

# 007<sup>th</sup> Annual International

## IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

February 23 - 26, 2003 Orlando

### Continuing The ITIL Journey: Mission Possible

ATTEND THE 'MBA' OF IT EVENTS! "THE BEST PROGRAM IN THE INDUSTRY"

DON'T MISS THE IT  
EVENT OF THE YEAR!

#### Stream 1:

EXECUTIVE  
PERSPECTIVES

#### Stream 2:

LINKING TECHNOLOGY WITH  
PEOPLE & PROCESSES

#### Stream 3:

ITIL – HOW TO USE IT AS  
YOUR SECRET WEAPON

#### Stream 4:

BUILDING HIGH  
PERFORMANCE TEAMS

#### Stream 5:

LEADING THE  
PROCESS OF CHANGE

#### Stream 6:

BUSINESS SCHOOL  
TUTORIALS

#### Stream 7:

PINK UNIVERSITY

#### Stream 8:

SPECIAL NETWORKING  
& FOCUS GROUPS



**DR. KEN BLANCHARD**

AUTHOR OF *THE ONE MINUTE MANAGER®*

*One of the world's most respected  
management and leadership experts*



**DAME STELLA RIMINGTON**

*The real "M" – 007's boss.  
Former director  
general of MI5*



**ALLAN PEASE**

*Communication expert and  
consultant to politicians,  
celebrities and business leaders*



**COMMANDER  
MICHAEL ABRASHOFF**

*It's Your Ship – Management  
Techniques From The Best  
Damn Ship In The Navy*



INCREDIBLE  
TEAM  
DISCOUNTS!  
SEE PAGE 4

### CONFERENCE & EXHIBITION SCHEDULE

**PRE**  
WORKSHOPS

FEB 19 - 21

**CONFERENCE**  
DATES

FEB 23 - 26

**POST**  
WORKSHOPS

FEB 27 - 28

# 007<sup>th</sup> Annual International IT Service Management Conference & Exhibition

**Continuing The ITIL Journey: Mission Possible**  
February 23-26, 2003 Orlando

NO OTHER  
CONFERENCE YOU  
ATTEND OFFERS THE  
SAME DEPTH AND  
SCOPE OF IT SERVICE  
MANAGEMENT BEST  
PRACTICES,  
INCLUDING ITIL.

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## PINK ELEPHANT – LEADERS IN IT MANAGEMENT BEST PRACTICES

While other IT conferences only give you a few pieces of the puzzle, we show you the complete picture.

No other IT conference in North America provides as much substance on how to successfully implement a process-centered fully integrated approach to IT Service Management. And, apply a real IT business perspective.

### WHO SHOULD ATTEND?

- CIOs; IT Directors; VPs; Assistant VPs
- IT Support Managers; Network Support Managers
- Service Quality & Service Level Managers
- IT Service Support / Help Desk Managers
- Project Managers
- Problem & Change Managers
- IT Auditors; IT Consultants
- IT Suppliers / Vendors
- IT Infrastructure Managers

### JOIN THE ITIL REVOLUTION!

ITIL (Information Technology Infrastructure Library) is a series of books developed by the UK's Office Of Government Commerce (OGC). Conceived in the late 1980s, the books describe an integrated, process-based, best practice approach to managing IT services. Overall, ITIL provides:

- Improved quality of service provision
- Improved bottom line
- Cost justifiable service quality
- Service that meets business, customer and user demands
- Documented roles and responsibilities
- Integrated, centralized processes
- Ties to ISO9000

The guidance provided in the books is relevant to all organizations: public or private, large or small, centralized or distributed. Today, ITIL represents more than just books. It has generated an entire industry that includes training, certification, consulting, software tools and trade associations.

Now in our 7th successful year,  
we've dedicated this year's theme,  
**Mission Possible**, to the most  
famous number seven of all - 007.

### Stream 1: Executive Perspectives

Dedicated to Goldfinger. In one of the most famous Bond films, James contends with the uniquely clever and diabolical Goldfinger! As an IT leader do you have the golden touch? Attend the sessions in this stream to hear the latest from real CIOs and industry experts on how to strengthen IT business alignment, and enhance your IT leadership and executive management capabilities.

### Stream 2: Linking Technology With People & Processes

Dedicated to Q. Bond uses many of Q's gadgets to help save the day! In this stream, numerous IT managers and experts are on hand to demonstrate the latest trends and gadgetry, and how to integrate technology with people and processes for outstanding results.

### Stream 3: ITIL – How To Use It As Your Secret Weapon

Dedicated to *On Her Majesty's Secret Service*. England has given the world James Bond and ITIL! Learn from real case studies how other organizations have transformed their IT operations using ITIL – the world's most popular IT Service Management framework – to gain efficiencies, reduce cost and increase service.

### Stream 4: Building High Performance Teams

Dedicated to Octopussy – and all Bond Girls. James does not work alone! Where would he be without his bevy of beautiful assistants to carry him through the ups and downs of saving the world from evil? As an IT leader, do you know how to bring out the best in your teams? Learn how to build a climate of collaboration where people can flourish and react with speed and agility to deliver solutions. Many experts and IT managers will be on hand to deliver proven techniques for building powerful teams.

### Stream 5: Leading The Process Of Change

Dedicated to Dr. No. One of the most famous of villains, Dr. No's fear tactics or cunning schemes do not deter James Bond! In this stream, recognized business leaders, industry experts and real IT managers review how to champion change, overcome resistance to change and eliminate fear factors, effectively lead change, develop and execute winning communication plans as well as sell the benefits of ITIL.

### Stream 6: Business School Tutorials

Dedicated to M. To Bond, M is a teacher, mentor, boss, headmaster, coach and more! In this stream, gain insight into how to accelerate operational and leadership excellence, how to configure your organization structure for successful outcomes, how to develop successful business strategies based on latest market trends and how to apply the latest research findings on human resource management. This stream profiles leading university professors.

### Stream 7: Pink University

Dedicated to Miss Money Penny. Behind the scenes, no one is as committed or devoted to Bond as Miss Money Penny. Pink Elephant is fully committed to providing you with the knowledge and support you need to understand and implement ITIL and IT best practices. In this stream you have an exclusive opportunity to attend some of Pink Elephant's most in-demand seminars – taught by the best IT service management trainers – and consultants in the industry.

### Stream 8: Special Networking & Focus Groups

Dedicated to Austin Powers. Well, James Bond is not the only international man of mystery! These sessions are structured to offer a great opportunity to learn from others and share your own best practices. There are numerous sessions being scheduled with topics that include: building teams, strengthening communication, leadership and employee motivation, specific individual focus on each one of the eleven ITIL support and delivery disciplines, meaningful ways to measure your team's performance, organizational change and more.

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## Here's what past attendees had to say:

"This conference is the best combination of industry content and networking opportunities of any I have ever attended."

*Tim Bowersock, Costco Wholesale*

"The conference provided ample opportunities to select topics relevant to each attendee. The quality of the speakers was excellent."

*Joe Reid, State Farm*

"An excellent conference. The variety of topics enabled me to choose a program for myself which informed, provoked thought and entertained. Thanks!"

*Eric Addington, Cox Communications Inc.*

"Exceeded my expectations. Great location to spend time relaxing and learning."

*Charlotta Dunkin, Worldspan*

"...found this conference very informative. The energy of the speakers was contagious and the agenda of topics had enough variation to be of value to many levels of IT management."

*Terri Nichols, Worldspan*

## Customize Your Program

### Call One Of Our Conference Advisors

Our dynamic agenda has something for everyone! Whether you and your team are new to ITIL and IT Service Management, or you are already well on your way to implementing process improvements, one of our helpful Conference Advisors will assist you and your team in planning the most relevant and worthwhile program.



**Lisa von Massow**

1-888-273-PINK, ext. 232  
[lvonmassow@pinkelephant.com](mailto:lvonmassow@pinkelephant.com)

Call Lisa if your organization is in the finance sector (e.g., banking, credit cards, financing, insurance, investments)



**Rudy Bayoumi**

1-888-273-PINK, ext. 223  
[r.bayoumi@pinkelephant.com](mailto:r.bayoumi@pinkelephant.com)

Call Rudy if your organization is in the public sector (e.g., federal government, state or provincial government, municipalities, universities)



**Lee-Ann Clark**

1-888-273-PINK, ext. 231  
[l.clark@pinkelephant.com](mailto:l.clark@pinkelephant.com)

Call Lee-Ann if your organization is in the utilities, energy or chemicals sectors.



