



20TH ANNUAL INTERNATIONAL
**IT SERVICE MANAGEMENT
 CONFERENCE & EXHIBITION**
 LAS VEGAS • BELLAGIO HOTEL • FEBRUARY 14-17, 2016



“Pink16”

IT @ The Speed Of Change

Sample Itinerary For Business Relationship Managers

This itinerary represents one of many options for Business Relationship Managers to take. The conference program includes 12 tracks with over 140 sessions, which can be personally customized to fit your specific interests and organizational needs.

Pre- and post-conference courses are also available. These cover a wide range of subjects and management perspectives. Visit our [conference website](#) to view the full conference program, including session descriptions and course outlines.

Pre-Conference Courses: February 9-13, 2016	
Choose from nine courses. We recommend these options for Business Relationship Managers:	
<ul style="list-style-type: none"> • Organizational Change Management Foundation – February 11-13, 2016 • Lean IT Foundation – February 12-13, 2016 	
Date & Time	Track & Session
Sunday, February 14, 2016	
4:00 p.m. - 5:00 p.m.	Sunday Optimizer <i>Business Relationship Management Focus Group</i> Jack Probst , Principal Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	Welcome Reception: Exhibition Showcase Open
Monday, February 15, 2016	
7:15 a.m. - 8:15 a.m.	Breakfast Club <i>The IT Renaissance</i> Rob England , The IT Skeptic
8:30 a.m. - 10:10 a.m.	Conference Welcome & Opening Remarks Opening Keynote: Martin Short
10:30 a.m. - 11:30 a.m.	Track 2 – IT Strategic Management <i>Marketing & Selling ITSM In Terms Of Business Value</i> Todd Haley , Managing Director, Service Management, Charles Schwab
11:40 a.m. - 12:40 p.m.	Track 9 <i>It's 2020: What's Happened To Your IT Department?</i> John M. Pugh , Director of Solutions Engineering, EasyVista
12:50 p.m. - 1:50 p.m.	Track 8 – Pink Think Tank <i>Pink Think Tank Power Session</i> Facilitator: Gary Case , Principal Consultant, Pink Elephant
2:00 p.m. - 3:00 p.m.	Track 8 – Pink Think Tank <i>Improving Value Delivery With DevOps & The Scaled Agile Framework</i> Richard Knaster , Principal Consultant, Scaled Agile Framework
3:20 p.m. - 4:30 p.m.	Keynote Address: Allan Pease
4:30 p.m. - 6:30 p.m.	Networking Reception

Tuesday, February 16, 2016	
7:15 a.m. - 8:15 a.m.	Breakfast Club <i>The Yellow Brick Road & The Effective Organizational Change Manager</i> Robin Hysick , Management Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	Keynote Address: Tom Koulopoulos IT Excellence Awards Presentations
10:30 a.m. - 11:30 a.m.	Track 7 – Organizational Change Management <i>Realistic Service Management Vs. Public Sector Mentality</i> Robert Nessler , ITSM Director, State Of Colorado – Governor's Office Of Information Technology
11:40 a.m. - 12:40 p.m.	Track 8 – Pink Think Tank <i>Enterprise Service Management: It's Time To Share ITSM Best Practices Outside Of IT</i> Alan Berkson , Director Of Community Outreach, Freshdesk
12:50 p.m. - 1:50 p.m.	Track 8 – Pink Think Tank <i>Multi-Speed IT</i> Rob England , The IT Skeptic
2:00 p.m. - 3:00 p.m.	Track 4 – Service Support & Operations <i>CSI: Continual Service Innovation for Delivery & Support</i> Kathryn Howard , ITSM Consultant, Visual Explanations
3:20 p.m. - 4:20 p.m.	Power Hour – Featured Speakers <i>The Future Isn't What It Used To Be</i> George Spalding , Executive Vice President, Pink Elephant
4:30 p.m. - 5:15 p.m.	Keynote Address: Chad Pregracke
5:15 p.m. - 7:00 p.m.	Networking Reception
Wednesday, February 17, 2016	
7:15 a.m. - 8:15 a.m.	Breakfast Club <i>The 3 R's</i> Rob England , The IT Skeptic
8:30 a.m. - 9:40 a.m.	Keynote Address: Stuart Knight IT Excellence Award Presentation: Case Study Of The Year
10:00 a.m. - 11:00 a.m.	Track 3 – Lean IT & Agile <i>Lean IT & ITIL: Awesome!</i> Gary Case , Principal Consultant, Pink Elephant
11:10 a.m. - 12:10 p.m.	Track 2 – IT Strategic Management <i>IT Governance Vs. Compliance – Taking Back The Strategy High Ground</i> Peter Hubbard , Principal Consultant, Head Of Product Portfolio Development – UK, Pink Elephant
1:00 p.m. - 3:45 p.m.	Track 12 – Half-Day Workshops <i>Transforming IT To A Service Based Organization – A Practice Based Workshop</i> Jack Probst , Principal Consultant, Pink Elephant
3:45 p.m.	Conference Ends
Post-Conference Courses: February 18-20, 2016	
Choose from seven courses. Our recommended options for Business Relationship Managers:	
<ul style="list-style-type: none"> • Organizational Change Management Practitioner – February 18-19, 2016 • Business Relationship Management Professional – February 18-20, 2016 • ITIL Practitioner: Enabling Critical Competencies – February 18-19, 2016 	

Note: Sessions are subject to change. Please visit our website for the latest updates to the conference schedule.

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