

## Sample Agenda: Advanced IT Service Management and integratedITSM™ Knowledge

We've created several sample agendas to address specific roles and areas of focus. Check our website for all of them. Do you want us to create a personalized agenda just for you? Call our Customer Service Team at 1-888-273-PINK. We're happy to help.

### Sunday, February 2, 2025

Time	Session
8:30 AM – 11:30 AM	<p><b>Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP Passholders</u></b> <i>The Evolving IT Service Organization</i> <b>Troy DuMoulin</b>, VP, Research &amp; Development, Pink Elephant</p> <p>OR</p> <p><b>Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP and Platinum Passholders</u></b> <i>Business Relationship Management – Process Maturity Workshop</i> <b>Matthew Bowles</b>, Principal IT Management Consultant, Pink Elephant</p>
1:00 PM – 4:00 PM	<p><b>Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP Passholders</u></b> <i>Understanding, Applying, and Implementing the IT/Business Model as an Organizational System</i> <b>Jack Probst</b>, Ed.D., Principal IT Management Consultant (retired), Pink Elephant</p> <p>OR</p> <p><b>Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP and Platinum Passholders</u></b> <i>Service Catalog – Process Maturity Workshop</i> <b>Jennifer Wels</b>, Senior IT Management Consultant, Pink Elephant</p>
4:30 PM – 5:30 PM	<p><b>Track 1 – Peaceful Easy Feeling: Organizational Change Management</b> <i>Using the 20/20 Change Model to Lead Successful Organizational Change</i> <b>Robin Hysick</b>, Senior IT Management Consultant, Pink Elephant</p>
5:30 PM – 7:30 PM	<b>Welcome Reception</b>

### Monday, February 3, 2025

Time	Session
7:15 AM – 8:15 AM	<p><b>Early Risers</b> <i>The integratedITSM™ System</i> <b>Troy DuMoulin</b>, VP, Research &amp; Development, Pink Elephant</p>
8:30 AM – 10:10 AM	<p><b>Conference Welcome and Opening Remarks</b> <b>Keynote Address: Find a Way</b> <b>Diana Nyad</b>, Author of “Find a Way”, Journalist, Long-Distance Swimmer</p>
10:30 AM – 11:30 AM	<p><b>Track 3 – One of These Nights: AI and Emerging Trends</b> <i>AI and Service Management – the Changing Landscape of IT Services</i> <b>Gaurav Shekhar</b>, Senior Assistant Dean, Professor and Program Director, The University of Texas at Dallas</p>

11:45 AM – 12:45 PM	<p><b>Attend Networking Lunch or Concurrent Session:</b></p> <p><b>Track 6 – The Long Run: IT Service Management</b>  <i>ITSM Jam Session – Business Relationship Management</i>  <b>Matthew Bowles</b>, Principal IT Management Consultant, Pink Elephant</p>
1:00 PM – 2:00 PM	<p><b>Attend Networking Lunch or Concurrent Session:</b></p> <p><b>Track 6 – The Long Run: IT Service Management</b>  <i>ITSM Jam Session – The Augmentation of ITSM Through AI</i>  <b>Troy DuMoulin</b>, VP, Research &amp; Development, Pink Elephant</p>
2:15 PM – 3:15 PM	<p><b>Track 7 – Take It Easy: Lean, Agile, DevOps</b>  <i>The Impact of Agile and Product Centricity on the IT Operating Model</i>  <b>Charles Betz</b>, VP and Research Director, Enterprise Architecture, Forrester Research</p>
3:35 PM – 4:45 PM	<p><b>Power Hour</b>  <i>Establishing a Service Management Office</i>  <b>Troy DuMoulin</b>, VP, Research &amp; Development, Pink Elephant</p>
5:00 PM – 7:00 PM	<p><b>Networking Reception and Exhibition Showcase</b></p>