**Richard Maxwell**

1-888-273-PINK, ext. 245  
[r.maxwell@pinkelephant.com](mailto:r.maxwell@pinkelephant.com)

Call Richard if your organization is in the professional services, retail or pharmaceuticals sectors.



**Brian Watters**

1-888-273-PINK, ext. 311  
[b.watters@pinkelephant.com](mailto:b.watters@pinkelephant.com)

Call Brian if your organization is in the manufacturing sector or not listed above.

### Special Feature:

#### One-On-One Consulting Session

Back by popular demand! Reserve quality time for you, or your entire team, with an experienced IT Service Management consultant, considered by many to be the best in the industry. Bring your issues, questions, problems, and sample plans to review with Pink's experts. Or, receive a customized ITIL Executive Overview. Each attendee is entitled to a one hour session, on a first come, first served basis. You must book your time when you register for the event and before December 6, 2002.

Call 1-888-273-PINK for more details.

#### Early Bird Special

Register and pay before November 18th, 2002 and pay only \$1,007USD. Regular fee is \$1,595USD.

#### Bonus!

*Complimentary Ticket To Cirque du Soleil.*

Receive a complimentary ticket to see the hottest show in Orlando – Cirque du Soleil! Registrations received and paid before November 18th, 2002 is eligible for this bonus. Call us or visit our website for more details.

#### Customer Service Philosophy

Last year's program was given an overall 85% satisfaction rating by attendees! We're very proud of this result. At the end of each conference, we take customer feedback seriously and review all comments. As an organization that educates others on continuous process improvement, we pride ourselves on our ability to practice what we preach and to make each event better than the last. We aim to take an already great event and pursue ever-higher levels of sophistication and customer value.

One of our corporate objectives is to create *Raving Fans*. This value is embedded into all our customer service processes and employee goals.

Thank you for making us the market leader in IT service management conferences! And, please continue to provide us with your valuable feedback.

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**Send  
A Team And  
Save!**

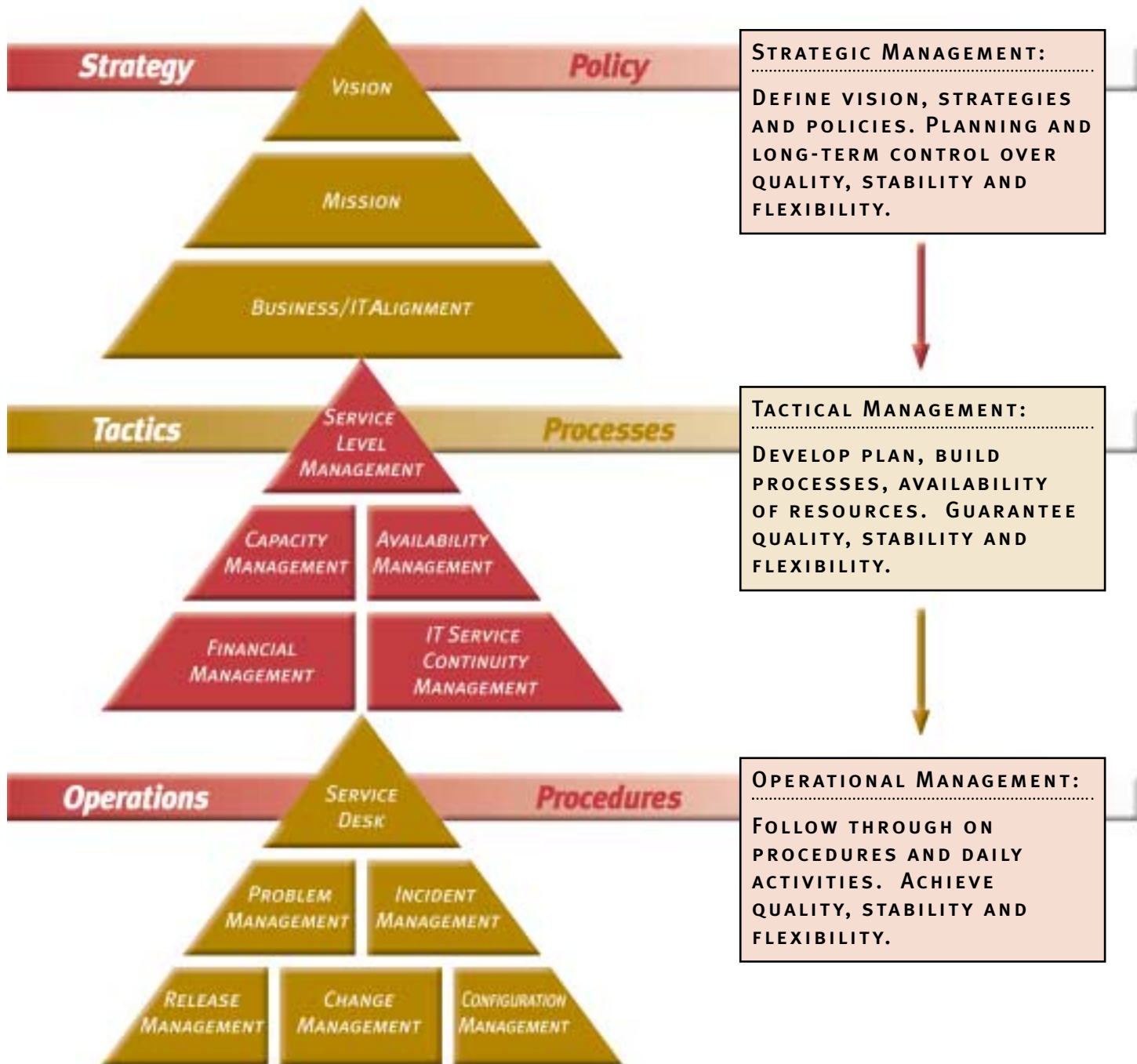
**Benefit from the power of teamwork. For multiple registrations from the same organization, register and pay before December 6, 2002 the first two registrations are at full fee; every registration thereafter receives a 50% discount.**

*After December 6th, 2002 and pay for 3 - 5 attendees and save 15% off the combined fees; register and pay for 6 - 8 attendees and save 20% off the combined fees or register and pay for 9 or more attendees and save 25% off the combined fees.*

# Are You Planning Your IT Department's Goals Effectively?

**No other conference you attend will provide the substance you need to learn about IT management, business and ITIL best practices.**

Pink Elephant provides guidance on how to operate your organization on a strategic, tactical and operational level. It is important for each level to understand their role and contribution in order for the organization to achieve its mission. Attend this not-to-be-missed event and learn how to improve your IT organization's performance by strengthening key IT and business processes at each level.



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## ITIL Awards Presentations

Wednesday, February 26, 2003–12 p.m.

Pink Elephant recognizes individual and organizational commitment to ITIL and IT service management best practices. For that reason, Pink Elephant developed an awards program presented annually to individuals and organizations demonstrating a dedication to ITIL, as nominated by their peers. Find out who the winners are at our conference. And the nominees are...

### ITIL Project Of The Year

- **Capital One** Service Level Management Project
- **Caterpillar Enterprise** Information Service Delivery
- **Bank of Montreal Nesbitt Burns** Service Management Project
- **Merrill Lynch Investment Managers** Information Technology
- **Nationwide** Service Management Project
- **Diageo** Global Service Level Management Project
- **Newfoundland Hydro** Service Management Project

### ITIL Practitioner Of The Year

- **Frederieke C. M. Winkler Prins**, Service Management Partners, Inc.
- **Stacy McNearney**, Process Manager, Capital One Financial Corporation
- **Scott Jaeger**, Business Analyst, Capital One Financial Corporation
- **Trudy Pearlman**, Vice President, Merrill Lynch Investment Managers Information Technology
- **Salvatore Villari**, Vice President, Merrill Lynch Investment Managers Information Technology
- **Kimberlee L. Holland**, EISD Communication Manager, Caterpillar Inc.
- **Lawrence J. Sheets**, EISD Process Manager, Caterpillar
- **Shannon Boyd**, Supervisor, Cluster Client Support Centre, Community Services I&IT Cluster, Ontario Provincial Government
- **Vickie Barber**, Manager Customer Support and Retail Gaming Devices, Ontario Lottery and Gaming Corporation
- **Geoff Thirlwall**, I.S. Director Global Services, Diageo
- **Jay Stuart**, Service Level Manager, LG&E

## Exhibition Showcase

Attend the conference and gain insight into the constantly changing world of IT service management focused services and products. Many of the participating organizations provide ITIL compatible products and services.

