22nd Annual International

IT Service Management Conference & Exhibition
February 18-21, 2018
JW Marriott Orlando, Grande Lakes

"Pink18"
Adopt, Adapt & Apply

OLD WAY   NEW WAY

Pink18 – Customized Agenda: An Integrated Service Management Perspective

Integrated Service Management is the latest methodology Pink Elephant has introduced to the IT industry. Discover the key enablers to help deliver valuable business results through "Integrated" Service Management in relation to ITIL, Lean, Agile, DevOps and Organizational Change Management.

Pre-Conference Courses: February 14-18, 2018
• Organizational Change Management Foundation – February 14-16, 2018
• Agile Scrum Foundation – February 17-18, 2018
• Lean IT Foundation: Understanding Lean IT Principles & Objectives – February 17-18, 2018

Date & Time	Track & Session
Sunday, February 18, 2018	
4:00 p.m. - 5:00 p.m.	**Pre-Conference Optimizers** *Essential Knowledge: The Purpose & Value Of Adopting ITSM & ITIL®* **Charlie Miles,** Management Consultant, Pink Elephant
5:00 p.m. - 7:00 p.m.	**Welcome Reception & Exhibition Showcase Open**
Monday, February 19, 2018	
7:15 a.m. - 8:15 a.m.	**Early Risers** *Essential Knowledge: DevOps Explained (Really!)* **Graham Furnis,** Management Consultant, Pink Elephant
8:30 a.m. - 10:10 a.m.	**Conference Welcome & Opening Remarks** **Keynote Address: Better & Faster – The Proven Path To Unstoppable Ideas** **Jeremy Gutsche,** Innovation Keynote Speaker, CEO & Award-Winning Author
10:30 a.m. - 11:30 a.m.	**Track 6: DevOps** *DevOps & ITIL: A Happy Marriage?* **Stephen Ley,** Partner, Joost IT Tooling & Service Management, Netherlands
11:45 a.m. - 12:45 p.m.	**Track 9: Tools & Technology** *ITIL Implementations & Employee Needs In The Real World* **Arvind Parthiban,** Director Of Marketing, Freshservice
1:00 p.m. - 2:00 p.m.	**Track 9: Tools & Technology** *Using Artificial Intelligence To Take User Experience To The Next Level* **Justin Roux,** Director, Product Marketing & Program Management, EasyVista
2:15 p.m. - 3:15 p.m.	**Track 3: Lean IT & Agile** *Creating A Culture Of Continual Improvement Using LEAN Principles* **Alyson Briscoe,** IT Process & Quality Manager, ReAssure
3:35 p.m. - 4:45 p.m.	**Power Hour** *Staying On Course In A Turbulent Sea Of Change* **David Mainville,** CEO & Co-Founder, Navvia
5:00 p.m. - 7:30 p.m.	**Networking Reception & Exhibition Showcase Open**

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Tuesday, February 20, 2018	
7:15 a.m. - 8:15 a.m.	**Track 7: Organizational Change Management** *The Yellow Brick Road & The Effective Organizational Change Manager* **Robin Hysick,** Organizational Development Advisor, Pink Elephant
8:30 a.m. - 10:10 a.m.	**Keynote Address: Moving To Great – Understanding The Best In Life & Work** **Eric Boles**, Game Changers Inc **IT Excellence Awards Presentation:** Innovation Of The Year, Project Of The Year & Leader Of The Year
10:30 a.m. - 11:30 a.m.	**Track 6: DevOps** *Elevate The Control: Getting Controls Out Of The Way Of Flow* **Rob England,** The IT Skeptic
11:45 a.m. - 12:45 p.m.	**Track 9: Tools & Technology** *Five Self-Service Building Blocks To Increase Adoption & Prepare For The Future* **Justin Roux,** Director, Product Marketing & Program Management, EasyVista
1:00 p.m. - 2:00 p.m.	**Track 9: Tools & Technology** *Who Has A Seat In The CIO Boardroom?* **Rajesh Ganesan,** Director, Product Management, ManageEngine
2:15 p.m. - 3:15 p.m.	**Track 6: DevOps** *Stranger In A Strange Land: Speaking ITIL In A DevOps World* **David Mainville,** CEO & Co-Founder, Navvia
3:35 p.m. - 4:45 p.m.	**Power Hour** *Integrated Service Management – The New Reality!* **David Ratcliffe,** President, Pink Elephant
Wednesday, February 21, 2018	
7:15 a.m. - 8:15 a.m.	**Track 10: Communication** *Communicate To The Power Of 10!* **Robin Hysick,** Organizational Development Advisor, Pink Elephant
8:30 a.m. - 10:00 a.m.	**Keynote Address: How Top Leaders & Organizations Drive Business Results Through Trust** **David Horsager,** The Trust Edge^{TM} **Closing Remarks & IT Excellence Award Presentation:** Case Study Of The Year
10:20 a.m. - 11:30 a.m.	**Track 3: Lean IT & Agile** *The Agile Manifesto: 21st Century Project Management* **George Spalding,** Executive Vice President, Pink Elephant
1:00 p.m. - 3:45 p.m.	**Track 11: Half-Day Workshops** *De-Mystifying Agile, Scrum & DevOps* **Robin Hysick,** Organizational Development Advisor, Pink Elephant
3:45 p.m.	**Conference Ends**

Post-Conference Courses: February 22-24, 2018

- NEW! Integrated Service Management Essentials – February 22-23, 2018
- Lean IT Leadership – February 22-24, 2018
- NEW! DevOps Essentials – February 22-24, 2018

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

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