

19TH ANNUAL INTERNATIONAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 15-18, 2015

“PINK₁₅”



*Attend the
industry's #1
conference.*

“Why did it have to be snakes?” Stop rolling the dice when it comes to managing your IT operation!

IT Service Management should not be a game of chance. Pink₁₅ will show you how.



Pink's annual conference is recognized as the industry's #1 event!

Now in its 19th hugely successful year, our annual event is globally recognized as *the* world's premier IT Service Management (ITSM) conference.

Our program is content-rich and comprehensive – 14 tracks, 160+ sessions – covering a vast array of subjects including: IT leadership and people management, leading change, ITIL®, ISO, Lean IT, Six Sigma, PRINCE2®, PMBOK®, COBIT® – and more!

Pink15 aims to show you how to take the knowledge you acquire from the various certification programs, and go beyond just theory to get business results!

This is *the* industry's must-attend conference!

Who Should Attend Pink15?

Whether you're new or well advanced in your knowledge of ITIL and ITSM – there's something for everyone in the dynamic program:

- C-Level, including CIOs/CTOs/CSOs
- IT Directors, VPs
- IT Service and Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors and Managers
- IT Auditors, IT Consultants
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to ITSM, ITIL, ISO, Lean IT, Six Sigma, PRINCE2, PMBOK, and COBIT
- And, anyone who is interested in building and managing a truly business-focused IT organization

About Pink Elephant

A global company with a proud and pioneering 30 year history, we're the world's #1 provider of ITSM and ITIL education, consulting and conferences.

Visit www.pinkelephant.com for more information.



Others try, but nobody else can deliver the same extraordinary program and expertise!

"My experience was that this was not only the best Pink conference yet, but also the single best global ITSM event I have ever attended."

"Spot on! Totally what I came for!"

"I met so many people and attended some really good sessions. I came back to work energized and ready to take on the world!"

"Thank you for yet another well done conference...your conference delivered everything that I expected and more..."

"I had heard that Pink is the 'must-attend' service management conference... Pink did not disappoint."

"Impressed by the knowledge of Pink's consultants relating examples from real life experience...not just theory."

"Excellent! This conference is first class in every way"

– Comments from Pink14 attendees

Here are 7 key reasons to attend the #1 ITSM conference:

- 1 Our Program Is Content-Rich & Comprehensive**
There's something for everyone in the comprehensive and power-packed program, covering the most important and relevant subjects.
- 2 Pink Think Tank**
Not found anywhere else! The best minds in the industry will come together to give their views, insights and predictions for the future of ITSM.
- 3 Powerful Real-World Case Studies**
Listen to real-life IT managers' stories about what worked, what didn't, and valuable lessons learned.
- 4 Inspirational Speakers**
The world is full of people who make a difference – and we bring them to you! Our agenda is packed with sessions by world-leaders and top-ranked IT professionals.
- 5 Expert Panel Discussions**
Get the opportunity to not only learn from the presenter/facilitator, but also to contribute your own experiences and ideas and learn from peers.
- 6 Exhibition Showcase**
Gain valuable insight into the constantly changing world of ITSM focused services and products.
- 7 Free Half-Day Sessions**
Only at Pink! Choose from one of the many half-day workshops ranging from operational to strategic in focus.



YOU GET MORE AT PINK15.

Pink has the undisputed reputation for bringing you an unsurpassed level of content!



Daniel Burrus
Best-Selling Author, *Flash Foresight: How to See the Invisible and Do the Impossible*

Based on his current best-selling book, Daniel Burrus takes the concept of looking into the future and transforms it into a new paradigm for running highly successful businesses. Learn how to anticipate the evolution of virtualization...because if you don't, someone else will.



Preston Abadie
Director of IT, Quicken Loans

Quicken Loans has been named #1 on *Computerworld's* Best Places To Work In IT four times. Preston will provide insight into Quicken's unique company culture and the strategies IT leaders use to engage and motivate their staff to deliver outstanding customer results.



Troy DuMoulin
VP, Research, Innovation & Product Development, Pink Elephant
One of the world's leading ITIL and ITSM authorities, Troy is presenting many sessions at Pink15 including, "The 3 Doors of Demand Management".



N. Dean Meyer
Author, *Internal Market Economics*
Dean will show you the "big picture" of IT financial management – how financial and resource-governance processes should work based on principles of market economics applied inside organizations.