Here is a sample of the organizations that are participating in this year's Exhibition:



**HEWLETT-PACKARD**  
[www.hp.com](http://www.hp.com)

When it comes to a proven track record for IT Service Management solutions for success, no one comes close to Hewlett Packard. Recognizing the value early in its development, HP incorporated ITIL as the firm foundation to the HP IT Service Management Reference Model. Not only has this reference model become core to Hewlett Packard's own internal Service Management initiatives, it has become the basis for the development of the HP OpenView tool suite.



**AXIOS SYSTEMS**  
[www.axiossystems.com](http://www.axiossystems.com)

assyst by Axios Systems is a fully integrated, global Help Desk & IT Service Management Solution Suite designed from inception around the Best Practice ITIL framework. Achieve enterprise-wide, first class IT service and support, by harnessing your IT infrastructure to most effectively support your business.



**INFRA CORPORATION**  
[www.infraactive.com](http://www.infraactive.com)

Asia-Pacific CRM SOLUTION OF THE YEAR in the Microsoft Fusion 2001 Awards: "infraActive", from Infra Corporation is a 100% Web service management application, incorporating comprehensive incident, problem, change and configuration management in a full browser-based application.



**VIADYNE CORPORATION**  
[www.viadyne.com](http://www.viadyne.com)

Viadyne is the premier provider of ITIL Enterprise Information Technology Infrastructure Management solutions. Through Viadyne's ITIL focused approach and their flagship product viaTIL, Viadyne provides organizations the ability to incorporate and seamlessly integrate all the support and service processes required to manage, control, and improve the supportability of the IT infrastructure.



**TOUCHPAPER**  
[www.touchpaper.com](http://www.touchpaper.com)

Touchpaper is a leading provider of ITIL-compliant IT Service Management software solutions. Their product suite enables you to proactively and cost-effectively manage your network, server and change management operations, and integrate them all with your service support desk.

To inquire about sponsorship opportunities call Nancy Murray at 1-888-273-PINK, ext 240.

Pink Elephant has an undisputed reputation for providing the "best and most provocative" speakers in the industry. Here, four of the most dynamic and popular keynote speakers await you!

## Leadership In Tough Times: Ethical Dilemmas



### **KEN BLANCHARD, PH.D.**

Few people have impacted the day-to-day management of business more than Ken Blanchard. Author of numerous best selling books, including his world famous *The One Minute Manager*®, which has sold over ten million copies and is still on the best seller list, he is internationally recognized as one of the foremost management and leadership authorities. Pink Elephant is very pleased that Dr. Blanchard has selected this event as one of the few live keynotes that he'll present in 2003.

## Why Men Don't Listen & Women Can't Read Maps!



### **ALLAN PEASE**

One of the most lively, energetic and humorous presenters today, Allan Pease has the superb ability to balance humor with a very meaningful message about best practices for effective communication at work and at play. He is the author of many books on the subject of verbal and written communication and body language. His work with the scientific community on the differences between male and female communication traits is very enlightening. As a communication expert, Allan has been a consultant to politicians, movie stars and business professionals.

## Open Secret



### **DAME STELLA RIMINGTON**

Judi Dench portrays her in the 007 movies; now meet the real "M". Dame Stella Rimington, former director general of MI5, is a lively and entertaining speaker who uses her well-developed sense of humor to great advantage. During her thirty-five year career with the UK's MI5 Security Service, Dame Stella has been in charge of counter-subversion, counter-espionage and counter-terrorism. In this unique keynote, Dame Stella will discuss techniques for leading in a high-pressure environment and managing constant change.

## It's Your Ship – Management Techniques From The Best Damn Ship In The Navy



### **COMMANDER MICHAEL ABRASHOFF**

Back on our program by popular demand! One of the most highly rated speakers Pink Elephant has ever had, this is your opportunity to listen to the man who turned exceptionally low morale and unacceptably high turnover into the best ship in the navy. This was accomplished by a system Michael refers to as *Grassroots Leadership*. His initiatives earned him the coveted Spokane Trophy, an award created by President Roosevelt in 1908 to honor excellence at sea.

**ATTEND  
THE 'MBA'  
OF IT  
CONFERENCES**

# Conference Schedule - At-A-Glance

<b>Stream 1</b> Executive Perspectives	<b>Stream 2</b> Linking Technology With People & Processes	<b>Stream 3</b> ITIL – How To Use It As Your Secret Weapon	<b>Stream 4</b> Building High Performance Teams	<b>Stream 5</b> Leading The Process Of Change	<b>Stream 6</b> Business School Tutorials	<b>Stream 7</b> Pink University	<b>Stream 8</b> Special Networking & Focus Groups
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## SUNDAY, FEBRUARY 23, 2003

2:00 p.m. - 8:00 p.m.	Registration Information & Customer Service Desk Opens							
2:30 p.m. - 4:15 p.m.	Sunday Primer Sessions							
	<b>You Only Live Twice: ITIL Executive Overview</b> You've tried the "old ways", now try breathing new life into your IT organization by understanding and applying the strategic benefits of ITIL. Gary Case, Senior Consultant, <i>Pink Elephant</i>	<b>The Living Daylights: ITIL Certification Exam Primer</b> Don't be put off by the thought of writing an essay style exam. Here you'll receive guidance on preparing, writing and passing Masters exams including a review of sample exam questions. Pierre Bernard, Senior Trainer, <i>Pink Elephant</i>	<b>Diamonds Are Forever: The ITIL 101 Service Management Process Model Overview</b> This process model is definitely here to stay! A complete workshop for managers not yet familiar with the ITIL IT Service Management process model. Jennifer Wels, Trainer, <i>Pink Elephant</i>	<b>A View To A Kill: The Worst Mistakes Managers Make When Implementing Change</b> No violence here! Just a humorous and enlightening look at project management in IT. George Spalding, Executive Consultant, <i>Pink Elephant</i>	<b>The Spy Who Loved Me: An All Time High?</b> To what extent are your employees ready for change? Find out how to conduct a cultural assessment – a key prerequisite for major process implementation and transformations. Gerry Geddes, Director Service Delivery, <i>Pink Elephant</i>	<b>For Your Eyes Only: ITIL Masters Alumni Forum</b> Networking and focus group discussions for IT Service Manager Course alumni. Share your ITIL journey with other graduates and former classmates. Facilitated by: Paul Reeves, Managing Consultant, <i>Pink Elephant</i> & Glen Notman, Senior Consultant, <i>Pink Elephant</i>	<b>The Man With The Golden Gun: The Dynamic Relationship Between Tools, People &amp; Process</b> Learn how to properly align tools with people and processes, including how to conduct an ITIL assessment of tools. Troy DuMoulin, Senior Consultant, <i>Pink Elephant</i>	
4:30 p.m. - 6:00 p.m.	Stream 8: Special Networking & Focus Groups							
	ITIL In Banking	ITIL In Government	ITIL In Manufacturing	ITIL In Utilities & Energy	ITIL In Insurance	ITIL In Pharmaceuticals	Call your Conference Advisor to organize your own specialized focus group	Consultants Corner: Bring on your ITIL implementation issues and questions!
6:00 p.m. - 8:00 p.m.	Shaken Not Stirred! Welcome Reception - Exhibition Showcase Opens							

