



Conference Preview

“Pink17”

Communicate. Connect. Change.

**RECOGNIZED AS THE #1
INDUSTRY EVENT!**

21ST ANNUAL INTERNATIONAL
**IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION**

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 19-22, 2017

“This was my second Pink Elephant conference, and I’d describe it as a must attend event. Simple as that – you’ve really got to be here.”

LAST EARLY BIRD ENDS OCTOBER 28!

Others try,
but no one
can surpass
our content
rich and
comprehensive
program!



Communicate. Connect. Change.

This year’s conference theme is covered in a wide variety of sessions that show you how to successfully lead and manage people, processes and tools in today’s ever changing IT and business landscapes.

There is something for everyone in the 12 track program – strategic, tactical, operational – we’ve got you covered! In fact, this is one main reason why so many organizations bring entire teams!

Numerous speakers, including award winning practitioners are on hand to give you views of many frameworks and proven business practices that enable success.

At Pink17, we’ll show you how to go beyond just theory to achieve true business value and outcomes.

Who Should Attend Pink17?

Anyone who is interested in building and managing a truly business-focused IT organization:

- C-Level, including CIOs/CTOs/CSOs
- IT Directors, VPs
- IT Service and Support Managers/Directors
- Service Desk Managers/Directors
- IT Infrastructure Managers/Directors
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors and Managers
- IT Auditors, IT Consultants
- IT Suppliers/Vendors

What’s New At Pink17? Lots!!!

- More sessions about DevOps, Agile, Lean IT, Organizational Change Management – the program is loaded with many new subjects and sessions!
- More new speakers than ever before – experts and successful leaders from all walks of life!
- Maximize your learning experience! Add on a pre- or post-conference course including many new options – Lean IT Leadership, DevOps Certification, Agile Certification, and more!

LAST Early Bird Deadline!

Save Almost \$350 When You Register By October 28, 2016.

Featured Speakers

Take a look at this line-up of heavy duty hitters! The agenda is jam-packed with powerful speakers who will inspire, energize and educate – here are just a few examples!



J.R. Martinez
Author, US Army Veteran,
Advocate

J.R. Martinez is many things – an actor, bestselling author, motivational speaker, advocate, and wounded U.S. Army veteran.

In 2003, J.R. was serving the US Army in Iraq when his vehicle hit a roadside bomb, leaving him with severe burns to his body. Today, J.R. travels the world spreading his message of resilience and optimism. He devotes himself to showing others the true value of making the most of every situation. His message is universal: your path in life is decided by your own ability to adapt and overcome.



Eric Boles
President,
Game Changers Inc.

Leading & Managing Change In The New Reality

What does it mean to be a “REAL” leader? Eric will tell you! Leading and managing change has never been more challenging than in today’s “new normal” and “new reality”. Customers are more demanding, competition is stiffer, employees less engaged, and the rate of change is getting faster. Eric very passionately shares several key insights that will help you succeed.



Troy DuMoulin
VP, Research & Development
Pink Elephant

Advanced ITIL Adaption – What Does It Look Like & What Does It Really Mean?

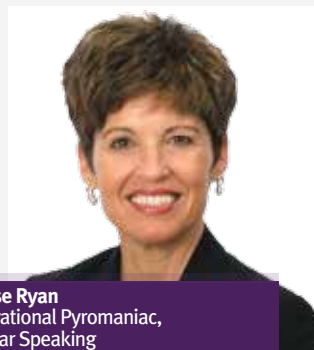
Troy is one of the world’s most experienced and knowledgeable IT Service Management (ITSM) experts. During the past two decades, many organizations have applied ITSM principles successfully. He’ll share his perspective on how organizations have applied advanced ITIL® concepts, and moved from a technical focus to one that is service-oriented and business driven.



Barry Maher
Communication Expert & Author,
Barry Maher & Associates

Slicing Through The Noise: Powerful Communication For Leadership & Professional Success

Barry – a highly respected communication expert and author – will show you how to communicate with people of all types to diplomatically and tactfully get what you want and get people to look forward to whatever trip you’d like them to take.