Joe Hayes
CIO, Prudential Group Insurance
Joe shares his IT organization's story of transforming the business unit IT group in Prudential's Group Insurance division into a trusted advisor capable of leading business partners through rapid change.



Chris Flanagan
VP, ITSM & Operations, Prudential Group Insurance
Chris will continue Prudential's transformation story in part two of this discussion and detail how DevOps was leveraged to help the Plan, Build, and Run teams collaborate to maximize output.



Dr. George Westerman
Research Scientist, MIT Center for Digital Business
One of the most popular session presenters at Pink conferences, Dr. Westerman returns to share new insights and research following on the heels of his successful book *The Real Business of IT*.



Jeff D. Gill
CIO/CISO, Corporation Service Company
Join Jeff to learn how Corporation Service Company used simple service integration strategies to bundle essential Supplier Management and IT Financial Management practices in a manageable and measurable best practice.



Cathy Kirch
ITSM Office Delivery Lead/Manager, Allstate Insurance Company

Multiple award winner, and one of the most experienced ITIL practitioners in the world, Cathy shares how to create a Service Management workforce plan.



Elaine Lauritzen
Managing Director, Production Services, Brigham Young University

Former Practitioner Of The Year award winner and a conference favorite, Elaine will help you step back and ask the really tough questions about running your day-to-day business.



Dana Swanstrom
ITSM Director, EMC Corporation

2013 IT Excellence Project Of The Year Award winner, Dana will describe how the EMC IT team optimized six processes and replaced major parts of their ITSM technology to unite IT and provide greater agility to meet changing business needs.



Edward Marx
CIO, Texas Health Resources
Edward – winner of Pink Elephant's new IT Leader Of The Year award – will share practical steps on how to make innovation happen within your organization.



Martha Wenc
ICS Process Manager, Jazz Aviation
Join Martha, a former Case Study Of The Year award winner, as she shows how departments are recognizing the role of service management and are developing a CMDB to help better manage their services.



Brian Newcomb
IT Management Consultant, Pink Elephant
Brian will reveal why many IT organizations fall short on ITSM efforts and how they need to define the services they provide.



Amy Merino
Manager, Solutions Delivery, SPX Corporation
Join Amy as she walks you through her organization's ITSM implementation journey. She will share with you major milestones so far, including how a governance framework helps keep the ship from going off-course.



Glenn Leavitt
Manager, Service Management, eBay Inc.
When you're an internationally recognized name like eBay, you've got to get it right and get it right the first time! Join Glenn as he shares eBay's Service Catalog journey.



Victor Mack
IT Management Consultant, Pink Elephant
Victor will clarify the difference between Asset Management and Configuration Management and explain the best practices for both of these key capabilities.



Gustav Toppenberg
Sr. Manager, IT Strategy, Planning, Portfolio Management, Cisco IT
Gustav returns to share Cisco's continued success with their Architecture-led Service Planning process and how they are moving forward an adaptive enterprise delivering high-quality, high user experience at a low cost-to-serve.



Frank Daino
Manager, Service Management, Capital District Physicians' Health Plan (CDPHP)
Learn how this JD Power 2014 Customer Champion introduced Problem Management concepts to his organization, and how IT gained buy-in through improved services and by educating CDPHP to the benefits of ITIL.



Jack Mansfield Jr.
VP, End User and Infrastructure Services, Bell TechLogix
Join Jack to learn the importance of the outsourced Service Desk being a part of the overall IT communication plan and strategy, with focus on release management, problem management and continual service improvement.



Joe Gallagher
Global Head of Problem Management, Bank of New York Mellon
Joe will describe how he took a team of Problem Administrators and transformed them into Problem Managers, resulting in a 35% reduction in major client-impacting problems.



William Robinson
Principal Solutions Architect, Sandia National Laboratories
Join William as he reveals how Sandia National Labs uses agile practices to bolster its service delivery capabilities and address the risk of unfulfilled customer needs.



Harvey Ogden
Director, Service Delivery, SPX Corporation
IT and business sometimes speak different languages and Harvey will describe how his organization has learned to reach a common way of speaking and thinking.



John Livingston
Senior IT Auditor, Medical Mutual of Ohio
Ever wish you had the inside scoop on what the auditor will look for when auditing your ITIL processes? John, a seasoned IT Auditor, will show you the processes and techniques used.



