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Knowledge Translated Into Results

11th Annual IT Best Practices Conference & Exhibition

PinkASIA19

IT Service Management in the Digital Age

19-20 August 2019, Ritz-Carlton, Kuala Lumpur

Want to come
for **FREE**?
See page 7
for more
information

The Programme Includes a Major ITIL 4 Focus!

How do you manage multiple frameworks to gain maximum business value in the digital age?

PinkASIA19 covers a wide array of today's most relevant and meaningful subjects including ITIL, Lean, Agile, DevOps, Big Data, and more!

PinkASIA19

Delivering the knowledge and guidance IT professionals need to stay at the forefront of IT Service Management (ITSM).

Attend Asia's #1 ITSM Event!

Now in our 11th successful year, PinkASIA19 celebrates an amazing programme with industry experts and highly relevant and business-focused subjects to guide you through today's increasingly digital age.

Join us at PinkASIA19 to get a view of ITIL® 4 that you can only get from Pink! The dynamic conference agenda also delves into how to use ITSM, and concepts like Lean, Agile, Organisational Change Management, Big Data, and Automated Service Delivery to navigate successfully through your digital transformations.

Who Should Attend

Anyone seeking to gain a deeper IT business perspective, including:

- C-level executives, including CIOs/CTOs/CSOs
- IT Service & Support Managers
- Service Desk Staff
- IT Infrastructure Managers
- Process Owners
- Project/Programme Directors & Managers
- IT Suppliers/Vendors
- Anyone interested in building and managing a truly business-focused IT organisation

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 programmes since our inception forty years ago.

For more information visit: pinkelephant.com

"Super real-life case study. Well worth the time. Well done! Thank you!"

Post-Event Certification Courses

Following the PinkASIA19 event, our team of Pink industry experts will be teaching a variety of courses. Pick the one that most aligns with your needs and role within your organisation.

Certification Courses	Dates
DevOps Essentials™	August 21-23
NEW! ITIL 4 Foundation	August 21-22
Enterprise Big Data Professional	August 21-23

Incredible savings!

We have amazing deals for individuals AND teams that register before 31 July. **See page 7 for more details!**

"So many great topics...I was extremely happy with the entire event."



Schedule-at-a-Glance

Monday, August 19, 2019

8:00 a.m. – 5:00 p.m.: Registration, Customer Service Desk Open

8:15 a.m. – 9:00 a.m.: Continental Breakfast

9:00 a.m. – 9:10 a.m.: Opening Remarks

9:10 a.m. - 10:00 a.m.: Opening Keynote

Leadership & Change in Driving the Digital Economy

Dato' Ng Wan Peng, COO of Malaysia Digital Economy Corporation (MDEC)

10:00 a.m. – 10:20 a.m.: Refreshment Break

10:20 a.m. – 11:20 a.m.: Breakout Sessions

The Main Differences Between ITIL v3 & ITIL 4

Jennifer Wels, Management Consultant, Pink Elephant

IT Changes – The Good, the Bad & the Ugly

Rocky Siew, Global ERP Manager, GlaxoSmithKline

11:20 a.m. – 11:30 a.m.: Comfort Break

11:30 a.m. – 12:30 p.m.: Breakout Sessions

ITIL 4 – Beyond the Foundation Level

Graham Furnis, Management Consultant, Pink Elephant

Linking Innovations to Business Objectives

David Ratcliffe, President, Pink Elephant

The Impact of Digital Transformation – Is Your Organisation Prepared?

Kurt Bergmans, Head of Global IT Service Operations, BP

12:30 p.m. – 1:30 p.m.: Lunch

1:30 p.m. – 2:30 p.m.: Breakout Sessions

The Future of IT Service Management

Roundtable Discussion Forum

The DevOps Health Check

Graham Furnis, Management Consultant, Pink Elephant

2:30 p.m. - 2:50 p.m.: Refreshment Break

2:50 p.m. – 3:50 p.m.: Breakout Sessions

The New Seven Guiding Principles of ITIL

Jennifer Wels, Management Consultant, Pink Elephant

DevOps – Increasing Flow through Servant Leadership

Herley Abdul Hamid, Agile Coach, BP

3:50 p.m. – 4:00 p.m.: Comfort Break

4:00 p.m. – 5:00 p.m.: Keynote

How the Digital Age Affects IT Service Management
David Ratcliffe, President, Pink Elephant

Tuesday, August 20, 2019

8:00 a.m. – 5:00 p.m.: Registration, Customer Service Desk Open

8:15 a.m. – 9:00 a.m.: Continental Breakfast

9:00 a.m. - 10:00 a.m.: Opening Keynote

A Survival Guide to a Successful Managed Services Delivery

Irene Chong Suan Lian, Global Operations Manager for the Digital Workplace, FrieslandCampina

