



FOR IMMEDIATE RELEASE

**CELEBRATED COMEDIAN & AUTHOR MARTIN SHORT ANNOUNCED
AS PINK16 KEYNOTE SPEAKER**

Emmy & Tony Award Winner To Kick Off 20th Anniversary Celebrations

Burlington, ON – November 11, 2015 – Pink Elephant, a premier global training, consulting and conference service provider, welcomes Emmy and Tony Award winning actor, comedian, author, singer and producer, Martin Short, as the opening keynote speaker at the 20th Anniversary Celebration of their International IT Service Management Conference & Exhibition – “Pink16”.

“Pink16 celebrates an incredible milestone for us, marking 20 years since we took a leap of faith and hosted our first event in a single room in Toronto,” said Fatima Cabral, CEO, Pink Elephant. “Martin Short will help us commemorate this very special occasion and kick off the celebrations in a way only he can for what promises to be our biggest and best event yet!”

Pink16’s theme is *IT @ The Speed Of Change*, and besides Short’s keynote, the event will also include:

- 12 tracks, with 145+ sessions, clinics and workshops covering everything from IT Leadership to Organizational Change Management, to DevOps and more
- 15 pre- and post-conference courses, including COBIT®, Lean IT and ITIL® courses, and brand new Business Relationship Management and Organizational Change Management certification courses
- The IT Excellence Awards, presenting awards for Project Of The Year, Practitioner Of The Year, Innovation Of The Year and Case Study Of The Year at the event

Short has won fans and accolades in television, film and theater since his breakout season on *Saturday Night Live* 30 years ago. He is slated to kick off Pink16 celebrations on February 15 at the Bellagio Hotel in Las Vegas, sharing his life stories and adventures through fun skits, story-telling and an interactive Q&A session. Attendees will also have a chance to meet him at a book signing of his acclaimed memoir, *I Must Say*, after the keynote presentation.

For more information, to register for Pink16 or to submit your nominations for the IT Excellence Awards, please contact 1-888-273-PINK or info@pinkelephant.com.

About Pink16

Each year, Pink Elephant presents must-attend IT Service Management conferences and leadership forums that bring industry experts and IT professionals from around the world. This year at their 20th Annual International IT Service Management Conference & Exhibition in Las Vegas – Pink16 – February 14-17, they will be celebrating their 20th Anniversary and the lineup of speakers and sessions is promising to be the best yet.

The program presented at Pink16 will be content rich and comprehensive covering a vast array of subjects from all across the ITSM spectrum – ITIL®, COBIT®, Lean IT™, DevOps, Cyber Risk & Resilience, and much more!

About Pink Elephant

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

For more information and to check out our full list of products and services, visit www.pinkelephant.com and follow Pink Elephant on Twitter: [@theitilexperts](https://twitter.com/theitilexperts)

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