Christian Feldbech Nissen
CEO, CFN People
Christian will explore the Adaptive Service Model©: the Taking Service Forward initiative that sees the need for a basis of co-creation and crowd-sourcing of future service management best practices.



Rob England
IT Skeptic, Two Hills Ltd.
Not only is Rob once again gathering the greatest ITSM minds for the Pink Think Tank, he will also share his breakthrough methodology on what an engagement model should look like, how to develop one and how to use it.



Scott Shoemaker
Service Management Office Lead, Northrop Grumman
Attendees of Scott's session will take a deep dive into Northrop's governance for both Services and Enterprise IT Processes, and learn what's worked, what hasn't worked, and peek into the future.



Steve Carroll
MA Leadership, Director, Provincial Operations, Cancer Care Ontario
Steve will share how culture can work for you or against you, and provide a set of very simple, practical, and actionable ideas, insights, and guiding principles to kick-start any culture shaping effort.



Dr. Barbara Rembiesa
Ph.D., CEO & President, IAITAM
Dr. Rembiesa will share how you can gain the skills, knowledge and certification needed to implement Asset Management into your ITSM program, to realize full efficiency based on the IAITAM Best Practice Library.



Jack Probst
Principal Consultant, Pink Elephant
Always a well-received and highly rated speaker, Jack presents multiple sessions about ITIL, strategic IT leadership, Lean IT and more.



Gary Case
Principal Consultant, Pink Elephant
This very popular presenter is one of the world's most experienced ITSM consultants. Gary is on-hand to explain the relationship between Business Relationship Management and the rest of the service lifecycle.

...And many more speakers. Visit our website for the complete program.

For longer, more detailed session descriptions visit our website.

Exhibition Showcase

Pink15 includes another exciting Exhibition Showcase! Here is a list of confirmed exhibitors so far. For an up-to-date listing, visit our website.



Alemba
www.alembagroup.com



Cherwell
www.cherwell.com



DriveSavers Data Recovery
www.drivesaversdatarecovery.com



FrontRange Solutions
www.frontrange.com



Helix Service Management Services Ltd
www.helix-services.com



International Institute for Learning, Inc.
www.iil.com



itSMF USA
www.itsmfusa.org



IT Training Zone
www.ittrainingzone.com



LANDesk
www.landesk.com



ManageEngine
www.manageengine.com



PureShare
www.pureshare.com



TeamQuest
www.teamquest.com



Xtraction Solutions
www.xtractionsolutions.com

Get Certified By The World's #1 ITIL & ITSM Educator!

Maximize your learning experience by attending one of these pre or post-conference courses or workshops.

Pre-Conference Courses	
ITIL Foundation Certification	
ITIL Foundation	February 13-15, 2015
ITIL Capability Certification	
ITIL Operational Support & Analysis	February 11-15, 2015
ITIL Release, Control & Validation	February 11-15, 2015
ITIL Service Offerings & Agreements	February 11-15, 2015
ITIL Planning, Protection & Optimization	February 11-15, 2015
ITIL Lifecycle Certification	
ITIL Service Strategy	February 12-15, 2015
ITIL Service Design	February 12-15, 2015
ITIL Service Transition	February 12-15, 2015
ITIL Service Operation	February 12-15, 2015
ITIL Continual Service Improvement	February 12-15, 2015
ITIL Expert Certification	
Managing Across The Lifecycle	February 11-15, 2015
Lean IT Certification	
Lean IT Foundation: Using Lean Principles For Continual Service Improvement	February 14-15, 2015
IT Asset Management Certification	
IT Asset Management Foundation	February 14-15, 2015
"How To" Instructional Workshop	
How To Define & Implement A CMDB According To ITIL Best Practices	February 14-15, 2015

Post-Conference Courses	
COBIT	
COBIT 5 Foundation	February 19-21, 2015
IT Asset Management Certification	
Certified Software Asset Manager	February 19-20, 2015
"How To" Instructional Workshops	
How To Define & Implement A Service Catalog	February 19-20, 2015
Problem Management: Root Cause Analysis Workshop	February 19-20, 2015
Implementing IT Service Management Boot Camp	February 19-21, 2015
IT Service Management Strategic Roadmap	February 19, 2015
How To Measure, Improve & Manage The Effectiveness Of Your Service Level Management Processes	February 19, 2015
The ITSM Leadership MasterClass	February 19, 2015

Visit our website for course descriptions.