10:00 a.m. – 10:20 a.m.: Refreshment Break

10:20 a.m. – 11:20 a.m.: Breakout Sessions

Prepare Now for an AI-Assisted ITSM Strategy

Jennifer Wels, Management Consultant, Pink Elephant

Technical Writing in the Digital Age

Katherine Teh, Independent

The Lean DMAIC Roadmap

Graham Furnis, Management Consultant, Pink Elephant

11:20 a.m. – 11:30 a.m.: Comfort Break

11:30 a.m. – 12:30 p.m.: Breakout Sessions

The Re-Energised IT Leader!

David Ratcliffe, President, Pink Elephant

How to Ensure Your AI Initiative Is a Strategic Asset

Mark Richards, Regional Director, Digital Service Management, BMC Asia Pacific and Japan

12:30 p.m. – 1:30 p.m.: Lunch

1:30 p.m. – 2:30 p.m.: Breakout Sessions

Thinking Digitally – What Does That Mean?

Roundtable Discussion Forum

Using CMMi to Understand & Improve the Value of Your Processes

Jennifer Wels, Management Consultant, Pink Elephant

2:30 p.m. - 2:50 p.m.: Refreshment Break

2:50 p.m. – 3:50 p.m.: Breakout Sessions

How to Implement Problem, Change & Release Management

Jennifer Wels, Management Consultant, Pink Elephant

The Agile Manifesto: 21st Century Project Management

Graham Furnis, Management Consultant, Pink Elephant

3:50 p.m. – 4:00 p.m.: Comfort Break

4:00 p.m. – 4:50 p.m.: Closing Keynote

Use Your 20/20 Vision to Successfully Lead & Manage Transformational Changes

David Ratcliffe, President, Pink Elephant

4:50 p.m. – 5:00 p.m.: Closing Remarks & Lucky Draw!

IT Service Management in the Digital Age

This theme will be covered in four tracks and more than 20 sessions to give attendees a deeper understanding of the new ITIL 4, Lean, Agile, Organisational Change Management, Big Data, and Automated Service Delivery to meet the needs of the digital age.

Monday 19th August 2019



Opening Keynote

Leadership & Change in Driving the Digital Economy

Dato' Ng Wan Peng, COO of Malaysia Digital Economy Corporation (MDEC)

In this enlightening session, we will hear about the work being done by the Malaysian Digital Economic Corporation to advise and better prepare Malaysian businesses for the emerging digital transformations that will keep the country at the forefront of technology on the world stage.



The Main Differences Between ITIL 4 & ITIL v3

Jennifer Wels, Management Consultant, Pink Elephant

In addition to highlighting key differences between ITIL v3 and ITIL 4, this session also includes a high-level overview of ITIL's history, key concepts and practices, and ITIL 4's business value.

The New Seven Guiding Principles of ITIL

Taken from Pink's ITIL 4 Foundation certification course, Jennifer's presentation will focus on the seven guiding principles that embody the core messages of service management from a leader's perspective, supporting successful actions and good decisions.



IT Changes – The Good, the Bad & the Ugly

Rocky Siew, Global ERP Manager, GlaxoSmithKline

Tired of too many changes and too much transformation within your organisation? During this session, Rocky will talk about the "The Shrug" and using his personal experiences, help IT leaders reflect on and understand the fun and danger associated with change.



The Impact of Digital Transformation – Is Your Organisation Prepared?

Kurt Bergmans, Head of Global IT Service Operations, BP

Digital transformation is driving rapid change in organisations and impacting tomorrow's workforce. Kurt shares how BP is preparing for this shift, and offers insight on what skills employees and leaders need to stay relevant in an unpredictable future.



ITIL 4 – Beyond the Foundation Level

Graham Furnis, Management Consultant, Pink Elephant

This very informative session includes: an overview of ITIL 4's The Managing Professional series of books and courses, and will highlight the intent and purpose, as well as the business value of each topic, and provide a comparison to ITIL v3 and other frameworks.

The DevOps Health Check

Doctor Toh is here! This very hands-on presentation is taken from Pink Elephant's award-winning DevOps Essentials certification course. Walk away with an understanding of the health of your organisation's DevOps discipline, AND the start of a real and meaningful action plan for improvement!



Featured Keynote

How the Digital Age Affects IT Service Management

David Ratcliffe, President, Pink Elephant

Did you know that we've been in the "Digital Age" for quite some time? Almost 50 years, to be exact! David will share his thoughts on the dangers of too much data and how it affects our abilities to function productively, and how to remain focused on the key priorities!

