



FOR IMMEDIATE RELEASE

FORMER MANCHESTER UNITED SOCCER STAR & SPEAKER
GARY BAILEY CONFIRMED FOR PINKNORTH16

Joins Communications & Behavior Expert Mark Bowden In Headlining Event

Burlington, ON – March 16, 2016 – Pink Elephant, a premier global training, consulting and conference service provider, today confirmed that Gary Bailey, former Manchester United soccer star and award winning motivational speaker, will be a keynote speaker at their 3rd Annual IT Service Management Conference & Exhibition – “PinkNORTH16”, which will take place in Toronto, Canada, June 6-7, 2016.

“Like many in Toronto, we’re soccer fans at Pink Elephant, and are very excited to have Gary Bailey as a keynote speaker at PinkNORTH16,” said David Ratcliffe, President, Pink Elephant. “He will be able to share with attendees how his lessons learned on the pitch can be translated into results in the business world.”

Gary will demonstrate how effective leadership under pressure is critical for achieving success, drawing from his experiences playing for Manchester United under the leadership of Sir Alex Ferguson. Gary will also share the G.R.E.A.T principles of how to thrive under pressure and become even more successful in business. In addition to playing for the most successful and popular sports franchise in the world, Gary also has a BSc in Physics and an MBA from Henley in Oxford.

In addition to Gary’s session, Mark Bowden, body language, human behavior and communication expert, will be the opening keynote at PinkNORTH16. The event will also include:

- 4 tracks covering everything from IT Service Management and thought leadership to best practices
- 7 post-conference courses, including Lean IT Foundation, Certified Software Asset Manager and new offerings; Leading The Organizational Change Process, Organizational Change Management Foundation, Business Relationship Management Professional and ITIL® Practitioner

PinkNORTH16 will be held in downtown Toronto at the Hilton Toronto. Attendees who register by March 28, 2016 are eligible to save \$200 and receive one hotel room night for free with the Early Bird Offer. For further details about PinkNORTH16 and this special offer, or for information about any of Pink’s upcoming events, please contact 1-888-273-PINK or info@pinkelephant.com.

About PinkNORTH16

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. At the 3rd Annual IT Service Management Conference & Exhibition North Regional – “PinkNORTH16” – in Toronto, June 6-7, Pink Elephant has an unsurpassed line up speakers and sessions.

PinkNORTH16 is content rich and comprehensive covering a vast array of subjects from all across the IT Service Management spectrum. Attendees at this dynamic event will learn how to successfully drive business change using many best practice frameworks, models and standards such as ITIL, COBIT[®], ISO, Lean IT and 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.

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