

**CONFERENCE
PREVIEW**



Knowledge Translated Into Results

20TH ANNUAL INTERNATIONAL
**IT SERVICE MANAGEMENT
CONFERENCE & EXHIBITION**

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 14-17, 2016

“Pink16”

IT @ The Speed Of Change

Join us for our 20th Anniversary Celebration!
FEATURING SPECIAL GUEST



MARTIN SHORT

EMMY & TONY AWARD WINNING ACTOR,
COMEDIAN, WRITER, SINGER & PRODUCER

“I was blown away with the professionalism, the content, and the format. By far my best conference experience ever.”

– Pink15 Attendee

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

Join us for "Pink16" – AN EPIC CELEBRATION! Now in our 20th hugely successful year, our annual conference is widely recognized as the world's most respected IT Service Management (ITSM) event.

Business is changing fast; but nothing changes faster than IT. How is the speed of change in IT affecting your ability to enable and support your business? Slow Change = FAILURE; Quick Change = SUCCESS!

This year's conference focus is *IT @ The Speed Of Change*. You need to be quick, lean, innovative, proactive, timely and effective. We'll show you how – at Pink16.

Numerous speakers, including award winning practitioners, are on hand to give you a strategic, tactical and operational view of various models and frameworks (DevOps, ITIL®, COBIT®, Lean IT, etc.) and proven business practices that enable success.

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



Who Should Attend Pink16?

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
- 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

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.

Visit www.pinkelephant.com for more information.

The World Is Full Of Inspirational People – We Bring Them To You!



Martin Short

Emmy & Tony Award Winning Actor, Comedian, Writer, Singer & Producer

A celebrated comedian, actor, writer, singer and producer, Martin has won fans and accolades in television, film and theater since his breakout season on *Saturday Night Live* 30 years ago. You might also remember him from feature films, *Three Amigos*, *Inner Space*, *Three Fugitives*, *Clifford*, *Pure Luck*, *Mars Attacks*, and one of Short's most memorable roles was in the remake of *Father of the Bride*.

Martin will kick-off the conference in a way only he can – bringing the audience to uncontrollable laughter while sharing his life stories and adventures. You'll have the chance to see Martin like you've never seen him before. The keynote includes fun skits, story-telling and will wrap up with an interactive Q&A with our conference attendees. Stick around after his keynote – Martin will be doing a book signing for his memoir *I Must Say*.

How To Be A People Magnet – It's Easy Peasy!

Allan Pease, Author & Motivational Speaker

Celebrated globally, and author of numerous best-selling books, Allan is acknowledged as one of the true leaders and experts in the study of interpreting, understanding and explaining communication and the behaviors of others. Always a Pink conference favorite and highly rated speaker, Allan is back to discuss his latest findings. The desire to be recognized, to feel important and appreciated is all-powerful. And the more important you make someone feel, the more positively they will respond to you. In this highly charged keynote presentation, Allan will show you how to make lasting first impressions, to effortlessly turn any situation to your favor, how to be a great conversationalist and make others feel important, and most of all, how to become a "human magnet".



Four Conversations For Success

Stuart Knight, Critically Acclaimed Author, Award Winning Entrepreneur & Expert Communicator

After speaking to over one million people, Stuart Knight has become one of the world leaders on creating powerful relationships. To be successful in business, you have to know what it takes to connect with people on a powerful level. Stuart will push you to understand four conversations that everyone must be able to create in business in order to reach organizational and personal goals. This thought provoking, motivational and hilarious presentation will not only change the way you communicate with your customers, colleagues and clients, but will also inspire you to change the conversation of your mind so that you are able to overcome challenges, while feeling motivated to reach goals you once thought were unattainable.



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

Pink has the undisputed reputation for bringing you an unsurpassed level of content! Here's just a preview of what we have to offer.

**Todd Haley**

Managing Director, Service Management, Charles Schwab

Join Todd in this strategic session where he'll describe Charles Schwab's drive toward defining end-to-end services in support of their goals to illustrate the clear value and total cost of ownership.

**James A. Dilanni**

British Computer Society (BCS) – North America

SFIA is a very practical and non proprietary management tool that you can use to bring out the best in your people. James will share all the details.