Denise Ryan
Motivational Pyromaniac,
Firestar Speaking

Motivation By Chocolate

Denise profiles nine key motivational concepts that can help you get more out of every day – both personally and professionally. Attend this session and learn about the communication styles of the world’s best chocolate makers and determine your own style too. You can use this insight to better relate to others. All that – and chocolate too!



Skip Weisman
Workplace Communication Expert,
Weisman Success Resources, Inc.

The 7 Deadliest Workplace Communication Sins

Skip introduces you to the seven biggest communication mistakes taking place in workplaces every day. By the end, you will easily be able to recognize and resonate with all seven communication sins, identify specific ways they manifest and learn simple ways to turn around these negative and limiting habits.

Communicate. Connect. Change.

The conference theme will be covered in over 140 sessions and 12 tracks to show you how to successfully lead and manage people, processes, and tools in today's ever changing IT and business landscapes. Here's a preview of what's new at Pink17!

New Tracks!

ITIL – 10 Years Later

Many organizations have been using ITIL best practices successfully for a decade or more, demonstrating many positive business outcomes. What has led to their successes? Check out these progressive case studies to find out!



Cathy Kirch

ITSM Governance Manager, Allstate Insurance Company, itSMF USA President

Cathy will discuss how efforts focused on ITSM, from startup and stabilization, adjust and move forward to keep pace with the changes around us.



Brian Newcomb

Director, Technology, Process & Data Solutions, Ohio State University (OSU)

Brian will provide a brief history of ITIL at OSU and focus on how the general principles are being used to advance a key improvement initiative within the HR business area.



Elaine Lauritzen

Managing Director, OIT Support Services, Office Of IT, Brigham Young University

Join Elaine to hear how ITSM principles have been embraced, morphed and changed over the last 10 years and what drivers kept the core ITSM principles active and alive.



David Chiu

Director ITSM Process & Solutions, BMO Financial Group

Learn how principles that were initiated over 15 years ago have helped shape the BMO IT culture.



Dennis Ravenelle

Release Project Manager, Harvard University

Harvard's ITSM journey began in 2007 in response to a COBIT® audit by internal auditors. Today, ITSM and ITIL remain a foundational part of transforming their traditional workforce to survive and thrive in an Agile, DevOps, cloud-based world.



Lisa Willis

Operations Product & Service Quality Leader, Allstate Insurance Company

Lisa will share the story of Allstate's journey of establishing an operations ITIL trained team focused on addressing potential WAD issues, along with learnings and successes!

New Topics!

DevOps, Agile, Lean IT Leadership, Organizational Change Management – and more!



Agile ITSM: Practical Experiences On Kanban & Scrum In Services

Dave van Herpen

Management Consultant, Enterprise Agility & DevOps, Sogeti Nederlands B.V

More than ever service organizations use Agile. Dave reveals real world examples to illustrate the power of using practices like Scrum, Kanban and self-organizing, multidisciplinary teams.



Leading Change – Even If You're Not In Charge

Jennifer Bonine

Vice President Of Solutions, tapQA

Jennifer will share a toolkit of techniques to help you determine which ideas will – and will not – work within your organization when attempting to implement change.



How To Get Along With Everyone Who Is Not Me

Denise Ryan

Motivational Pyromaniac, Firestar Speaking

Life would be so easy if everyone we interacted with was just like us. This session will help you communicate with different types of people. You will learn about barriers to communication and how to remove them.



DevOps – What Does Lean Have To Offer – Part 1

Steve Bell

Founder, Lean IT Strategies

Steve will present a practical overview of a journey to continuous delivery and the digitization of knowledge beginning with the exploration of DevOps from a top-level enterprise value stream architecture and leadership.



DevOps – What Does Lean Have To Offer – Part 2

Karen Whitley

Co-Founder, Lean IT Strategies

In Part 2, Karen will share a practical approach to how managers, team leads and team members can apply Lean practices. This includes Value Stream analysis, Kaizen, Kaikaku, and Agile, Scrum and DevOps, to optimize work flow and continuously improve value.



The Four Keys Of Engaging All Personalities & Perspectives

Joe Foster

IT Client Services Manager, Sempra US Gas & Power

Joe combines real world experiences from his organization with the latest findings in neuroscience to demonstrate how addressing different perspectives can make or break an ITSM project.

