



16 February, Sunday - Day 1	
REGISTRATION & CUSTOMER SERVICE DESK OPEN	10:00 AM - 19:00 PM
COMMISSIONER GORDON'S CONFERENCE CONVERSATIONS	14:30 PM - 15:30 PM
The Future of IT Service Management Jennifer Wels, Management Consultant, Pink Elephant	14:30 PM - 15:30 PM
Thinking Digitally – What Does That Mean? George Spalding, Executive Vice President, Pink Elephant	14:30 PM - 15:30 PM
Automating IT Services – What's Actual, What's Probable and What's Possible? Charlie Miles, Principal Consultant, Pink Elephant	14:30 PM - 15:30 PM
Platinum Pass Optimiser: Ask The Pink Experts Gary Case, Principal Consultant, Pink Elephant Matthew Bowles, Director of Professional Services, Pink Elephant Communication Leadership Strategy Vision	16:00 PM - 17:00 PM
Pre-Conference Optimisers ITIL 4 Versus ITIL v3 – What Are The Main Differences You Need To Know About? Charlie Miles, Principal Consultant, Pink Elephant ITIL ITSM Service Life Cycle Service Value System	16:00 PM - 17:00 PM
Pre-Conference Optimisers Lean Thinking: Why It's a Must-Have Beverly Parker, Management Consultant, Pink Elephant Lean IT Lean Management	16:00 PM - 17:00 PM
Pre-Conference Optimisers Leadership Optimiser: The Lean IT Leader Troy DuMoulin, VP, Research & Development, Pink Elephant Lean IT Leadership	16:00 PM - 17:00 PM
Pre-Conference Optimisers Using CMMi to Understand & Improve the Value of Your Processes Jennifer Wels, Management Consultant, Pink Elephant ITSM Process Maturity	16:00 PM - 17:00 PM
WELCOME RECEPTION & EXHIBITION SHOWCASE OPEN	17:00 PM - 19:00 PM
Platinum Pass Optimiser Exclusive Platinum Pass Exhibit Hall Optimiser George Spalding, Executive Vice President, Pink Elephant	17:00 PM – 17:30 PM

17 February, Monday

BREAKFAST & NETWORKING	06:30 AM - 08:30 AM
REGISTRATION & CUSTOMER SERVICE DESK OPEN	06:30 AM - 07:00 PM
Conference Optimiser Pink Expert's Recommendations for the Pink20 Program Gary Case, Principal Consultant, Pink Elephant	07:15 AM - 08:15 AM
Track 1: IT Leadership – Dedicated To Batman Leadership Lessons Learned From Batman Jack Probst, Principal Consultant, Pink Elephant <i>Leadership Strategy</i>	07:15 AM - 08:15 AM
Track 5: ITIL 4 – Dedicated To Alfred Seven Guiding Principles Of ITIL 4 Beverly Parker, Management Consultant, Pink Elephant <i>Agile COBIT DevOps ITIL Lean Service Management</i>	07:15 AM - 08:15 AM
Track 5: ITIL 4 – Dedicated To Alfred The ITIL Service Value System & Service Value Chain Troy DuMoulin, VP Research & Development, Pink Elephant <i>ITIL Service Life Cycle Service Value Chain Service Value Systems</i>	07:15 AM - 08:15 AM
Opening Keynote Speaker: <i>Allan Pease</i> <i>Communicating for Results</i>	9:00 AM - 10:10 AM
REFRESHMENT BREAK	10:10 AM - 10:30 AM
Track 1: IT Leadership – Dedicated To Batman Leadership Optimiser: The Lean IT Leader Troy DuMoulin, VP, Research & Development, Pink Elephant <i>Lean IT Leadership</i>	10:30 AM - 11:30 AM
Track 1: IT Leadership – Dedicated To Batman Who is the CEO of your Career? Nicole Chesmore, AVP, IT Security, Infrastructure, Service Management, Grinnell Mutual Reinsurance Co. <i>Communication Goals Leadership</i>	10:30 AM - 11:30 AM
Track 2: Strategic IT Management – Dedicated To Gotham City Delivering Business Value - Part 1: What It Really Means for IT Jack Probst, Principal Consultant, Pink Elephant <i>Business Value Leadership Service Value</i>	10:30 AM - 11:30 AM
Track 2: Strategic IT Management – Dedicated To Gotham City Enabling Digital Strategy by Leveling Up to a Holistic Service Provider Jack Mansfield, VP of Digital Strategy, Bell Techlogix <i>Business Value Service Operations Strategic Management Operations Management</i>	10:30 AM - 11:30 AM
Track 3: Lean IT & Agile – Dedicated To The Joker How Lean & Service Management Changed IT Healthcare	10:30 AM - 11:30 AM