## MONDAY, FEBRUARY 24, 2003

7:00 a.m. - 8:30 a.m.	Networking Breakfast				(7:00 a.m. - 8:15 a.m.) Early Riser Primer Session <i>ITIL – An Introduction To The IT Service Management Process Model</i>			
7:00 a.m. - 5:30 p.m.	Registration & Customer Service Desk Opens							
8:00 a.m. - 5:30 p.m.	Exhibition Showcase Opens							
8:30 a.m. - 8:45 a.m.	Opening Ceremonies & Introduction							
8:45 a.m. - 10:15 a.m.	Opening Keynote Address: Dr. Ken Blanchard Leadership In Tough Times: Ethical Dilemmas							
10:15 a.m. - 10:40 a.m.	Morning Break							
10:40 a.m. - 12:00 p.m.	<b>Stream 1</b> <b>IT Business Alignment: What It Really Means</b> George Spalding, Executive Consultant, <i>Pink Elephant</i>	<b>Stream 2</b> <b>How To Select &amp; Implement An Integrated IT Support Tool</b> Troy DuMoulin, Senior Consultant, <i>Pink Elephant</i>	<b>Stream 3</b> <b>Die Another Day: A Process Is Forever – Implementation Of Configuration, Incident, Problem &amp; Cost Management</b> Joe Lucadamo, Director Portfolio & Process Management, <i>Agere Systems</i>	<b>Stream 4</b> <b>What Makes IT Teams Work?</b> Gerry Geddes, Director Service Delivery, <i>Pink Elephant</i>	<b>Stream 5</b> <b>Getting Buy-In For ITIL Implementation</b> Renald Pineault, Director Of Planning & IT Processes, <i>ING Canada</i>	<b>Stream 7</b> <b>How To Successfully Take The Role Of Service Level Manager From Theory To Practice</b> Gary Case, Senior Consultant, <i>Pink Elephant</i>	<b>Stream 8</b> <b>Implementing Configuration Management</b> Developing An Organization Structure & Design That Supports IT Service Management Implementing Process Improvement: How To Start? Where To Start?	
12:00 p.m. - 1:15 p.m.	Lunch & Networking Opportunities			Lunch & Learn: The New ITIL Business Perspective Book		Lunch & Learn: ITIL In Government How To Use ITIL To Get To Green In The President's Management Agenda Scorecard System		
1:15 p.m. - 2:30 p.m.	<b>Stream 1</b> <b>The New Role Of The CIO In The New IT</b> George Spalding, Executive Consultant, <i>Pink Elephant</i>	<b>Stream 2</b> <b>But, We Already Have A Help Desk! Introducing The Integrated Service Desk</b> Ken Wendle, Solution Architect, <i>HP OpenView</i>	<b>Stream 3</b> <b>Making Service Level Management A Reality</b> Maria Hondros, First Vice President, <i>ABN AMRO</i>	<b>Stream 4</b> <b>Best Practices For Forming &amp; Managing Successful Project Teams – Part 1</b> Paul Reeves, Managing Consultant, <i>Pink Elephant</i>	<b>Stream 5</b> <b>The Business Communication Process Model &amp; The Link To Leading Change</b> Fatima Cabral, CEO, <i>Pink Elephant</i>	<b>Stream 7</b> <b>The Biggest Mistakes Made Implementing ITIL &amp; How To Avoid Them</b> Gerry Geddes, Director Service Delivery, <i>Pink Elephant</i>	<b>Stream 8</b> <b>Developing An Effective Service Catalogue</b> Building & Deploying A Communication Strategy Implementing Incident Management	
2:30 p.m. - 2:45 p.m.	Afternoon Break							
2:45 p.m. - 3:50 p.m.	<b>Stream 1</b> <b>The Strategic Benefits Of IT Service Management: A CIO's Perspective</b> Geoff Thirlwall, CIO, <i>Diageo</i>	<b>Stream 2</b> <b>End-User Support Through Effective Web Content</b> Patti Moriarty, Help Desk Manager, <i>Nordstrom</i>	<b>Stream 4</b> <b>Best Practices For Forming &amp; Managing Successful Project Teams – Part 2</b> Paul Reeves, Managing Consultant, <i>Pink Elephant</i>	<b>Stream 5</b> <b>How To Use ITIL's IT Process Improvement Model To Lead And Implement Change</b> Glen Notman, Senior Consultant, <i>Pink Elephant</i>	<b>Stream 6</b> <b>How To Calculate ROI For IT Service Management Projects</b> Malcolm Fry, Executive Consultant And Lisa von Massow, Business Development Manager, <i>Pink Elephant</i>	<b>Stream 7</b> <b>Being An Effective Champion Of Change: What Really Works &amp; What Doesn't</b> Gary Case, Senior Consultant, <i>Pink Elephant</i>	<b>Stream 8</b> <b>Consolidating Multiple IT Support Groups &amp; Building A Single Point Of Contact</b> Creating & Implementing OLA's & SLA's Implementing Problem Management	
4:00 p.m. - 5:30 p.m.	Featured Keynote Speaker: Allan Pease Why Men Don't Listen & Women Can't Read Maps!							
6:00 p.m.	Networking Dinner And Party							

# Conference Schedule At-A-Glance

<b>Stream 1</b> Executive Perspectives	<b>Stream 2</b> Linking Technology With People And Processes	<b>Stream 3</b> ITIL – How To Use It As Your Secret Weapon	<b>Stream 4</b> Building High Performance Teams	<b>Stream 5</b> Leading The Process Of Change	<b>Stream 6</b> Business School Tutorials	<b>Stream 7</b> Pink University	<b>Stream 8</b> Special Networking And Focus Groups
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## TUESDAY, FEBRUARY 25, 2003

7:00 a.m. - 8:30 a.m.	Networking Breakfast							
7:30 a.m. - 6:00 p.m.	Customer Service Desk Opens Exhibition Showcase Opens							
8:30 a.m. - 10:00 a.m.	Featured Keynote Speaker: Dame Stella Rimington <i>Open Secret</i>							
10:00 a.m. - 10:20 a.m.	Morning Break							
10:20 a.m. - 12:00 p.m.	<b>Stream 1</b> Improving Profit Margin By Aligning IS With Business Managers' Goals: A Case Study Thomas M. Lodahl, Ph.D. Co-Founder & Chairman, <i>CogniTech</i>	<b>Stream 2</b> Q&A Panel Discussion: Tools Case Studies Forum Facilitated By: George Spalding, Executive Consultant, <i>Pink Elephant</i>	<b>Stream 3</b> Implementing ITIL In A Large Organization: Shaken Not Stirred! – Part 1 Jack Probst, Assistant Vice President, IT Process & Governance, <i>Nationwide Insurance</i>	<b>Stream 6</b> Organization Design & Structure – Part 1: Theories & Concepts Dr. Paul Cheney & Dr. Carol Saunders, Professors, <i>University Of Central Florida</i>	<b>Stream 6</b> Customer Surveying: A Guidebook For Service Managers Dr. Frederick C. Van Bennekom, Principle, <i>Great Brook Consulting</i>	<b>Stream 6</b> Using The Balanced Scorecard To Align Business Goals With IT Operations Howard Rohm, Founder & Director, U.S. Foundation For Performance Management & Director Of Training, <i>Balanced Scorecard Institute</i>	<b>Stream 8</b> Creating & Deploying & Education & Training Plan Implementing Change Management Implementing Service Level Management	
12:00 p.m. - 1:00 p.m.	Lunch & Networking		Lunch & Learn: ITIL In Small Organizations		Lunch & Learn: Business Book Review What's Hot & What's Relevant For IT Managers In Pursuit Of Excellence			
1:00 p.m. - 2:15 p.m.	<b>Stream 3</b> Implementing ITIL In A Large Organization: Shaken Not Stirred! – Part 2 William Cooper, Process Design Development Director, IT Process & Governance, <i>Nationwide Insurance</i>	<b>Stream 4</b> How To Form & Manage An Effective Change Advisory Board: Roles, Responsibilities & Communication Processes Gary Case, Senior Consultant, <i>Pink Elephant</i>	<b>Stream 6</b> An Overview Of "Six Sigma" Management Howard S. Gitlow, Ph.D., Executive Director, Institute For Study Of Quality Professor, School Of Business Administration, <i>University Of Miami</i>	<b>Stream 6</b> Learn How To Develop Meaningful Performance Measures For Your IT Projects Howard Rohm, Founder & Director, U.S. Foundation For Performance Management & Director Of Training, <i>Balanced Scorecard Institute</i>	<b>Stream 6</b> Organization Design & Structure – Part 2: Management Strategies Dr. Paul Cheney & Dr. Carol Saunders, Professors, <i>University of Central Florida</i>	<b>Stream 6</b> Managing Innovation & Motivation In Times Of Uncertainty Ralph Katz, Ph.D., Professor, <i>M.I.T. Sloan School Of Business</i>	<b>Stream 8</b> Security Management – The Forgotten Process? Malcolm Fry, Executive Consultant, <i>Pink Elephant</i>	
2:15 p.m. - 2:30 p.m.	Afternoon Break							
2:30 p.m. - 4:00 p.m.	<b>Stream 4</b> None Of Us Is As Smart As All Of Us! George Spalding, Executive Consultant, <i>Pink Elephant</i>	<b>Stream 5</b> Leadership In A Virtual World Paul Cheney, Ph. D. & Carol Saunders, Ph. D., Professors, <i>University of Central Florida, College of Business Administration</i>	<b>Stream 6</b> The Human Side Of Managing Technology Ralph Katz, Ph.D., Professor, <i>M.I.T. Sloan School Of Business</i>	<b>Stream 6</b> Dashboards & Scoreboards: Deploying A Mission Statement Throughout An Organization Howard Gitlow, Ph.D., Executive Director, Institute For Study Of Quality Professor, School Of Business Administration, <i>University Of Miami</i>	<b>Stream 6</b> Survey Data Analysis: Putting The Puzzle Together Dr. Frederick C. Van Bennekom, Principle, <i>Great Brook Consulting</i>	<b>Stream 8</b> Government Focus: Getting Your IT Projects To Green On The President's Management Agenda Howard Rohm, Founder & Director, U.S. Foundation For Performance Management And Director of Training, <i>Balanced Scorecard Institute</i>		
4:15 p.m. - 5:45 p.m.	Featured Keynote Speaker: Michael Abrashoff, former Commander, USS Benfold <i>It's Your Ship - Management Techniques From The Best Damn Ship In The Navy</i>							
	Cirque du Soleil Exclusive Networking Event For Early Bird Registration Ticket Holders 8							