Visit our website for all program details, and a complete list of speakers.

New Speakers!

Coming back? You will hear case studies from many new speakers!



Building The IT Workforce Of The Future

Sterling J. Wright
Senior Technology Officer To The CIO, United States Army

Join Sterling as he uses recent experience to show how you can future-proof your workforce using techniques such as a skills inventory, training plans and a balance between technical and process training.



Renovating The Cock-Pit Midflight: Shifting The IT Cultural Direction Of A 100 Year Company

Lisa M. Valle
Service Management Office Leader, The Boeing Company

Lisa will tell a story about how a small IT group at the largest aerospace company in the world was tasked with an audacious goal: change the way they defined, delivered and articulated the services they provided.



ITSM: Why It's A Journey Worth Taking

Tracey Richardson
Senior Director, Service Management, Ohio State University

In 2009, Ohio State University embarked on its journey to adapt the ITIL best practice framework. Tracey will share their journey including what worked and what didn't.



HMS... A Continuous ITIL Journey

Debbie Balmos
Director, IT Support, HMS

Debbie shares details of how HMS employed ITIL methodologies to mature their IT organization; where HMS started, where they are now and where they are going in the future on their road to maturity.



IT Governance For Busy People: A "One IT" – Case Study

Roger Williams
IT Governance Manager, Lowe's

Roger will describe the Lowe's IT Governance journey and answer the question: Who REALLY does IT Governance? He will also share the four pillars of an effective governance approach, and much more.



Namaste ITSM! Using Service Management To Establish A High Performing Insource Organization In India

Carol Christobek
Director, IT Customer Support & Service Delivery, Ashland Inc.

Ashland rapidly expanded their IT workforce to nearly 90 people over a few years. Carol profiles the use of ITSM and ITIL principles to establish the foundation for a high performance IT team.



Integrating IT Strategy & ITSM – A Challenging But Worthwhile Journey

Chris Hover
IT Manager – Service Quality, Corning Inc.

Chris will share how the alignment of the IT strategy and the ITSM Transformation Project in Corning's ITSM journey was critical and significantly reduced the challenges that the project team was anticipating.

Old Favorites!

Many highly rated speakers are back to share more insights!



Two Communication Models Every Leader Must Understand

Robin Hysick
Management Consultant, Pink Elephant

Robin will introduce two communication models: Shannon & Weaver Model, and Berlo's SMCR Model. She'll discuss why every leader must understand all of the components involved in a two-way process of communication featured in these models.



Everyone Communicates, Few Connect: What The Most Effective People Do Differently

Jack Probst
Principal Consultant, Pink Elephant

Jack will review five principles and five practices for breaking the invisible barrier to leadership success based on the book with the same name by John C. Maxwell.



How To Use A Lean Rapid Process Improvement To Transform The Service Desk

Cindy Trudeau
Director IT Customer Services, HonorHealth

Cindy will explain how using the Lean RPI methodology, while using the ITIL framework, allowed for improved customer satisfaction by effectively managing incidents in Service Desk.



The Major Incident Juggling Act

Robert Nessler
ITSM Manager, State Of Colorado – Governor's Office Of Information Technology

Robert, 2015 Pink Elephant IT Excellence Award Winner – Practitioner Of The Year, will address the intricacies of being an effective Incident Commander and Program Manager.



The 4 P's Of Successful ITSM Change Projects: People, People, People, People

Peter Hubbard
Principal Consultant, Pink Elephant

Peter will journey through the ABCs of change – Attitude, Behavior and Culture. He will discuss the do's and don'ts of organizational change, giving you an edge to understand how to best approach the "people aspect" of implementing ITSM.



Get Out Of The Way: Moving From Change Control To Change Facilitation

Rob England
The IT Skeptic

Rob will discuss the need to accommodate faster cadences of change, and how to use DevOps and Agile Service Management to adapt our practices to help ensure as many changes happen as fast as possible.



Service Management & The Internet Of Everything

Gary Case
Principal Consultant, Pink Elephant

Take a leisurely trip back in history and reminisce about the easy life of the IT management professional of yesteryear, and then travel forward to see how the life of that IT manager has evolved into the hectic and crazed world of today.