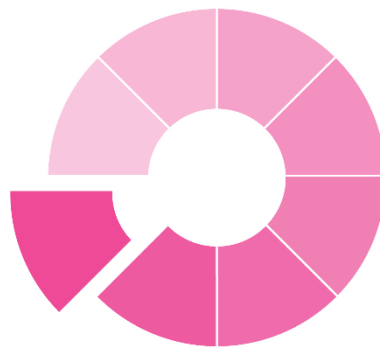
<p>Jeff Davis, IT Service Management Process Owner III, University of Kansas Health System</p> <p>Incident, Problem & Change Management ITSM Lean</p>	
<p>Track 4: DevOps – Dedicated To Catwoman</p> <p>An Integrated DevOps Transformation: Breaking Down & Building Your Organisation Back Up in the Process</p> <p>Ray Finn, Senior Director of Service Ownership, Salesforce</p> <p>DevOps Governance</p>	10:30 AM - 11:30 AM
<p>Track 5: ITIL 4 – Dedicated To Alfred</p> <p>The IT Leader’s NEW Utility Belt</p> <p>David Ratcliffe, President, Pink Elephant</p> <p>Digital Economy ITIL 4 Leadership</p>	10:30 AM - 11:30 AM
<p>Track 6: Organisational Change Management – Dedicated To Mr. Freeze</p> <p>The Evolution of IT Change Communication: From Cloudy to Clear in 365</p> <p>Mandy Oscarson, ITSM Manager, Brigham Young University (BYU)</p> <p>Communications ITIL Leadership Organizational Change Management</p>	10:30 AM - 11:30 AM
<p>Track 7: Integrated Service Management – Dedicated To The Riddler</p> <p>Is IT Service Management a Journey that Never Ends?</p> <p>Jeff Gorby, Enterprise Process Architect, Nationwide</p> <p>Automation Change Management Cloud DevOps ITSM Continual Improvement</p>	10:30 AM - 11:30 AM
EXHIBITION SHOWCASE OPEN	11:30 AM - 19:00 PM
<p>Platinum Pass Optimiser</p> <p>Platinum Pass Optimiser: Ask The Pink Experts</p> <p>Robin Hysick, Management Consultant, Pink Elephant</p> <p>Communication Leadership Strategy Vision</p>	11:45 AM - 12:45 PM
<p>Track 8: Tools & Technology – Dedicated To The Penguin</p> <p>You Can’t Ignore Cyber Incidents! Just Be Prepared!</p> <p>Vincent Geffray, Senior Director of Product Marketing, Everbridge</p> <p>Incident Management Kaizen Security</p>	11:45 AM - 12:45 PM
<p>Track 8: Tools & Technology – Dedicated To The Penguin</p> <p>Why is Now the Time for Your Self-Service Chatbot Initiative?</p> <p>Fran Fernandez, Head of Product, Espressive</p> <p>AI Big Data</p>	11:45 AM - 12:45 PM
<p>Track 1: IT Leadership – Dedicated To Batman</p> <p>Communicate With Impact – Elevate Yourself As A Leader</p> <p>Linda Hubbs, Director, Client Relations & Communications, Office of Information Technology, Southern Illinois University</p> <p>Communication Leadership</p>	14:15 PM - 15:15 PM
<p>Track 2: Strategic IT Management – Dedicated To Gotham City</p> <p>Delivering Business Value – Part 2: Setting & Aligning Direction</p> <p>Jack Probst, Principal Consultant, Pink Elephant</p> <p>Business Value Leadership Service Value</p>	14:15 PM - 15:15 PM