## WEDNESDAY, FEBRUARY 26, 2003

7:00 a.m. - 8:30 a.m.	Networking Breakfast							
7:30 a.m. - 2:00 p.m.	Customer Service Desk Opens							
8:30 a.m. - 10:30 a.m.	<b>Stream 1</b> Conducting A Self Assessment According To The "Business Excellence Model For IT" Gerry Geddes, Director, Service Delivery, <i>Pink Elephant</i>	<b>Stream 3</b> Case Study Spotlight: BMO Financial Group Part 1 - Configuration Management: Modeling & Implementation Part 2 - Capacity Management: Implementation, Forecasting & Modeling David Chiu & Cheryl Simpson, IT Service Managers, <i>BMO Financial Group</i>	<b>Stream 5</b> The Kotter Workshop: Eight Critical Steps For Leading & Implementing Change David Ratcliffe, President, <i>Pink Elephant</i>	<b>Stream 7</b> How To Develop, Implement & Successfully Manage Service Catalogues, Service Level Agreements & Operational Level Agreements Paul Reeves, Managing Consultant, <i>Pink Elephant</i>	<b>Stream 7</b> How To Implement A Fully Integrated Configuration Management Process Glen Notman, Senior Consultant, <i>Pink Elephant</i> & Stewart Crymble, Senior Consultant, <i>Pink Elephant</i>	<b>Stream 7</b> How To Implement Incident, Problem & Change Management Processes Ann Winter, Senior Consultant, <i>Pink Elephant</i> & Jennifer Wels, Trainer, <i>Pink Elephant</i>	<b>Stream 7</b> How To Establish A Service Desk According To ITIL Best Practices Malcolm Fry, Executive Consultant, <i>Pink Elephant</i> & Pierre Bernard, Senior Trainer, <i>Pink Elephant</i>	<b>Stream 7</b> Understanding Process Maturity: How To Take ITIL Processes To A Control Level Gary Case, Senior Consultant, <i>Pink Elephant</i> & Chris O'Brien, Consultant, <i>Pink Elephant</i>
10:30 a.m. - 10:50 a.m.	Morning Break							
10:50 a.m. - 12:00 p.m.	General Session: Ten Things IT Managers Can Do Right Away To Enhance IT Performance David Ratcliffe, President, <i>Pink Elephant</i> & George Spalding, Executive Consultant, <i>Pink Elephant</i>							
12:00 p.m. - 1:30 p.m.	Lunch, Awards Presentation & Closing Ceremonies							

## Stream 1:

### EXECUTIVE PERSPECTIVES

#### IT Business Alignment: What It Really Means



**GEORGE SPALDING,**  
EXECUTIVE CONSULTANT,  
PINK ELEPHANT

Alignment is a perennial chart-topper on “top ten” lists of IT challenges and issues. As competition for customers, market share and profitability grows more intense, understanding what makes an organization effective and which levers to pull to improve financial performance become more and more important. All areas of the business must contribute in this pursuit – including IT. However, in many cases, there is still a very wide gap between an organization’s objectives and IT strategy (when there is an IT strategy!). Often IT is seen as a corporate service – an enabler rather than a driver of business goals. But, it’s not enough to believe that simply fulfilling corporate orders means you’re aligned – think again.

In this session, George will present business models and a strategic alignment framework, taken from ITIL’s Business Perspective Series and Pink Elephant’s own IT Executive Management Certification Program. He will review details of an approach that will assist senior IT managers in understanding what IT business alignment really means and how to improve IT’s ability to identify, plan and implement value added and bottom-line driven strategies.

#### The New Role Of The CIO In The New IT



**GEORGE SPALDING,**  
EXECUTIVE CONSULTANT,  
PINK ELEPHANT

In today’s highly volatile and competitive business environment, the CEO expects much from the organization’s senior management team – a team that must include the CIO.

An organization’s chief information officer (CIO), or IT director, used to be expected to work in the background, keeping an organization’s systems and processes running smoothly and not bothering the board with technical details. Cynics even

suggested that CIO stood for “career is over”. Today it could stand for “career in overdrive”. Times have changed – the modern CIO commands one of the most important executive positions.

In this session, George will review results of a study conducted by the London Business School that shows how the role of the CIO has changed over the decades and outlines the new competencies and focus areas required in today’s business arena. The session will identify the new requirements of the modern day CIO. These include development of an IT vision and mission, leading the IT team, leading and facilitating business change, influencing business strategy and helping the business identify and respond to opportunities and threats.

#### The Strategic Benefits Of IT Service Management: A CIO’s Perspective



**GEOFF THIRLWALL, CIO, DIAGEO**

Diageo is the world’s leading premium drinks business whose highly recognizable brands include: Johnnie Walker, Guinness, Smirnoff, J&B, Baileys, Cuervo, Tanqueray, Captain Morgan, and Beaulieu Vineyard and Sterling Vineyards wines. Diageo is a global company, trading in over 180 markets around the world.

Geoff oversees the organization’s IT division and has global responsibility for all aspects of Diageo’s IT infrastructure. His organization is an example of a “mature” ITIL story. During this session, Geoff will provide an overview of their ITIL and IT service management journey – one that is now several years old. Taking a CIO’s perspective, he will explain the reasons why he and his management team have embraced this best practice framework and provide examples of the business benefits that have been gained.

#### Improving Profit Margin By Aligning IS With Business Managers’ Goals: A Case Study



**THOMAS M. LODAHL, PH.D.**  
CO-FOUNDER & CHAIRMAN,  
COGNITECH

Aligning IS with business goals has been high on CIOs’ priority lists for many years, but until

now realigning IS to actual business goals was a hit or miss affair. Dr. Lodahl will take session attendees through a case study of how one CIO achieved realignment results over a three-year period. His presentation will review how the case study organization – AlignCo – improved IS contribution by six points and achieved a 2.5% increase in industry normalized profit margin. Analysis of the alignment data showed the case study CIO where IT effort had to be redirected to keep up with corporate changes. Dr. Lodahl summarizes this story and tells what else has to be measured and managed to achieve successful realignment.