IT Excellence Awards

Send in your nominations by December 16, 2016!

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

Project Of The Year

Recognizes an organization that has demonstrated significant commitment to best practice frameworks including ITIL, ISO, COBIT, Lean IT, and Six Sigma.

Practitioner Of The Year

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

Innovation Of The Year

This award is in recognition of a product or service developed by the vendor community that has made the greatest contribution to ITSM in the last calendar year (2016).



1. Project Of The Year: Assurant.
 2. Innovation Of The Year: Persyistent Suite, Utopic Software.
 3. Practitioner Of The Year: Robert Nessler, Governor's Office of Information Technology – State of Colorado.

Combination Discount – Save 10%

Register for a Pink17 Pre- or Post-conference course, after the Last Early Bird ends, and save 10% off the course fee.

Pre-Conference Courses

ITIL Operational Support & Analysis	February 15-19, 2017
Organizational Change Management Foundation	February 15-17, 2017
ITIL Service Strategy	February 16-19, 2017
ITIL Service Design	February 16-19, 2017
ITIL Service Transition	February 16-19, 2017
ITIL Continual Service Improvement	February 16-19, 2017
ITIL Foundation	February 17-19, 2017
NEW! Certified Agile Service Manager	February 17-19, 2017
NEW! Agile Scrum Master	February 17-19, 2017
NEW! Agile Scrum Foundation	February 18-19, 2017
NEW! Leading The Organizational Change Process	February 18-19, 2017
Lean IT Foundation: Understanding Lean IT Principles & Objectives	February 18-19, 2017
Organizational Change Management Practitioner	February 18-19, 2017

Post-Conference Courses

NEW! DevOps Foundation	February 23-25, 2017
Business Relationship Management Professional	February 23-25, 2017
ITIL Practitioner: Enabling Critical Competencies	February 23-25, 2017
Lean IT Kaizen: Implementing Lean IT Practices	February 23-25, 2017
NEW! Lean IT Leadership	February 23-25, 2017
How To Define & Implement A CMDB According To ITIL Best Practices	February 23-24, 2017
How To Define & Implement A Service Catalog	February 23-24, 2017

With the introduction of many new courses over the coming months some course dates might change – check our website for updates!

And sign up for e-bulletins at: pinkelephant.com/signup

LAST Early Bird Deadline – October 28**Regular Pass: ~~\$2,295~~ \$2,195**

- 1 FREE hotel room night at the Bellagio Hotel (February 19), excluding resort fee per night and taxes
- \$100 off full fee

Platinum Pass: ~~\$2,795~~ \$2,695

- All Regular Pass Entitlements
- Plus much, much more. Check out all the benefits online

Exhibition Showcase

Pink17 includes an exciting and dynamic exhibition showcase. Be sure to visit these progressive exhibitors who offer products and services that support your IT Management efforts and continual improvement initiatives.

**Interested In Exhibiting?**

Contact Lisa Lyons Today At:

l.lyons@pinkelephant.com

Or Call 1-905-331-5060 ext. 228

Send A Team & Save!

Contact us for details about how to benefit from team discounts of three or more people.

Conference Location

Pink Elephant's 2017 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest rated hotels.

Conference attendees are entitled to a special event rate. To obtain this special event rate, attendees must call Pink Elephant at 1-888-273-PINK by January 12, 2017. Book early, rooms are limited. Room rate is subject to availability.

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.

Stay Connected To Pink!

There are many ways to get immediate notifications about special discounts, preview announcements about new products and services, and all the latest news from Pink!

Sign up for our e-newsletters: pinkelephant.com/signup



Pink Elephant
1600 Golf Road, Suite 1200
Rolling Meadows, IL
60008
1-888-273-PINK

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

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

Conference Preview

“Pink17”

Communicate. Connect. Change.

“This was the best work related conference I have ever been to.”

**21ST ANNUAL INTERNATIONAL
IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION**
LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 19-22, 2017

© Pink Elephant Inc., 2016. 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 AXELOS. PRINCE2® is a Registered Trade Mark of AXELOS. COBIT® 5 is a registered trademark of ISACA®. PMBOK® is a registered trademark of the Project Management Institute, Inc.