**Matt Devost**

CEO, Fusion X & Board Advisor, Black Hat

This presentation will explore alternative approaches to managing critical incidents and breaches that take a threat-centric approach to incident management and mitigation.

**Richard Knaster**

Principal Consultant, Scaled Agile Framework

Richard will provide an in-depth overview of how DevOps can work within the context of a Scaled Agile Framework to provide customer value and quality in the sustainable shortest lead time.

**Robin Hysick**

Management Consultant, Pink Elephant

Robin profiles Organizational Change Management – the people side of change. Included is an overview of the CMBok's 13 critical knowledge areas, the related professional certification levels and how the methods and techniques covered help you manage successful projects and transformation initiatives.

**Joe McBreen**

CIO, St. Vrain Valley School District

Joe will share his story of transforming a lethargic IT department into a strong and trusting team committed to service excellence in his session, "How To Create A Culture Of Trust & Engagement".

**Jim Clemmer**

President, Clemmer Group

Author of many highly acclaimed and best-selling leadership and team building books and a seasoned educator and presenter, Jim is on hand to deliver a variety of sessions.

**J.C. Grooms**

Knowledge Systems Architect,
Minnesota State University Mankato

J.C. will highlight what has been executed to collect, classify, and structure knowledge in an efficient manner in his organization, and how they've enabled their Service Desk to provide consistent and correct answers, self-services and how they've used gamification to help support their goals.

**Cyrus Howells**

Senior Process Manager – ITSM,
Nationwide Children's Hospital

Join Cyrus to learn how a Hoshin-based risk calculator promoted a better understanding of residual risk for change, what can be done to reduce it further, and ultimately the data needed to determine if a change should be approved.

**Stephanie Jambor**

Manager Of IT Service Management, Erie Insurance Group

Stephanie shares her beginning foray into Dev/Ops at Erie Insurance. She'll share the pivotal moment when Erie's executive leaders appointed her as owner in the Dev/Ops space and will describe the first steps in this unfamiliar territory.

**Matt Stratton**

Solutions Architect, Chef Software, Inc.

Matt discusses the need to understand the different "languages" of DevOps among departments when bringing about cultural change, and will provide techniques and strategies for identifying the drivers of peers and decision-makers.

**Andrew Humphrey**

Head Of Service Management, Auto Trader

Andrew will discuss Auto Trader's service management journey over the past five years which has seen them start with ITIL, incorporate Lean principles, Agile development methods and DevOps automation.

**Krissy Puleo**

Managing Director, Service Management Office,
Charles Schwab

Krissy will outline how Charles Schwab established a Service Management Office with a focus on the key business value attributes of availability, security, and the timely delivery of services to the organization.

**Joseph Hayes**

VP & CIO, Prudential Group Insurance

The 2014 Project Of The Year Award winner at Pink15, Joe presents his organization's continuing journey transforming IT through an optimized organizational design.

**Gerhard Cerny**

VP & Chief Information Security Officer, AmeriSourceBergen

Gerhard will take you through a journey on how cyber resilience has been approached, including the full lifecycle of cyber resilience activities, day-to-day execution, lessons learned and challenges to consider.

**Earl Begley**

Total Quality Manager, Analytics & Technologies, University Of Kentucky

Join Earl to learn how to make your second ITSM training session fun and engaging. Earl will also do a session to give you a list of tips on how to take your organization to the cloud smoothly.

**Tammy Whited**

Head Of Service Management, OCIO, Fermi National Accelerator Lab

Tammy will discuss practical ways to ensure the right priorities are being addressed in your workplace and how to communicate these priorities with employees and customers.

**Robert E. Stroud**

CGEIT CRISC, ISACA International President 2014/2015

Robert highlights Governance of Enterprise IT and how it pertains to strategic IT leadership and why it needs to be part of all levels and roles to drive effective outcomes and behaviors.

**John Sileo**

Identity Theft Expert & President & CEO, The Sileo Group

John will help you reduce your threat profile for fraud, deception and social engineering by showing you how and why human beings are the weakest link to security, privacy and profitability.

**Kenneth Coon**

Manager, Customer Support Services, University Of Alaska

Improving culture and ITSM processes were equally important for the University of Alaska when developing better change, incident and service catalog processes. Kenneth will give you exclusive insight into this project.

