approach. Designed for those new to ITIL or needing a refresh, the agenda includes an overview of ITIL's five books – *Service Strategy, Service Design, Service*

*"Excellent!
This conference is
'first class' in every way.
This is the sixth time I have
attended this conference
and it gets better
every year..."*

For longer, more detailed session descriptions, visit our website

Transition, Service Operation, Continual Service Improvement – and their main concepts and best practices.

ITIL V2 To V3 Overview



Rich Petti,
IT Management Consultant,
Pink Elephant

Code: Beyond Beginner

This overview is designed for those who already possess V2 knowledge/certification and are looking for an understanding of key differences between V2's Service Management Framework and V3's Service Lifecycle approach. This is a not-to-be-missed session if you want to gain full benefit from the V3 concepts that will be discussed during many of the conference sessions. The agenda includes a high level overview of ITIL's 24 process, four function IT Service Management process model, and an overview of how this differs from V2's 10 process and one function model.

ITIL Qualification Scheme & Certification Path: An Overview & Update



Pierre Bernard,
Manager, Education Product
Development,
Pink Elephant

Code: General

Since the introduction of V3 in mid-2007, there have been many changes and updates to ITIL's qualification scheme. In this informative session being presented Monday starting at 7:15 a.m., join Pierre, who sits on the official certification board, for an overview of the credit system, courses and options required to gain 22 credits for the ITIL Expert Certificate. Pierre will also provide an update on the ITIL Master qualification, which will be the highest achievement in the ITIL certification path.

I Grow Stronger: With A Little Help From My BOOK Friends!



Kirk Weisler,
Chief Morale Officer,
Team Dynamics

Code: General

Kirk is back with his renowned Books For Breakfast sessions! Branding yourself means building yourself – and we do that one insight, one idea, and one book at a time! Join Kirk as he shares some of the books that he highly recommends and are currently on his must read list. Kirk believes these books are excellent aids to help you on your journey of professional growth, and self development.

The Top 5 Strategic Benefits Of ITIL



Anil Dissanayake,
IT Management Consultant,
Pink Elephant

Code: Beginner

Overall performance and reliability of an organization's critical systems and services can determine business success or failure, and effective implementation of ITIL drives increased performance while enabling innovation and reducing costs. But exactly how does ITIL act as a business enabler? Many quantifiable strategic benefits can be gained by implementing ITIL's integrated process framework. This session will focus on real world examples to illustrate how implementing specific best practices can lead to improved bottom line results, increased productivity and stronger overall performance by IT.

Road Maps



Code: Beginner

Attend these unique educational sessions and learn how to implement ITIL processes! This is not your usual presentation – instead, the consultant will walk you through a road map, using PinkATLAS, to explain the important steps you need to consider when mapping out your processes back home. After the session, you will walk away with a high level map, and an understanding about how to move beyond just the ITIL theory, to execution.



Road Map For Implementing Change Management

Road Map For Implementing Service Catalog Management

Martin Erb,
Product Development,
Pink Elephant

Road Map For Implementing Problem Management



Robin Hysick,
PinkONLINE, Product Manager,
Pink Elephant

Focus Group: How & Where To Start Implementing ITIL

Session Code: Beginner

You are not alone! Learn how others have tackled the ups and downs of ITIL projects and IT improvement initiatives. Bring your most pressing questions and challenges about how and where to start implementing ITIL to this morning focus group.

Focus Group: How To Get Certified In Project Management



Graham Price,
Principal Consultant,
Pink Elephant

Session Code: General

Managing major transformation projects requires many skills, including leadership and project management. Many ITIL projects fail because those in key roles lack the know-how to lead, organize and manage multi-faceted change efforts. In this session, Graham - who's certified in project management - will facilitate a group discussion and answer your questions about: The importance of acquiring project management education; where and how to go about it; what the certification programs entail; and the links to ITIL projects.