<p>Track 2: Strategic IT Management – Dedicated To Gotham City</p> <p>The Fight for Justice – Bringing Business Governance to Light</p> <p>Cindy Trudeau, HRIS Director, Albertsons Companies</p> <p>Culture Governance Organizational Change Strategic Management</p>	14:15 PM - 15:15 PM
<p>Track 2: Strategic IT Management – Dedicated To Gotham City</p> <p>Tomorrow was Yesterday – If You Haven’t Already Started Transforming, You May be too Late!</p> <p>Paul Wilkinson, Director & Owner, GamingWorks</p> <p>Digital Transformation Strategic Management</p>	14:15 PM - 15:15 PM
<p>Track 3: Lean IT & Agile – Dedicated To The Joker</p> <p>Lean IT & OCM: How They Can Partner to Facilitate Successful Transformation from Diet to Lifestyle</p> <p>Alan Dresser, ITSM Manager, U.S. Department of the Navy</p> <p>ITSM Lean IT Organizational Change Management Service Value Stream</p>	14:15 PM - 15:15 PM
<p>Track 4: DevOps – Dedicated To Catwoman</p> <p>DevOps – The Good, The Good & The Good (There Doesn’t Have To Be A Bad or Ugly!)</p> <p>George Spalding, Executive Vice President, Pink Elephant</p> <p>Automation Communication Culture DevOps Integration</p>	14:15 PM - 15:15 PM
<p>Track 5: ITIL 4 – Dedicated To Alfred</p> <p>ITIL 4 Versus ITIL v3 – What Are The Main Differences You Need To Know About?</p> <p>Charlie Miles, Principal Consultant, Pink Elephant</p> <p>ITIL ITSM</p>	14:15 PM - 15:15 PM
<p>Track 5: ITIL 4 – Dedicated To Alfred</p> <p>You Just Think You Don’t Have Super Powers – But You Really Do!</p> <p>Elaine Lauritzen, Managing Director, Support Services, Office Of IT, Brigham Young University</p> <p>Continuous Improvement ITIL</p>	14:15 PM - 15:15 PM
<p>Track 6: Organizational Change Management – Dedicated To Mr. Freeze</p> <p>WHOOOPS! I Did It Again...The Common Pains of Change Management</p> <p>Kris Hurley, IT Change Manager, OGE Energy Corp</p> <p>Change Management Culture Lean</p>	14:15 PM - 15:15 PM
<p>Track 7: Integrated Service Management – Dedicated To The Riddler</p> <p>What a Large IT Shop Can Re-Learn from the Small</p> <p>Christopher McCay, Director of IT, Brailsford & Dunlavey</p> <p>Automation ITSM</p>	14:15 PM - 15:15 PM
REFRESHMENT BREAK	15:15 PM - 15:35 PM
<p>Power Hour – Dedicated To The Bat Cave</p> <p>Body Language: It’s Not What You Say!</p>	15:35 PM - 16:45 PM



Allan Pease, Author & Communication Expert Communication	
Power Hour – Dedicated To The Bat Cave Ka-Pow! Bam! The Super Powers Of A Lean IT Leader Troy DuMoulin, VP Research & Development, Pink Elephant Continual Improvement Leadership Lean IT Lean Kaizen	15:35 PM - 16:45 PM
Power Hour – Dedicated To The Bat Cave The Re-Energized IT Leader David Ratcliffe, President, Pink Elephant Leadership Business & IT Project Management	15:35 PM - 16:45 PM
Power Hour – Dedicated To The Bat Cave No Cape Required – Taking Your ITIL 4 Certification to the Next Level Robin Hysick, Management Consultant, Pink Elephant ITIL ITSM Strategic Management	15:35 PM - 16:45 PM
NETWORKING RECEPTION & EXHIBITION SHOWCASE OPEN	17:00 PM - 19:00 PM