CONFERENCE LOCATION

Pink Elephant's 2015 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest rated hotels.

Until October 31st, 2014, pay only \$129 per night for hotel guest rooms at the Bellagio. Call Pink Elephant to book your rooms.

After the Early Bird ends on October 31st, conference attendees are entitled to a special event rate. To obtain this special rate, attendees must call Pink Elephant at 1-888-273-PINK by January 2nd, 2015. Book early, rooms are limited. Room rate is subject to availability.

CONFERENCE FEES

There are two types of passes you can purchase: Regular Pass, or Platinum Pass.

- 1) Regular Pass: US\$2,195
 - All conference materials
 - All meals (continental breakfasts, lunches and snacks at receptions)
 - Access to all conference sessions
- 2) Platinum Pass: US\$2,695
 - All Regular Pass entitlements PLUS...
 - Reserved seating in the General Session room
 - Access to the special Platinum Lounge where you can grab a beverage, relax, and network with other Platinum Pass holders
 - Dedicated Platinum Registration counter for fast check-in
 - Dedicated Platinum Concierge and Customer Service counter
 - "Front-of-the-Line Pass" for Celebrity Keynote book signings. Pink conferences are renowned for the amazing line-up of keynote speakers. We set the pace that everyone else tries to follow! Now, with the Front-of-the-Line Pass, you won't have to wait in a long line to get your book signed or for a photo op!
 - Platinum Dining Room where you can have lunch, network and engage with other Platinum Pass holders
 - Hotel room upgrade to "Dancing Fountain View" (based on availability)
 - Attendance at a series of 3 exclusive "Platinum Pass Ask-The-Expert Breakfast Club" workshops with Pink's Subject Matter Experts Gary Case, Jack Probst and Troy DuMoulin on Monday, Tuesday and Wednesday mornings

LAST EARLY BIRD SPECIAL OFFER!

Register by October 31st:

Regular Pass: US\$2,195, and all Regular Pass benefits, PLUS

- 3 hotel room nights at \$129 per night at the Bellagio Hotel (February 15, 16, 17)
- No risk! Cancel anytime until December 31st, 2014

Platinum Pass: US\$2,695, and all Platinum Pass benefits, PLUS

- 3 hotel room nights at \$129 per night at the Bellagio Hotel (February 15, 16, 17)
- No risk! Cancel anytime until December 31st, 2014

SUBSTITUTIONS & CANCELLATIONS

You can substitute an attendee from the same organization at anytime. All substitutions must be submitted in writing to registrations@pinkelephant.com.

No Risk! You can cancel anytime until December 31st, 2014 and get a full refund. After this date, Pink Elephant will not provide refunds or credits for cancellations.

For 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.

TO REGISTER

Choose one of the following options:

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

STAY CONNECTED!

Stay connected to Pink for all the latest news and updates:

@theitilexperts & #Pink15

Pink Elephant

Subscribe to PinkLINK & E-Bulletins:
www.pinkelephant.com/ResourceCenter/
PinkLINK

IT EXCELLENCE AWARDS

SEND IN YOUR NOMINATIONS BY
DECEMBER 5TH!

Pink Elephant is now accepting nominations for Project Of The Year, Practitioner Of The Year, Innovation Of The Year and IT Leader 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.

Leader Of The Year

Recognizes senior IT Leaders who inspire others to successfully achieve positive business results.



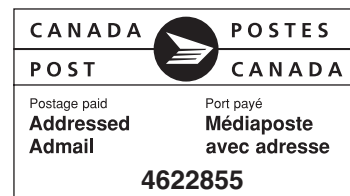
2013 Project Of The Year Award Winner, EMC

Visit our website for details about qualification, submission criteria, and all winners from previous years.



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

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



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“PINK15”

**Last Early
Bird Ends
October 31st**

Each year, Pink Elephant presents the world’s #1 ITSM conference – ITIL, Lean IT, COBIT, ISO, Six Sigma and more – we cover it all! We are also a global leader in ITSM consulting and education.

Pink Elephant offers a vast array of products and services to help you meet your IT and business goals.

For a complete list and details of our full service catalog visit us at www.pinkelephant.com