®PINK
Knowledge Translated Into Results

Sample Agenda: New to IT Service Management and/or integratedITSM™

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	**Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP Passholders</u>** *The Evolving IT Service Organization* **Troy DuMoulin**, VP, Research & Development, Pink Elephant OR **Pre-Conference Sunday Workshops –** <u>**Exclusive to Executive VIP and Platinum Passholders**</u> *Request Fulfillment – Process Maturity Workshop* **George Spalding**, VP & Executive Consultant, Pink Elephant
1:00 PM – 4:00 PM	**Pre-Conference Sunday Workshops – <u>Exclusive to Executive VIP Passholders</u>** *Understanding, Applying, and Implementing the IT/Business Model as an Organizational System* **Jack Probst**, Ed.D., Principal IT Management Consultant (retired), Pink Elephant OR **Pre-Conference Sunday Workshops –** <u>**Exclusive to Executive VIP and Platinum Passholders**</u> *Change Management – Process Maturity Workshop* **Graham Furnis**, IT Management Consultant, Pink Elephant
4:30 PM – 5:30 PM	**Track 2 – New Kid in Town: integratedITSM™** *Information Session: The integratedITSM™ Designation Scheme* **Felipe Villegas,** Managing Director, Professional Designations Corp.
5:30 PM – 7:30 PM	**Welcome Reception**

Monday, February 3, 2025

Time	Session
7:15 AM – 8:15 AM	**Early Risers** *The integratedITSM™ System* **Troy DuMoulin,** VP, Research & Development, Pink Elephant
8:30 AM – 10:10 AM	**Conference Welcome and Opening Remarks** **Keynote Address*: Find a Way*** **Diana Nyad**, Author of "Find a Way", Journalist, Long-Distance Swimmer
10:30 AM – 11:30 AM	**Track 2 – New Kid in Town: integratedITSM™** *Take It to the Limit – Service Management as a Service* **Mark A. Freed**, IT Service Manager Maturation Project Director, State of Oregon
11:45 AM – 12:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 6 – The Long Run: IT Service Management** *ITSM Jam Session – Problem Management Approaches and Good Practices* **Jennifer Wels**, Senior IT Management Consultant, Pink Elephant

Time	Session
1:00 PM – 2:00 PM	**Attend Networking Lunch or Concurrent Session:** **Track 6 – The Long Run: IT Service Management** *ITSM Jam Session - The Augmentation of ITSM Through AI* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
2:15 PM – 3:15 PM	**Track 6 – The Long Run: IT Service Management** *Demystifying the Mythical CMDB – the Unicorn of Efficient IT Management* **Dominic Megens**, IT Service Management Solution Architect, Standard Bank of South Africa
3:35 PM – 4:45 PM	**Power Hour** *Establishing a Service Management Office* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
5:00 PM – 7:00 PM	**Networking Reception and Exhibition Showcase**

Tuesday, February 4, 2025

Time	Session
7:15 AM – 8:15 AM	**Early Risers** *The 9 Essential Building Blocks for Successful ITSM Process Management – An Overview* **Jennifer Wels**, Senior IT Management Consultant, Pink Elephant
8:30 AM – 10:10 AM	**Hall of Fame Awards Presentation** **Keynote Address: *What I Learned from 100 Days of Rejection*** **Jia Jiang**, Author, Ted Talk Speaker, Entrepreneur
10:30 AM – 11:30 AM	**Track 1 – Peaceful Easy Feeling: Organizational Change Management** *The Service Management Office and OCM –* *Why We Can't Be Successful without Each Other* **West Richter Jr.**, Director, Global IT Service Delivery, Moog, Inc.
11:45 AM – 12:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 5 – Life in the Fast Lane: Tools and Technology** *Product Demo: PinkATLAS®* **Robin Hysick**, Senior IT Management Consultant, Pink Elephant and **Brian Curry**, Senior Account Manager, Pink Elephant
1:00 PM – 1:45 PM	**Attend Networking Lunch or Concurrent Session:** **Track 5 – Life in the Fast Lane: Tools and Technology** *Product Demo: PinkSCAN™* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant and **Brian Curry**, Senior Account Manager, Pink Elephant
2:00 PM – 4:00 PM	**Track 2 – New Kid in Town: integratedITSM™** *Enabling integratedITSM™ with DevOps, Agile, and Lean* **Troy DuMoulin**, VP, Research & Development, Pink Elephant
4:15 PM – 5:15 PM	**Power Hour** *Out of the Frying Pan – Diagnosing, Preventing, and Curing Burnout* **Denise Ryan**, Firestar
5:15 PM – 7:30 PM	**Networking Reception and Exhibition Showcase**

Wednesday, February 5, 2025

Time	Session
7:15 AM – 8:15 AM	**Early Risers** *Experience Management (XM) and ITSM* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant
8:30 AM – 10:00 AM	**Closing Remarks** **Keynote Address:** *Top Emerging Business and IT Trends, and Considerations for ITSM* **David Ratcliffe**, President, Pink Elephant **Troy DuMoulin**, VP, Research & Development, Pink Elephant **Charles Betz**, VP and Research Director, Enterprise Architecture, Forrester Research **Alan Nance**, Strategic Technology Leader, Pioneer of ITSM, Digital Experience Expert **Elaine Lauritzen**, Managing Director, HR and ID Center, Office of IT – Brigham Young University **Gaurav Shekhar**, Senior Assistant Dean, Professor and Program Director, The University of Texas at Dallas
10:20 AM – 12:20 PM	**Track 2 – New Kid in Town: integratedITSM™** *Incident and Request Management – The 9 Essential Building Blocks for ITSM Process Management Success (In the Real World!)* **Graham Furnis**, IT Management Consultant, Pink Elephant
12:20 PM – 1:30 PM	**Networking Lunch**
1:30 PM – 4:30 PM	**Track 2 – New Kid in Town: integratedITSM™** *Maximizing IT Performance and Driving Continuous Improvement:* *Key Concepts and Strategies* **Matthew Bowles**, Principal IT Management Consultant, Pink Elephant
5:00 PM – 7:00 PM	**Networking Reception**
7:00 PM	**Conference Ends**

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.