18 February, Tuesday	
BREAKFAST & NETWORKING	06:30 AM - 08:30 AM
CUSTOMER SERVICE DESK OPEN	6:30 AM - 16:00 PM
Platinum Pass Optimiser Platinum Pass Optimiser: Ask The Pink Experts Charlie Miles, Principal Consultant, Pink Elephant Matthew Bowles, Director of Professional Services, Pink Elephant Communication Leadership Strategy Vision	07:15 AM - 08:15 AM
Track 4: DevOps – Dedicated To Catwoman DevOps – The Good, The Good & The Good (There Doesn't Have To Be A Bad or Ugly!) George Spalding, Executive Vice President, Pink Elephant Automation Communication Culture DevOps Integration	07:15 AM - 08:15 AM
Track 5: ITIL 4 – Dedicated To Alfred Practices versus Processes – A Rose by Another Name? Gary Case, Principal Consultant, Pink Elephant Continual Improvement ITIL ITSM	07:15 AM - 08:15 AM
Track 6: Organizational Change Management – Dedicated To Mr. Freeze Leading Change: Best Practices Robin Hysick, Management Consultant, Pink Elephant Communication Leadership Organizational Change Strategy	07:15 AM - 08:15 AM
Track 6: Organizational Change Management – Dedicated To Mr. Freeze Meanwhile, Back In The Library... Jack Probst, Principal Consultant, Pink Elephant Communication Leadership Organizational Change Management	07:15 AM - 08:15 AM
Keynote Speaker: Josh Linkner The Music of Business: Translating Improvisational Thinking from the Jazz Stage to the Business World	8:30 AM - 10:10 AM
REFRESHMENT BREAK	10:10 AM - 10:30 AM
Track 1: IT Leadership – Dedicated To Batman Keep Choppin' – Hack Your Culture to Create Highly Performing, Deeply Engaged Teams Joseph Hayes, VP & CIO, Prudential Group Insurance Culture Leadership	10:30 AM - 11:30 AM
Track 2: Strategic IT Management – Dedicated To Gotham City Delivering Business Value – Part 3: Mapping The Value Delivery Capabilities Jack Probst, Principal Consultant, Pink Elephant Business Value Leadership Service Value	10:30 AM - 11:30 AM
Track 2: Strategic IT Management – Dedicated To Gotham City Holistic Relationship Management – It's A Team Effort! Jenna Koontz, Director, Service and Operations Support, NIC Inc. Leadership Relationship Management Strategic Management	10:30 AM - 11:30 AM

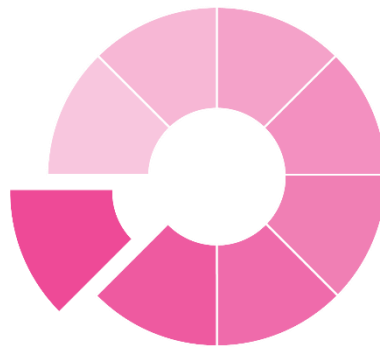
<p>Track 3: Lean IT & Agile – Dedicated To The Joker Lean Thinking: Why It’s a Must-Have Beverly Parker, Management Consultant, Pink Elephant Lean IT Lean Management</p>	10:30 AM - 11:30 AM
<p>Track 4: DevOps – Dedicated To Catwoman A Superhero Approach to DevOps: 15 Essential Practices For DevOps Success – Part One George Spalding, Executive Vice President, Pink Elephant Automation DevOps ITIL ITSM Lean IT</p>	10:30 AM - 11:30 AM
<p>Track 5: ITIL 4 – Dedicated To Alfred Defining Standard KPIs for an IT Organization by Starting Where You Are Sarah Topham, Process Improvement Specialist, Business Analyst, Rochester Institute of Technology ITIL 4</p>	10:30 AM - 11:30 AM
<p>Track 6: Organizational Change Management – Dedicated To Mr. Freeze “We Never Talk Anymore”; Building Relationships Across the Service Value Stream Alan Dresser, ITSM Manager, U.S. Department of the Navy Communication</p>	10:30 AM - 11:30 AM
<p>Track 6: Organizational Change Management – Dedicated To Mr. Freeze Motivation By Chocolate Denise Ryan, Motivational Pyromaniac, FireStar Speaking Communication</p>	10:30 AM - 11:30 AM
<p>Track 7: Integrated Service Management – Dedicated To The Riddler Integrated Service Management – The Model & Key Concepts Troy DuMoulin, VP, Research & Development, Pink Elephant DevOps ITIL Integrated Service Management Lean Voice of Customer</p>	10:30 AM - 11:30 AM
EXHIBITION SHOWCASE OPEN	
<p>Platinum Pass Optimiser: Ask The Pink Experts Troy DuMoulin, VP Research & Development, Pink Elephant Communication Leadership Strategy Vision</p>	11:30 AM - 3:35 PM
<p>Track 1: IT Leadership – Dedicated To Batman How IT Leaders Can Overcome The Challenge of Putting New Learning Into Practice Paul Wilkinson, Director & Owner, GamingWorks Business & IT Leadership</p>	11:45 AM - 12:45 PM
<p>Track 7: Integrated Service Management – Dedicated To The Riddler Service Management and Design Patterns Michael Scarborough, Director of Business Delivery, Cognixia Design Patterns ITSM</p>	13:00 PM - 14:00 PM
<p>Track 8: Tools & Technology – Dedicated To The Penguin Cover Your Assets! Charlie Miles, Principal Consultant, Pink Elephant Business Value IT Asset Management ITIL</p>	13:00 PM - 14:00 PM
<p>Track 1: IT Leadership – Dedicated To Batman Leadership In The Workplace From A Woman IT Leader’s Point of View Cristina Mooney, IT Manager Global Deskside Service, Markel – IT</p>	14:15 PM - 15:15 PM