Prior to co-founding CogniTech, which specializes in benchmarking and improving IS effectiveness, Dr. Lodahl held professorship positions at MIT’s Sloan School of Business and at the Johnson School of Management at Cornell University.

#### Conducting A Self Assessment According To The “Business Excellence Model For IT”



**GERRY GEDDES, DIRECTOR,  
SERVICE DELIVERY, PINK ELEPHANT**

When was the last time that you and your IT management team were able to really answer the following questions using a business perspective: What’s working well in IT? And, what isn’t? Leading management and quality experts agree that conducting a regular SWOT analysis to fully understand strengths, weaknesses, opportunities and threats is a business best practice. Leaders from all areas of the organization, including IT, should perform a detailed assessment at least once a year to measure how their areas are contributing to corporate objectives and goals. Are you?

In this session, Gerry will review a process developed by Pink Elephant for undertaking a comprehensive, factual and objective appraisal of how the organization is managed and operated. What makes this process different from other types of IT audit or review is mainly the criteria used. It is based on the standards defined in the Malcolm Baldrige National Quality Award, the Canada Awards for Excellence, The Australian National Quality Award and the European Foundation for Quality Management Award. These criteria are superb, refined instruments, that have been

developed and fine-tuned over more than a decade by the foremost experts in the field of business excellence. The ten areas involved in the assessment are: Leadership, Resources, People Management, Policies & Strategy, Supplier Relationships, Processes, Customer Results, People Results, IT Results and Business Results.

## Stream 2

### LINKING TECHNOLOGY WITH PEOPLE & PROCESSES

#### How To Select & Implement An Integrated IT Support Tool



**TROY DUMOULIN,**  
SENIOR CONSULTANT,  
**PINK ELEPHANT**

The use of automated tools in IT service management has become critical as the requirements for managing current and future processing architectures become more complex. Many IT professionals are lost when it comes to knowing how to properly assess the products that best suits their needs.

Troy will review how to use ITIL as a reference for tool selection and implementation. ITIL encompasses many teachings and while most people focus on the *Best Practices For Service Delivery* and *Best Practices For Service Support* books, there are two hidden jewels in the library that escape the attention of many in need! *IT Infrastructure Support Tools* and *Service Delivery Tools* were designed to provide a list of criteria to use as a basis for evaluating software tools and/or assist organizations in designing and developing service support and service delivery tools.

#### But, We Already Have A Help Desk! Introducing The Integrated Service Desk



**KEN WENDLE, SENIOR SOLUTION ARCHITECT, HP OPENVIEW**

Is there a difference between a help desk and a service desk? Yes! What is the difference? Attend Ken's session to find out. You will learn what the difference is and what it means to you. Also, Ken will show how you can catch the next wave of IT service and support solutions.

Ken has worked within IT organizations of

corporations like Blue Cross Blue Shield, Monsanto, Ralston Purina, and Anheuser-Busch. For the past dozen years Ken has been involved in and focused on the Help Desk and burgeoning Service Management field. Currently a Senior Solution Architect within the HP OpenView software organization, Ken is an HP OpenView Certified Consultant and has earned the "Certificate in IT Infrastructure Management" (a.k.a., the "ITIL Master Certificate"). He is a member and past officer of the Gateway Solutions chapter of the Help Desk Institute (HDI), as well as an officer and board member of the IT Service Management Forum USA.

#### End-User Support Through Effective Web Content



**PATTI MORIARTY, HELP DESK MANAGER, NORDSTROM**

Attend this session to learn how one retail company's online support strategy has evolved from a document repository for the Help Desk analysts to an emerging web-based support site for Nordstrom technology users. Patti will discuss how Nordstrom has added value to the support experience with limited cutting-edge technology, and financial resources and training. Understand the tools, technologies and business processes that optimized resources to deliver a tool that meets customer needs. Walk through the process of planning, designing, building, marketing and managing the support site. In this session you will also learn how to get buy-in from your organization, key factors that determine success and effectiveness and ideas on how to make a difference in your own organization.

Patti is responsible for a team of 50 that supports over 20,000 Nordstrom technical users. She has developed a team that experiences low turnover and a high commitment to excellent customer service. Focusing on process improvement, Patti has implemented tools and strategies that have been instrumental in moving the Help Desk from a tactical day-to-day operation to a strategic partner within Nordstrom. Patti is also leading the charge as Nordstrom IT seeks to model its production process to the best practices outlined by ITIL.

#### Q&A Panel Discussion: Tools Case Studies Forum



**FACILITATED BY: GEORGE SPALDING, EXECUTIVE CONSULTANT, PINK ELEPHANT**

Here's a great opportunity to learn from other IT managers about how they've tackled the technology and tools, related issues, and challenges of IT service management implementation.

In this open forum, a group of real practitioners will be on hand to discuss lessons learned from the implementation of tools and software systems that have enabled the process integration requirements of ITIL's framework. Attendees will have an opportunity to direct questions to managers to learn how others have managed the selection, design and implementation of tools and how to overcome barriers.

## Stream 3

### ITIL – HOW TO USE IT AS YOUR SECRET WEAPON

#### Die Another Day: A Process Is Forever – Implementation Of Configuration, Incident, Problem & Cost Management



**JOE LUCADAMO, DIRECTOR, PORTFOLIO & PROCESS MANAGEMENT, AGERE SYSTEMS**

Agere Systems offers integrated circuits, optoelectronics components and wireless computer networking products for the communications and computing industries. As the world leader in communications components and subsystems, they strive to enable a new era of connectivity through integrated solutions that address the global demand for bandwidth. A global company with over 11,000 employees, they've undergone big changes in recent years including a break from their parent company, Lucent Technologies.

In this presentation, Joe outlines how ITIL and IT service management principles are helping his organization support its strategic goals and objectives. He will discuss details of his IT group's implementation efforts involving Configuration, Incident, Problem and Cost Management. Joe will explain why these processes were chosen, the

implementation status of each one, efficiencies gained so far and lessons learned.

## Making Service Level Management A Reality



**MARIA HONDROS,**  
FIRST VICE PRESIDENT,  
ABN AMRO

ABN AMRO is a prominent international bank headquartered in The Netherlands, with over 3,400 branches in more than 60 countries and staff of 110,000 full-time equivalents. Maria works out of their Chicago based operations. Now in their fourth year of ITIL and IT service management implementation, Maria will share details of the structure implemented to support the Service Level Management (SLM) process and the different roles and responsibilities between the service level manager, their relationship managers (equivalent to ITIL client liaisons), technical managers, service managers and new services committee. It is one thing to define a process, but putting it into practice – or making it a reality – is a totally different matter. There are particular and unique challenges in implementing SLM because of its wide-ranging scope and huge commitment needed throughout IT.

Maria and her colleagues from ABN AMRO have been a part of Pink Elephant's conferences for many years. Past conference attendees have followed this organization's ITIL implementation progress, including successes and lessons learned. They are one of the most progressive ITIL organizations in North America today and recipients of last year's Pink Elephant *ITIL Project Of The Year Award*.

## Implementing ITIL In A Large Organization: Shaken Not Stirred! – Part 1



**JACK PROBST,**  
ASSISTANT VICE PRESIDENT,  
IT PROCESS & GOVERNANCE,  
NATIONWIDE INSURANCE

Nationwide is one of the largest diversified insurance and financial services providers in the U.S. Jack oversees the Office of Processes and Governance, which focuses on the development and integration of corporate IT process frameworks for the organization's complex series of application and infrastructure groups.

In this presentation, Jack will discuss the reasons why Nationwide embraced IT service management and ITIL with a focus on specific cultural and operational issues that ITIL has helped address. He will also discuss details of sponsorship and project management, and the importance of executive support. Jack will then provide a summary of their implementation approach for Incident and Change Management and the status of the roll out of these two processes. Jack will also address the challenges faced with managing third party relationships and integrating IT service management best practices with the supplier's different set of processes and practices.