The Challenge Of Cultural Change



Michael Nieves,
ITIL V3 Service Strategy co-author,
Accenture

Code: General

Michael is author of ITIL's *Service Strategy* book. In this session he will address the subject of culture, which is a phenomenon that surrounds us at all times, yet the forces created in organizational change situations that derive from culture are often ignored. If IT leaders don't understand the operations of these forces, they become victim to them. In this session, Michael will examine the dynamics of cultural change in IT organizations, a force that lies below the surface of all transformation efforts, invisible but powerful in its impact. Focusing on today's business realities, his session will tackle the complex question of how an existing IT culture can be changed to achieve organizational goals.

5 Tips For Developing An ITSM Strategic Road Map



Troy DuMoulin,
AVP, Product Strategy,
Pink Elephant

Code: Beyond Beginner

Many senior IT managers are challenged with creating and communicating a "road map" that includes the key strategic ingredients to successfully execute an ITSM implementation project. While all organizations differ, there are some very important commonalities that should be considered in each case, and that could mean the difference between success and failure. Do you know what these are? Join Troy – a highly experienced veteran of many strategic consulting engagements – to learn 5 important tips from his Consultant's Case Book.

TRACK 13

Sgt. Pepper's Lonely Hearts Club Band – Focus Groups & “Birds Of A Feather” Sessions



You are not alone! Many others share common issues, challenges and questions, so there's no need to reinvent the wheel. With nearly 2,000 attendees at the conference, there is ample opportunity to share issues with leading industry experts, and many practitioners from like-industries. Bring your most pressing questions and challenges to these networking sessions and focus groups to learn how others have tackled the ups and downs of ITIL projects and IT improvement initiatives.

- Transitioning Projects From V2 To V3
- Developing Education Plans for V3's Qualification & Certification Scheme
- How & Where To Start Implementing ITIL
- How To Develop & Manage A Service Catalog
- How To Develop & Manage SLAs and OLAs
- How To Set Up & Manage A CAB
- How To Set Up & Manage A CMDB
- ITIL In Education
- ITIL In Hospitality
- ITIL In Utilities



MAXIMIZE YOUR CONFERENCE LEARNING EXPERIENCE!

If you're not sure which sessions to attend, visit www.pinkelephant.com.

You'll find a selection of sample itineraries customized to your specific management role or level of ITSM knowledge.

Choose sample conference itineraries for:

- CIOs/Senior IT Managers
- Beginner Level ITSM Knowledge
- Advanced Level ITSM Knowledge
- Program/Project Managers
- Service Desk Management

These sample itineraries are designed to help you select the sessions, topics and speakers that will provide the most value.

“The conference was outstanding. This is truly a world class event. This was one of the best conferences I ever attended.”

“Excellent job in not only presenting many aspects of ITIL but also in tying them to the business.”