Communication Culture	
Track 2: Strategic IT Management – Dedicated To Gotham City Delivering Business Value – Part 4: Critical Business Value Delivery Capabilities Jack Probst, Principal Consultant, Pink Elephant Business Value Leadership Service Value	14:15 PM - 15:15 PM
Track 2: Strategic IT Management – Dedicated To Gotham City A Day In The Life! A Relation Driven Approach to Continual Improvement Douglas Smith, Divisional Vice President, IT Service Management & Shared Services, Blue Cross and Blue Shield Continual Improvement ITSM Relationship Management Strategic Management	14:15 PM - 15:15 PM
Track 2: Strategic IT Management – Dedicated To Gotham City How AI is Driving Digital Transformation and Improving Operational Efficiencies Dan Turchin, Co-Founder & Chief Product Officer, Astound AI Automation Strategic Management	14:15 PM - 15:15 PM
Track 3: Lean IT & Agile – Dedicated To The Joker An Oxford Approach to Co-Creating Value Andrew Dixon, Head of Service Management Office, University of Oxford Agile DevOps ITIL ITSM Lean	14:15 PM - 15:15 PM
Track 4: DevOps – Dedicated To Catwoman A Superhero Approach to DevOps: 15 Essential Practices For DevOps Success – Part Two George Spalding, Executive Vice President, Pink Elephant Automation DevOps ITIL ITSM Lean IT	14:15 PM - 15:15 PM
Track 5: ITIL 4 – Dedicated To Alfred Using CMMi to Understand & Improve the Value of Your Processes Jennifer Wels, Management Consultant, Pink Elephant ITSM Process Maturity	14:15 PM - 15:15 PM
Track 6: Organizational Change Management – Dedicated To Mr. Freeze The Multi-dimensional Facets of Organizational Change Management Bonnie Nied, AVP, Change & Release Manager, Western Alliance Bank Communication Culture Organizational Change Leadership	14:15 PM - 15:15 PM
Track 7: Integrated Service Management – Dedicated To The Riddler Using ITSM, VSM, Agile, and DevOps to Build Guard Rails for Speed and Certainty Preston Abadie, ITSM Architect, Quicken Loans Agile DevOps ITSM	14:15 PM - 15:15 PM
Track 8: Tools & Technology – Dedicated To The Penguin How New Technologies Can Transform IT Services Phyllis Drucker, Senior Consultant, Linium AI Automation Digital Transformation	14:15 PM - 15:15 PM
REFRESHMENT BREAK	15:15 PM - 15:35 PM
Power Hour – Dedicated To The Bat Cave How To Communicate with Everyone Who Isn't You Denise Ryan, Motivational Pyromaniac, FireStar Speaking Communication	15:35 PM - 16:45 PM



<p>Power Hour – Dedicated To The Bat Cave</p> <p>IT Business Best Practices I Learned From Gotham City</p> <p>George Spalding, Executive Vice President, Pink Elephant</p> <p>Business Relationship Management DevOps ITIL Lean IT Organizational Change Management</p>	15:35 PM - 16:45 PM
<p>Power Hour – Dedicated To The Bat Cave</p> <p>The Five Super Villains Every IT Leader Must Face...and Win!</p> <p>Jonathan Hinkle, Principal Enterprise Architect, Enable Midstream</p> <p>Leadership</p>	15:35 PM - 16:45 PM
<p>Power Hour – Dedicated To The Bat Cave</p> <p>Ka-Pow! Bam! The Super Powers Of A Lean IT Leader</p> <p>Troy DuMoulin, VP Research & Development, Pink Elephant</p> <p>Continual Improvement Leadership Lean IT Lean Kaizen</p>	15:35 PM - 16:45 PM
NETWORKING RECEPTION	17:00 PM -19:00 PM