Linking Innovations to Business Objectives

David Ratcliffe, President, Pink Elephant

You can't dictate innovation – it needs the right environment in which to flourish. David explores the key competencies necessary for leaders to create a culture of information and knowledge sharing and concludes with a list of recommended steps to encourage and empower your team to innovate while maintaining a focus on business objectives.

The Future of IT Service Management Roundtable Discussion Forum

New for PinkASIA19! Come along and either listen, or contribute, to find out what we need to do to prepare for whatever new evolutions, trends, and bodies of knowledge we can expect to head our way in 2020 and beyond.



DevOps – Increasing Flow through Servant Leadership

Herley Abdul Hamid, Agile Coach, BP

Herley Abdul Hamid will share his real-life experience in large multinationals on how inspirational leadership that builds trust, respect, and courage helps in building self-organised teams – ones that increase the flow in support of transformation to DevOps.



The Lean DMAIC Roadmap

Graham Furnis, Management Consultant, Pink Elephant

Taken from Pink's Lean IT certification courses, Edwin provides an overview of Lean and the DMAIC model's 5 components profiling best practices for IT Service Management.

The Agile Manifesto: 21st Century Project Management

No more 'one and done'. No more waterfall. Agile is an iterative and flexible approach that embraces last-minute changes, downplays detailed documentation, encourages customer involvement, and shrinks the project release cycle to a matter of weeks. This is a must-attend session to learn about how Agile resulted in a paradigm shift in terms of delivering value.



How to Ensure Your AI Initiative Is a Strategic Asset

Mark Richards, Regional Director, Digital Service Management, BMC Asia Pacific and Japan

Mark will elaborate on the steps necessary in order to make AI a strategic asset within your organisation. He will also discuss what is truly important in unlocking a frictionless end-user experience within a two-speed technical world.

Thinking Digitally – What Does That Mean? Roundtable Discussion Forum

New for PinkASIA19! Here's your opportunity to discuss with your fellow professionals what it means to "think digitally". We will provide a moderator who will structure the discussion with some initial thoughts and questions, and then outline some objectives for the discussion.



Closing Keynote

Use Your 20/20 Vision to Successfully Lead & Manage Transformational Changes

David Ratcliffe, President, Pink Elephant

In this session, David will outline the core phases and activities within the "Pink Elephant 20/20 Change Model" – a generic approach drawing from the teachings, models, and experiences of all those who have gone before us, and critical components that aren't always mentioned or stressed in other guidance.

The Re-Energised IT Leader!

David Ratcliffe, President, Pink Elephant

In this session, David will remind us of the core responsibilities of today's IT leader, and then explain HOW to make sure our teams deliver in supporting the business by completing projects on time, within scope, and on budget.

Visit the website to view the complete programme details.

Tuesday 20th August 2019



Featured Keynote

A Survival Guide to a Successful Managed Services Delivery

Irene Chong Suan Lian, Global Operations Manager for the Digital Workplace, FrieslandCampina

Irene will share examples of the common pitfalls to avoid and how to effectively navigate the managed services minefield to deliver better performance and relationship outcomes. She will also discuss the Change Curve, transitions and transformations, internal organisation maturity levels and setting realistic stakeholder expectations.



Using CMMi to Understand & Improve the Value of Your Processes

Jennifer Wels, Management Consultant, Pink Elephant

Attend this session and you'll learn about the key concepts and guiding principles of "process maturity". The session includes an overview of the CMM (Capability Maturity Model), and why understanding a maturity level is necessary to implement ITSM best practices and overall successful project management.

Prepare Now for an AI-Assisted ITSM Strategy

The artificial intelligence (AI) train is picking up speed and some industries are already embracing and anticipating the competitive advantages, while others that don't keep pace could be at a distinct competitive disadvantage or even be in danger of becoming extinct. Will artificial intelligence totally disrupt IT service management? Hear Jennifer's recommendations for organisations and their ITSM strategy.

How to Implement Problem, Change & Release Management

Join Jennifer as she digs deep into her vast implementation experience and takes you beyond the theory in the ITIL certification courses. It's like getting free consulting!



Technical Writing in the Digital Age

Katherine Teh, Independent

In this session, Katherine will highlight essential dos and don'ts for good technical writing in the digital age. If you need to improve the quality of your organisation's documentation – this session is a "must attend"!

PinkASIA19 Training & Certification

Add a course to your conference experience



New! ITIL 4 Foundation Certification Course

Pink's ITIL 4 Foundation Certification Course - the Industry's Best!