Courses	January	February	March	April	May	June
FOUNDATION LEVEL CERTIFICATION						
ITIL Service Management Essentials (V2)	This course is delivered in-house only. Contact 1-888-273-PINK for details.					
ITIL V3 Foundations	7-9 Boston, MA	2-4 Philadelphia, PA	2-4 San Francisco, CA	1-3 Atlanta, GA	6-8 Philadelphia, PA	1-3 Washington, DC
	14-16 Washington, DC	4-6 Chicago, IL	11-13 Phoenix, AZ	7-9 Boston, MA	11-13 San Francisco, CA	3-5 Orlando, FL
	21-23 Los Angeles, CA	10-12 Houston, TX	16-18 Washington, DC	13-15 Chicago, IL	18-20 Dallas, TX	9-11 Vancouver, BC
	26-28 Seattle, WA	18-20 Las Vegas, NV	25-27 New York, NY	22-24 San Diego, CA	19-21 Denver, CO	17-19 Portland, OR
	28-30 Toronto, ON	25-27 Calgary, AB	30-1 Toronto, ON	29-1 Raleigh, NC	26-28 Toronto, ON	22-24 Chicago, IL
		26-28 Las Vegas, NV				24-26 Los Angeles, CA
COBIT Foundations		19-20 Las Vegas, NV		16-17 Chicago, IL		
		26-27 Las Vegas, NV				
PRACTITIONER/INTERMEDIATE LEVEL CERTIFICATION						
ITIL Practitioner Level Courses (V2)	These courses are delivered in-house only. Contact 1-888-273-PINK for details.					
How To Conduct An IT Service Management Process Assessment		19-20 Las Vegas, NV	9-10 Toronto, ON		19-20 Chicago, IL	
		26-27 Las Vegas, NV				
How To Create A CMDB According To ITIL Best Practices	29-30 San Francisco, CA	19-20 Las Vegas, NV	25-26 Toronto, ON		21-22 Washington, DC	
		26-27 Las Vegas, NV				
UPDATED! How To Create A Service Catalog According To ITIL Best Practices	27-28 San Francisco, CA	19-20 Las Vegas, NV	23-24 Toronto, ON		19-20 Washington, DC	
		26-27 Las Vegas, NV				
How To Define & Implement Processes According To ITIL Best Practices		18-20 Las Vegas, NV				8-10 Toronto, ON
		26-28 Las Vegas, NV				
NEW! ITIL Intermediate: Operational Support & Analysis	26-30 San Francisco, CA	2-6 Philadelphia, PA	2-6 Toronto, ON	13-17 Chicago, IL	4-8 Washington, DC	1-5 San Francisco, CA
		16-20 Las Vegas, NV				
NEW! ITIL Intermediate: Release, Control & Validation	12-16 San Francisco, CA	9-13 Chicago, IL	9-13 Philadelphia, PA	13-17 Toronto, ON	11-15 San Francisco, CA	8-12 Washington, DC
		16-20 Las Vegas, NV				
NEW! ITIL Intermediate: Service Offerings & Agreements		16-20 Las Vegas, NV	23-27 Washington, DC	20-24 San Francisco, CA	25-29 Toronto, ON	15-19 Chicago, IL
NEW! ITIL Intermediate: Planning, Protection & Optimization		16-20 Las Vegas, NV	16-20 Chicago, IL	20-24 Washington, DC	18-22 San Francisco, CA	22-26 Toronto, ON
NEW! ITIL Intermediate: Continual Service Improvement		17-20 Las Vegas, NV	24-27 Toronto, ON	28-1 Philadelphia, PA	19-22 Chicago, IL	22-25 San Francisco, CA
MANAGEMENT/ADVANCED CERTIFICATION						
Developing A Vision & Strategy For IT Service Management		19-20 Las Vegas, NV		20-21 Toronto, ON		22-23 Washington, DC
		26-27 Las Vegas, NV				
The Implementation Road Map For IT Service Management		18-20 Las Vegas, NV		22-24 Toronto, ON		24-26 Washington, DC
		26-28 Las Vegas, NV				
V2-V3 Service Manager Bridging Course	12-16 Dallas, TX	16-20 Las Vegas, NV	23-27 Philadelphia, PA	27-1 Chicago, IL	11-15 San Francisco, CA	15-19 Washington, DC
	26-30 Toronto, ON					
ITIL Service Manager Program	Classroom: January 12-16 Classroom: January 26-30 Exams: February 12-13 Chicago, IL		Classroom: March 9-13 Classroom: March 23-27 Exams: April 13-14 Toronto, ON			Classroom: June 1-5 Classroom: June 15-19 Exams: July 9-10 San Francisco, CA
CONFERENCES & SPECIAL EVENTS						
13th Annual International IT Service Management Conference & Exhibition		22-25 Las Vegas, NV				

Bring us on-site. All of Pink's courses can be delivered at your location. For course descriptions and more details visit our website.

CONFERENCE LOCATION

Pink Elephant's 2009 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest-rated hotels. A block of rooms is reserved for attendees at a special rate. **To obtain this special rate, attendees must book before January 16, 2009 and make reference to Pink Elephant. Book early. Rooms are limited.** Contact the hotel directly at 1-888-987-6667 or 702-693-7111 and ask for the Hotel Reservation Department, making reference to Pink Elephant. Room rate is subject to availability.