19 February, Wednesday	
BREAKFAST & NETWORKING	06:30 AM - 08:30 AM
Track 4: DevOps – Dedicated To Catwoman The Marriage of DevOps, Continuous Delivery, & ITIL Transition – Decoding the Gordian Knot Troy DuMoulin, VP, Research & Development, Pink Elephant Asset Management Automation CMDB Culture DevOps ITIL	08:30 AM - 09:00 AM
Track 5: ITIL 4 – Dedicated To Alfred Four Dimensions Of Service Management Robin Hysick, Management Consultant, Pink Elephant ITIL Service Value Chain	08:30 AM - 09:00 AM
Track 5: ITIL 4 – Dedicated To Alfred The New ITIL Strategic Leader (SL) Designation Jack Probst, Principal Consultant, Pink Elephant ITIL ITSM Leadership Strategic Management	08:30 AM - 09:00 AM
CLOSING REMARKS	08:30 AM - 09:00 AM
Keynote Speakers: Chester Elton The Carrot Principle	9:00 AM - 10:10 AM
REFRESHMENT BREAK	10:10 AM - 10:30 AM
Track 1: IT Leadership – Dedicated To Batman The Digital Leader In 2020 David Ratcliffe, President, Pink Elephant Digital Economy ITIL 4 Leadership	10:30 AM - 11:30 AM
Track 2: IT Strategic Management Delivering Business Value – Part 5: Improving Capabilities Jack Probst, Principal Consultant, Pink Elephant Business Value Leadership Service Value	10:30 AM - 11:30 AM
Track 5: ITIL 4 – Dedicated To Alfred Seven Guiding Principles Of ITIL 4 Beverly Parker, Management Consultant, Pink Elephant Agile COBIT DevOps ITIL Lean Service Management	10:30 AM - 11:30 AM
Track 6: Organizational Change Management – Dedicated To Mr. Freeze Understanding Lewin’s Model: Unfreeze. Change. Freeze. Robin Hysick, Management Consultant, Pink Elephant Leadership Organizational Change Management	10:30 AM - 11:30 AM
Track 7: Integrated Service Management – Dedicated To The Riddler A Practical Hands-On Demonstration Of Business Simulations Paul Wilkinson, Director & Owner, Gaming Works George Spalding, Executive Vice President, Pink Elephant DevOps Process Maturity	10:30 AM - 11:30 AM
Track 8: Tools & Technology – Dedicated To The Penguin Internet of Things & Service Management Charlie Miles, Principal Consultant, Pink Elephant Asset Management IoT ITSM	10:30 AM - 11:30 AM
NETWORKING & LUNCH	11:30 AM - 13:00 PM
Track 9: Half-Day Workshops – Dedicated To Robin, The Boy Wonder! A Holistic View of ITIL 4’s Service Value System & Its 4 Dimensions Troy DuMoulin, VP Research & Development, Pink Elephant	13:00 PM - 15:45 PM

Integrated Service Management ITIL Organizational Change Service Relationship Management	
Track 9: Half-Day Workshops – Dedicated To Robin, The Boy Wonder! Using CMMi to Understand & Improve Your Problem Management Process Jennifer Wels, Management Consultant, Pink Elephant ITSM Process Maturity	13:00 PM - 15:45 PM
Track 9: Half-Day Workshops – Dedicated To Robin, The Boy Wonder! How to Implement Problem, Change, & Release Management – Updated with ITIL 4 Content Charlie Miles, Principal Consultant, Pink Elephant Change Management ITIL Problem Management Release Management	13:00 PM - 15:45 PM
Track 9: Half-Day Workshops – Dedicated To Robin, The Boy Wonder! The New ITIL Strategic Leader (SL) Designation Jack Probst, Principal Consultant, Pink Elephant ITIL ITSM Leadership Strategic Management	13:00 PM - 15:45 PM
Track 9: Half-Day Workshops – Dedicated To Robin, The Boy Wonder! ITIL 4 Managing Professional (MP) Designation Robin Hysick, Management Consultant, Pink Elephant ITIL Strategic Management	13:00 PM - 15:45 PM
Track 9: Half-Day Workshops – Dedicated To Robin, The Boy Wonder! ITIL Specialist: Create, Deliver & Support – Key Teachings Beverly Parker, Management Consultant, Pink Elephant Lean IT Lean Management	13:00 PM - 15:45 PM
Track 9: Half-Day Workshops – Dedicated To Robin, The Boy Wonder! ITIL Specialist: Drive Stakeholder Value – Key Teachings Gary Case, Principal Consultant, Pink Elephant ITIL ITSM	13:00 PM - 15:45 PM
REFRESHMENT BREAK	2:10 PM - 2:25 PM
CONFERENCE ENDS	3:45 PM

Thank You!