**Tuesday, February 4, 2025**

<b>Time</b>	<b>Session</b>
7:15 AM – 8:15 AM	<p><b>Early Risers</b>  <i>How to Accelerate Speed and Business Value Using Agile Scrum</i>  <b>Matthew Bowles</b>, Principal IT Management Consultant, Pink Elephant</p>
8:30 AM – 10:10 AM	<p><b>Hall of Fame Awards Presentation</b>  <b>Keynote Address: <i>What I Learned from 100 Days of Rejection</i></b>  <b>Jia Jiang</b>, Author, Ted Talk Speaker, Entrepreneur</p>
10:30 AM – 11:30 AM	<p><b>Track 2 – New Kid in Town: integratedITSM™</b>  <i>The Long Run – Realizing IT Value Using IT Fiscal Management</i>  <b>Mark A. Freed</b>, IT Service Management Maturation Project Director, State of Oregon and  <b>Melissa Gloor</b>, Finance Information Technology Manager, State of Oregon</p>
11:45 AM – 12:45 PM	<p><b>Attend Networking Lunch or Concurrent Session:</b></p> <p><b>Track 5 – Life in the Fast Lane: Tools and Technology</b>  <i>Product Demo: PinkATLAS®</i>  <b>Robin Hysick</b>, Senior IT Management Consultant, Pink Elephant and  <b>Brian Curry</b>, Senior Account Manager, Pink Elephant</p>
1:00 PM – 1:45 PM	<p><b>Attend Networking Lunch or Concurrent Session:</b></p> <p><b>Track 5 – Life in the Fast Lane: Tools and Technology</b>  <i>Product Demo: PinkSCAN™</i>  <b>Matthew Bowles</b>, Principal IT Management Consultant, Pink Elephant and  <b>Brian Curry</b>, Senior Account Manager, Pink Elephant</p>
2:00 PM – 4:00 PM	<p><b>Track 2 – New Kid in Town: integratedITSM™</b>  <i>Enabling integratedITSM™ with DevOps, Agile, and Lean</i>  <b>Troy DuMoulin</b>, VP, Research &amp; Development, Pink Elephant</p>
4:15 PM – 5:15 PM	<p><b>Power Hour</b>  <i>The Jelly Effect</i>  <b>Jack Probst</b>, Ed.D., Principal IT Management Consultant (retired), Pink Elephant</p>
5:15 PM – 7:30 PM	<p><b>Networking Reception</b></p>



**Wednesday, February 5, 2025**

<b>Time</b>	<b>Session</b>
7:15 AM – 8:15 AM	<b>Early Risers</b> <i>Experience Management (XM) and ITSM</i> <b>Matthew Bowles</b> , Principal IT Management Consultant, Pink Elephant
8:30 AM – 10:00 AM	<b>Closing Remarks</b> <b>Keynote Address: <i>Top Emerging Business and IT Trends, and Considerations for ITSM</i></b> <b>David Ratcliffe</b> , President, Pink Elephant <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant <b>Charles Betz</b> , VP and Research Director, Enterprise Architecture, Forrester Research <b>Alan Nance</b> , Strategic Technology Leader, Pioneer of ITSM, Digital Experience Expert <b>Elaine Lauritzen</b> , Managing Director, HR and ID Center, Office of IT – Brigham Young University <b>Gaurav Shekhar</b> , Senior Assistant Dean, Professor and Program Director, The University of Texas at Dallas
10:20 AM – 12:20 PM	<b>Track 1 – Peaceful Easy Feeling: Organizational Change Management</b> <i>The 7 Pillars of Culture</i> <b>Robin Hysick</b> , Senior IT Management Consultant, Pink Elephant and <b>Charlie Miles</b> , Principal IT Management Consultant, Pink Elephant
12:20 PM – 1:30 PM	<b>Networking Lunch</b>
1:30 PM – 4:30 PM	<b>Track 3 – One of These Nights: AI and Emerging Trends</b> <i>AI Augmented ITSM</i> <b>Troy DuMoulin</b> , VP, Research & Development, Pink Elephant and <b>Robin Hysick</b> , Senior IT Management Consultant, Pink Elephant
5:00 PM – 7:00 PM	<b>Networking Reception</b>
7:00 PM	<b>Conference Ends</b>

**Note:**

**The program is subject to change. Check Pink’s website or the conference app (which is available mid January) for the most up-to-date hour-by-hour schedule.**