## Implementing ITIL In A Large Organization: Shaken Not Stirred! – Part 2



**WILLIAM COOPER, PROCESS DESIGN DEVELOPMENT DIRECTOR, IT PROCESS & GOVERNANCE, NATIONWIDE INSURANCE**

How long does it take to implement one ITIL process? Two years? Perhaps 18 months? Well, if your organization is Nationwide Insurance, you decide to implement Change and Configuration Management in a mere seven months! And, if you're eager to follow this aggressive timeframe, William's the person you need to hear!

During his presentation, William will add additional perspective to Jack Probst's session above and discuss: the pain that made Nationwide choose ITIL; the keys to success – so far; lessons learned, and a summary of practical examples you can take home with you.

## Case Study Spotlight: Bank Of Montreal Group Of Companies

**Part 1 - Configuration Management: Modeling & Implementation**

**Part 2 - Capacity Management: Implementation, Forecasting & Modeling**



**DAVID CHIU,**  
IT SERVICE MANAGER,  
BMO FINANCIAL GROUP

AND



**CHERYL SIMPSON,**  
IT SERVICE MANAGER,  
BMO FINANCIAL GROUP

Founded in 1817, Bank Of Montreal (BMO) is Canada's first bank and one of the largest financial institutions in North America. They offer a broad range of financial products and services across Canada and in the U.S., both directly and through Chicago-based subsidiary, Harris Bank, a major U.S. mid-west financial services provider and BMO Nesbitt Burns, one of Canada's largest full-service investment firms.

In this case study spotlight, David and Cheryl will co-present details of the major transformation project that is currently underway within Bank of Montreal Nesbitt Burns involving all ITIL processes. After a summary outlining the reasons why their organization decided to undertake this massive project and how the initiative is aligned with BMO's business objectives, they will discuss implementation details related to two specific processes: Configuration Management and Capacity Management.

## Stream 4

### BUILDING HIGH PERFORMANCE TEAMS

#### What Makes IT Teams Work?



**GERRY GEDDES, DIRECTOR, SERVICE DELIVERY, PINK ELEPHANT**

Building high performance work and project teams are challenges all IT managers face. To start, it is important to understand the difference between a work team and a project team. Then it is necessary to build vital skills in maximizing individual contribution, understanding team roles, overcoming conflict, negotiating solutions, evaluating outcomes and thinking creatively.

While the process by which a group of individuals becomes an effective, functioning team is somewhat different in each situation, it follows a fairly predictable pattern. Experts in team development define four stages of progression: (1) forming, or cautious affiliation; (2) storming, or competitiveness; (3) norming, or harmonious cohesion; and (4) performing, or collaborative teamwork. Gerry will describe the similarities and differences between work teams and project teams and provide an overview of each phase of team

progression, with focus on general do's and don'ts for achieving success.

## Best Practices For Forming & Managing Successful Project Teams: Part 1 & Part 2



**PAUL REEVES, MANAGING CONSULTANT, PINK ELEPHANT**

The difference between a highly successful versus a less successful ITIL implementation is often the project team and its approach. Implementing IT service management improvements calls for major commitment from organizations. Project teams are developed and mandated to implement all necessary activities. However, project teams are successful only to the degree that every member remains responsive to the group's task and progress, and that a well-organized approach is established and maintained. There are many complexities involved.

In Part 1, Paul reviews guidelines for forming an effective project team, including how to select the right team leader, how to select the right team members – who to include versus who not to include, and why. He will also review how to determine the right size, key roles and responsibilities and how to develop a charter and scope. Paul's session includes a discussion on the key roles and activities of the steering committee and team sponsors and why these are critically important to the success of any quality improvement team.

In Part 2, Paul focuses on leading a project team and discusses the key communication and reporting processes that are necessary for success. He expands further on the role of team leader and reviews guidelines for defining and documenting the roles of the team, key relationships with sponsors and steering committee, how to orchestrate team activities and maintain team records and serve as a communication link with the sponsors and rest of the organization. There will also be a review of the biggest mistakes project teams make and how to avoid them.

## How To Form & Manage An Effective Change Advisory Board: Roles, Responsibilities & Communication Processes



**GARY CASE, SENIOR CONSULTANT, PINK ELEPHANT**

One of the most important and powerful teams advocated by ITIL's IT service management process model is the Change Advisory Board (CAB). But it is one thing to understand the theory – putting it into practice is a totally different situation and many IT organizations struggle to get it right. In this insightful session, Gary will review the key elements of creating and managing a successful team and the related communication processes. He will highlight the most common mistakes made in choosing CAB members and in establishing the CAB emergency committee (CAB/EC), organizing and conducting CAB meetings, and managing ongoing activities. Gary's session will also include an overview of the Change Manager (CM) role and its key function and duties. There is also information presented on the right ways to establish a communication plan and manage ongoing reporting and communication processes.

## None Of Us Is As Smart As All Of Us!



**GEORGE SPALDING, EXECUTIVE CONSULTANT, PINK ELEPHANT**

Synergy is one of the most overused buzzwords in business today. Managers know that it's an ingredient for success; many claim they have created it. But, what does it really mean? There is truth that an individual can achieve more if he or she is part of a good team – especially in these increasingly complex and changing times. So, what does it take to be a good teammate and what does it take to create a high level of team spirit?

In this session, George will highlight what it takes to survive and thrive in the hectic ever-changing world of IT, and how to create a high level of team energy and productivity. He will draw upon management best practices taught by leading experts, and also share best practices from real world examples including a summary of the following survey.

Participate in our survey! Do you have a success story to share with George? Email him at [g.spalding@pinkelephant.com](mailto:g.spalding@pinkelephant.com) and share your proven techniques. George will recap and highlight all responses during his presentation and results of the survey will also be posted on the Pink Elephant web site.

## Stream 5

### LEADING THE PROCESS OF CHANGE

#### Getting Buy-In For ITIL Implementation



**RENALD PINEAULT, DIRECTOR OF PLANNING & IT PROCESSES, ING CANADA**

ING Group is a major global financial institution that is active in the areas of banking, insurance and asset management. Renald works out of Montreal for ING Canada where he is actively involved in leading his organization's ITIL implementation.

During this presentation, Renald will share the successes and lessons learned that he has experienced as an IT director leading major change. His discussion will include best practices for getting buy-in from both employees and senior executives for a major transformation project; how he overcame resistance to change from employees and management; development of an ITIL project and communication plan and awareness campaigns including training and how he and his teams identified which processes to implement first for quick wins. Renald will also review cultural elements of leading change and the steps he took to address them.

#### The Business Communication Process Model & The Link To Leading Change



**FATIMA CABRAL, CEO, PINK ELEPHANT**

The nature of effective and successful leadership entails the almost continuous giving, receiving and sharing of information. According to highly respected professors and management experts such as John P. Kotter and Henry Mintzberg, time spent communicating increases with managerial level – lower level supervisors spend 20-50% of their time in verbal communication; the figures for middle to

upper level management are 66% to 89%. Ineffective communication can result in conflicts that interfere with the manager's and organization's success. By contrast, effective communication can lead to the resolution of conflict and organizational effectiveness.

Communication is a word that everyone claims to know the meaning of until asked to state a formal definition. In this highly informative session, Fatima will review how leaders can significantly improve their effectiveness and increase their success rate of leading change by understanding and applying the key elements of the business communication process model, which include: Source, Encoding, Receiver, Noise, Decoding and Feedback.

## How To Use ITIL's IT Process Improvement Model To Lead & Implement Change



**GLEN NOTMAN, SENIOR CONSULTANT, PINK ELEPHANT**

There are many quality improvement models and concepts available from expert sources that help guide leaders to successful implementation of change. These include the teachings of Kotter, Deming and the principles of CMM (capability maturity model). ITIL also contains guidance for process improvement and implementing service management.

Where are we now? Where do we want to be? How do we get there? Are we improving? These four simple questions make up ITIL's IT process improvement model, which is covered in detail in the Business Perspective set of the ITIL library. Glen will review how IT managers can use this framework to help lead and guide their change initiatives and ITIL implementations. His presentation will include the steps and activities involved in answering each question, the management tools available to help complete each one effectively and why each question is important to address. Glen will also show how this model complements other quality improvement concepts including Deming's PDCA cycle of continuous improvement, CMM and quality approaches such as ISO, Baldrige and EFQM.