What's the difference between ITIL v3 and ITIL 4? In a nutshell, ITIL v3 describes service management around 26 processes and functions that are part of a continuous process of five life cycles: Service Strategy, Service Design, Service Transition, Service Operation, and Continual Service Improvement.

ITIL 4 takes you through a more evolved view of a Service Value System (SVS), which provides a holistic end-to-end picture of what it really means to contribute to business value. ITIL v3's five life cycles are replaced by the SVS and the service value chain, as well as 34 practices built on a foundation of seven principles and four business dimensions.

DevOps Essentials™ Certification Course

This is the most comprehensive fundamentals level DevOps certification in the industry!

Includes 15 must-have practices & DevOps assessment tool

This DevOps certification course, designed by Pink Elephant, rises above the competition. The DevOps Essentials course provides fresh and unique content to make an immediate business impact including:

- The innovative 'Full Stack' approach to DevOps, which looks at the critical success factors of culture, practices, and automation
- 15 essential DevOps practices to drive business value and make an immediate impact

- A DevOps assessment tool to determine where you are in your DevOps journey and understand how to make lasting improvements

This course looks at building a collaborative environment between Operations and Development. Ignoring any of the three critical 'Full Stack' success factors will reduce your ability to deliver business value.

Enterprise Big Data Professional Certification Course

Learn to harness the TRUE POWER of Big Data.

The insights organisations are able to glean today that would have been unfathomable just a few years ago are now attainable thanks to 'Big Data' - extremely large volumes of data/information. But, if you aren't harnessing Big Data properly, then instead of taking your company above the competition, it may be sinking it instead.

According to Forrester Research, between 60% and 73% of all data within an enterprise goes unused for analytics. Don't let this be your organisation!

The Enterprise Big Data Professional course is based on APMG's Big Data Framework education and certification scheme.

The course will teach you about Big Data architectures, technologies, and processes and includes practical examples from real-world situations to help you understand how to maximise the potential of enterprise big data to stay a step (or two!) ahead of the competition.

Visit our website for more dates, the full course description, and details.



Fees & Registration

We have TWO very special offers for you:

Individuals: Get a FREE ITIL 4 Foundation self-paced certification course (valued at MYR 1,995) with every registration!

For MYR 2,995, you get:

- One conference pass
- One ITIL 4 Foundation certification course - activated upon purchase
- Access to all conference materials
- All lunches and refreshment breaks

Teams: Buy Three Passes Get One Free!

Buy three regular conference passes at MYR 2,995 each and get one pass free!

Get a maximum benefit from PinkASIA19 by sending a team! Each attendee receives:

- One Conference Pass
- Access to all conference materials
- All lunches and refreshment breaks

Call us to find out if any of your co-workers have already registered to make use of this incredible offer.

These offers are only available until 31 July 2019 - no extensions! Contact us today to register.

How to Register

Choose one of the following options:

Phone: +60 3 8605 3610 (Malaysia)
+65 3158 4294 (Singapore)

Email: information.asia@pinkelephant.com
Visit: pinkelephant.com/PinkASIA19

HRDF

PinkASIA19 participants can claim up to MYR 1,300 per day with the HRDF government grant programme.



Substitutions & Cancellations

Refunds are not available for any pass purchased, however the cost can be applied as a credit toward another purchase from Pink Elephant or you can substitute a co-worker to attend in your place at any time prior to the event start date. To make the name change, contact:

information.asia@pinkelephant.com

Exhibition Showcase

Explore exciting new products and services in our Exhibition Showcase.

See new products in action and sit in on demos. Talk to the very knowledgeable vendor community about the latest trends and find the tools and technologies needed to take that leap from good to great!

Visit our website for the most up-to-date list of exhibitors.

Interested in exhibiting? Contact Lisa Lyons today at: l.lyons@pinkelephant.com

Questions?

Call us at **+60 3 8605 3610 (Malaysia)** or **+65 3158 4294 (Singapore)** from 8:30 a.m. to 5:00 p.m., Monday through Friday, or email us at information.asia@pinkelephant.com.

Stay Connected to Pink!

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Sign up for our e-newsletters: pinkelephant.com/signup

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Venue Information

The conference will be hosted at the luxury, award-winning hotel, The Ritz-Carlton in Kuala Lumpur.

To reserve a room, contact the hotel directly at +60 3 2142 8000.

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Knowledge Translated Into Results

11th Annual IT Best Practices Conference & Exhibition

PinkASIA19

**IT Service Management
in the Digital Age**

19-20 August 2019, Ritz-Carlton, Kuala Lumpur

"Excellent, excellent speaker! Loved the real life experiences that you could apply both on the job and personally."

"Great presentations, absolutely incredible, astonishing, and inspiring!"

– Past Conference Attendees