**Jan Schilt**

Director/Owner, GamingWorks

Learn by doing! This 1/2 day simulation workshop gives you practical experience for how Lean principles enable you to rapidly improve any process.

**Tina Thorstenson**

Assistant VP & Chief Information Security Officer, Arizona State University

Tina will discuss the critical processes every organization should have in place to effectively respond to a cyber or data breach.

**Carlos Casanova**

President & Solutions Architect, K2 Solutions

If you thought the Cloud and BYOD removed the need for a Configuration Management Database...you were wrong. Carlos will explain key tasks to deploy a CMDB in order to bring some sunshine into this Cloudy and BYOD influenced universe.

**Kevin Brock**

Former Assistant Director Of The Directorate Of Intelligence, Federal Bureau Of Investigation (FBI)

Kevin will explain why a company's ability to handle a cyber-attack with resilience depends on certain practices implemented "left of boom" – an FBI term for ways to prevent a terrorist event before the "boom".

**Robert Nessler**

ITSM Director, State Of Colorado – Governor's Office Of Information Technology

Robert will address the uniqueness of implementing ITIL based processes into a public sector environment that encompasses 18 state departments.

**Caron Kogan**

Partner/Chief Data Officer, WestWing

Caron will review the opportunities that big data offers organizations to increase the resilience of their operations, respond rapidly to cyber-attacks and minimize the impact of intrusions on their networks.

**Dr. Shue-Jane Thompson**

Partner, Public Sector, IBM Global Business Services

Shue-Jane will help you learn the definition of "privacy" and "personal identifiable information", why they're important and why they're challenging to manage.

And many more speakers!
Visit our website for all program details.

What's NEW At Pink16?

We know the program is the number one reason why attendees choose our events. Here's what's exciting and new this time around:

- **NEW!** DevOps track
- **NEW!** Organizational Change Management certification pre-and post-conference courses
- **NEW!** Organizational Change Management track
- **NEW!** Business Relationship Management certification post-conference course
- **NEW!** Cyber Risk & Resilience track
- **MORE** IT leadership and strategic management focus
- **MORE** advanced IT Service Management focus
- **MORE** case studies from IT leaders who are undertaking successful transformations

Visit our website to check out the AMAZING Pink16 program!

Bring Your Sweetie!

Celebrate February 14
in style.

See page 7 for details!

Everyone loves Pink's annual conference!

"I'm coming back next year. Only question is whether I bring 1 or 3 people."

"I really enjoyed the conference and got a lot out of it. I got one additional person to go this year, next year I'm hoping to get two more."

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

"Speakers were fantastic, knowledgeable and inspirational."

"I will be retiring soon. I may just go back to the next upcoming Pink conference on my own dime. I was that impressed."

"I always find the conference valuable and fun. A nice combination."



CONFERENCE LOCATION

Pink Elephant's 2016 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 8th, 2016. Book early, rooms are limited. Room rate is subject to availability.

CONFERENCE FEES

There are two types of passes you can purchase:

- 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 and Jack Probst on Monday, Tuesday and Wednesday mornings

VIP PACKAGE US\$2,895

INCLUDES ALL PLATINUM PASS ENTITLEMENTS PLUS...

On Valentine's Day bring your Sweetie to attend a champagne and roses cocktail hour with guest speaker Allan Pease who'll present a hilarious look at couples. All couples receive a free book too! During the event, Sweeties are permitted to attend all keynotes and networking sessions.

SUBSTITUTIONS & CANCELLATIONS

For Full Fee Conference Pass purchases, you can cancel up until December 31, 2015 and receive a full refund. No refunds or credits after December 31, 2015; however, substitutions can be made at any time. Pink Elephant reserves the right to cancel or reschedule workshops or events.

QUESTIONS?

Please call us at 1-888-273-PINK from 8:30 a.m. to 6:30 p.m. Eastern 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/pink16

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IT EXCELLENCE AWARDS

SEND IN YOUR NOMINATIONS BY DECEMBER 4TH!

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.



2014 Practitioner Of The Year Award Winner, Tony Krasinski, Director Of IT Service Management, Erie Insurance Group

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



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

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



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