REGULAR CONFERENCE FEE

The regular fee is \$1,995. All fees are in US funds. Payment must be received with registration. Discounts and/or specials cannot be combined.

EARLY BIRD DISCOUNTS

Register early with payment and take advantage of one of our Early Bird discounts. **The last Early Bird ends December 19, 2008.** After December 19, 2008, the regular conference fee applies. Visit our website for full details.

COMBINATION DISCOUNTS

After December 19, 2008, register and pay for the conference and a pre- or post-conference course and save 10% off the pre- or post-conference course fee.



TEAM DISCOUNTS

Maximize your conference learning experience – send a team of 6 or more and save! Energize your team! Attending our conference is a great team building experience. Bring your IT management team, executive sponsors, project managers, and process owners. Each year, about 70% of attending organizations send multiple attendees to ensure maximum benefit from the comprehensive multi track, four-day program. Visit our website for full details.

SUBSTITUTIONS & CANCELLATIONS

You can substitute an attendee at any time. All substitutions must be submitted in writing to registrations@pinkelephant.com. Pink Elephant doesn't provide refunds or credits for cancellations.

NO SHOWS

If an attendee fails to attend the conference, no credit or refund is provided.

QUESTIONS?

Please call us at 1-888-273-PINK from 8:30 a.m. to 6:30 p.m. Eastern Standard Time, Monday through Friday. Or, e-mail us at info@pinkelephant.com.

ITIL AWARDS

SEND IN YOUR NOMINATIONS!

There are many ITIL success stories out there and we want to hear them.

Pink Elephant is now accepting nominations for ITIL Project Of The Year, ITIL Practitioner Of The Year and Innovation Of The Year. These awards are presented annually at our conference to recognize individual and corporate commitment to ITIL and IT Service Management best practices.

• ITIL Project Of The Year

Recognizes an organization that has demonstrated significant commitment to ITIL best practices with involvement of certified staff.

• ITIL Practitioner Of The Year

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

• Innovation Of The Year

This new award is presented in recognition of a product or service developed by the vendor community that has made the greatest contribution to IT Service Management in the last calendar year.

Submissions are due by December 12, 2008 and must be sent to George Spalding at g.spalding@pinkelephant.com.

Visit www.pinkelephant.com for more details about qualifications and submission criteria.

TO REGISTER

Choose one of the following options:

- Phone: 1-888-273-PINK
- E-mail: registrations@pinkelephant.com
- Online: www.pinkelephant.com

PINK GOES GREEN!

When you attend our conference, you won't receive a huge, bulky manual filled with session presentations. We won't have any on-site printing facilities either. We've made this decision as part of our continuing effort to conserve resources.

We will make all presentations available through a password protected website from February 1- March 1, 2009. So, if you would like to follow along during a session, please make sure you download and print the presentation prior to attending.



ITIL Project Of The Year 2007 Award Winner: Allstate Insurance Company

13TH ANNUAL INTERNATIONAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

IT Business Integration: With A Little Help From My Friends

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 22-25, 2009



"I can't imagine a conference better than this one."

"No other IT conference matches Pink's for speakers and in-depth meaningful content... Very worthwhile investment of my time and money."



© Pink Elephant Inc., 2008. The contents of this brochure are protected by copyright and cannot be reproduced in any manner. Pink Elephant and its logo, PinkVERIFY, PinkSCAN, PinkATLAS, PinkSELECT, and PinkREADY are either trademarks or registered trademarks of Pink Elephant Inc. ITIL® is a Registered Trade Mark of the Office of Government Commerce in the United Kingdom and other countries.



1600 Golf Road
Suite 1200
Rolling Meadows, IL
60008

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

PRSRRT STD
US POSTAGE PAID
BUFFALO, NY
PERMIT NO.4225