## Leadership In A Virtual World



**PAUL CHENEY, PH.D., PROFESSOR, UNIVERSITY OF CENTRAL FLORIDA, COLLEGE OF BUSINESS ADMINISTRATION**

AND



**CAROL SAUNDERS, PH.D., PROFESSOR, UNIVERSITY OF CENTRAL FLORIDA, COLLEGE OF BUSINESS ADMINISTRATION**

Today's business leaders are facing new challenges in a rapidly changing world. Their world is becoming increasingly digitized and virtualized, and they are being asked to deal with leadership issues that are unlike those found in more traditional environments. Today's leaders may be asked to manage teleworkers whom they never see and coordinate highly diverse virtual teams with members scattered around the globe.

Carol and Paul explore a broad range of leadership questions that arise when managing virtual workers and teams: When do you turn to virtual workers to get the job done? How do you lead in highly diverse virtual teams? How do you effectively use technology to lead virtual teams? Under what circumstances, if ever, is leadership rotated in virtual teams? How do you retain and access the organizational knowledge needed for your workers to effectively complete their jobs? The discussion is intended to reveal some answers to help leaders in a virtual world.

## The Kotter Workshop: Eight Critical Steps For Leading & Implementing Change



**DAVID RATCLIFFE, PRESIDENT, PINK ELEPHANT**

Joining David in this session will be Gregory Peck, David Niven and Anthony Quinn – or rather their film, *The Guns of Navarone*. David will use film clips to help illustrate how to support business transformations, and be more effective in leading and implementing change. There are numerous IT managers who are undertaking IT Service Management process improvement initiatives. This session will illustrate the changing role of IT and will assist practitioners in identifying the shifts occurring in their organizations.

In this highly original and interactive session, David will also review success and failure factors in realizing organizational change using key elements identified by John P. Kotter, Harvard Business School professor and author of *Transformation Efforts: Why They Fail*. Attend and receive real-life examples of IT organizational transformations, along with key actions that will ensure your success.

## Stream 6

### BUSINESS SCHOOL TUTORIALS

#### How To Calculate ROI For IT Service Management Projects



**MALCOLM FRY, EXECUTIVE CONSULTANT, PINK ELEPHANT**

AND



**LISA VON MASSOW, BUSINESS DEVELOPMENT MANAGER, PINK ELEPHANT**

Gaining buy-in from senior management for major process improvement initiatives requires managers to articulate the efficiencies gained – from a business perspective – and to provide justification in the form of a return on investment (ROI) calculation. While every organization has its own specific culture, requirements and template for submitting ROI, Lisa and Malcolm will review a general approach that will increase your chances of success in gaining approval.

Their presentation will include the following agenda items: Explanation of how to quantify both the hard and soft elements of process improvements; how to articulate the ROI of effective IT service management; how the contribution of IT service management can be measured; the benchmarks of effective IT Service Management, where organizations currently rate with regard to best practices and where the most significant gains can be made; and, some of the correlations between benchmarks, best practices and service effectiveness ratings.

## Organization Design & Structure – Part 1: Theories & Concepts; And Part 2: Management Strategies



**PAUL CHENEY, PH.D.,**  
PROFESSOR, UNIVERSITY  
OF CENTRAL FLORIDA,  
COLLEGE OF BUSINESS  
ADMINISTRATION

AND



**CAROL SAUNDERS, PH.D.,**  
PROFESSOR, UNIVERSITY  
OF CENTRAL FLORIDA,  
COLLEGE OF BUSINESS  
ADMINISTRATION

There comes a time during major change when business leaders and managers have to assess the effectiveness and relevance of the current organization structure to determine if the design will enable the business to meet its objectives. Organizational design is the process of choosing and implementing an appropriate structural configuration.

During Part 1, Professors Cheney and Saunders will review the basic concepts of organizational design and examine how the basic elements of organizational structure may be adjusted to fit the scale of an operation, the job to be done, the demands of the internal and external environments and the objectives of senior management.

The focus during Part 2 is on organizational strategy, which is the process of positioning the organization in its competitive environment. For an organization to be successful, the organizational design must support corporate strategy. To develop a strategy, the organization's senior managers select the goals that they believe will define the organizational success, refine these goals into the organization's mission, select a target position within a specific environment, and decide how the firm will operate and compete in that environment in order to reach the target.

## Customer Surveying: A Guidebook For Service Managers



**FREDERICK C. VAN BENNEKOM,**  
PH.D., PRINCIPLE,  
GREAT BROOK CONSULTING

Creating a survey or questionnaire seems like a simple task, doesn't it? After all, it's

only a bunch of questions strung together. Not exactly. A well-designed survey has several strategic components. And the individual questions? Putting them together is definitely an art form. In fact, a great questionnaire involves a little bit of art and a little bit of science. A poor one provides abysmal data and ultimately, bad business decisions. During this insightful session, you'll learn to create an effective, business based survey from one of North America's foremost experts in the field. Join in and get information you can use to enhance your IT service management capabilities and make better business decisions.

Dr. Van Bennekom is a lecturer at Northeastern University's College of Business Administration and an author of many publications in the area of surveys and customer support.

## Using The Balanced Scorecard To Align Business Goals With IT Operations



**HOWARD ROHM, FOUNDER &  
DIRECTOR, U.S. FOUNDATION FOR  
PERFORMANCE MANAGEMENT AND  
DIRECTOR OF TRAINING, BALANCED  
SCORECARD INSTITUTE**

The Balanced Scorecard (BSC) approach to performance measurement is considered a highly effective business tool. Developed by Drs. Kaplan and Norton from Harvard Business School, it is a very popular and effective means of aligning all areas of the business with corporate strategies and objectives.

During this session, Howard will review the benefits and challenges of scorecard systems and discuss how to build and implement a BSC performance management process. He will review lessons learned from balanced scorecard projects around the world and use a performance scorecard toolkit to illustrate how the scorecard systems can be used to improve performance.

Howard is a highly respected BSC expert and a former college professor. He now devotes his time to his practice, lecturing and consulting around the world on the BSC.

## An Overview Of "Six Sigma" Management



**HOWARD S. GITLOW, PH.D., EXECUTIVE  
DIRECTOR, INSTITUTE FOR STUDY OF  
QUALITY PROFESSOR, SCHOOL OF  
BUSINESS ADMINISTRATION,  
UNIVERSITY OF MIAMI**

Six Sigma management has been embraced by many respected CEOs and used by many highly successful organizations including Jack Walsh and GE. This session will provide an overview of the theory, tools and methods of Six Sigma management. Professor Gitlow explains the background for Six Sigma including definitions, success stories, ingredients for success, benefits and costs, recent developments and how to assess organizational readiness. He will also review the administrative systems of Six Sigma management including policy management, daily management, and cross-functional management.

Professor Gitlow's areas of specialization are the management theories of Quality Science and statistical quality control. He is a senior member of the American Society for Quality Control and a member of the American Statistical Association. He has consulted on quality, productivity and related matters with many organizations, including several Fortune 500 companies.

## Learn How To Develop Meaningful Performance Measures For Your IT Projects



**HOWARD ROHM, FOUNDER &  
DIRECTOR, U.S. FOUNDATION FOR  
PERFORMANCE MANAGEMENT AND  
DIRECTOR OF TRAINING,  
BALANCED SCORECARD INSTITUTE**

How do you measure the success of IT projects? It is an important question to ask and answer, but many IT managers don't always take the correct approach or use a business perspective to gauge success. In this session, Howard will review how to develop meaningful performance measures to assess results and the processes that produce results. You will be introduced to three models for developing performance measures for IT projects, which can be used immediately upon returning to your organizations. The discussion will focus on how these three models – a logic model, a causal analysis model and a process flow model – can be used to develop meaningful measures. There will also be a review of the tools and techniques for

developing business aligned metrics, and lessons on how to turn data collected into management information that is meaningful and relevant in measuring success.

Howard has over 25 years experience in balanced scorecard, strategic planning, performance measurement, computer information systems, and teaching and training. He has been manager of GPRA implementation, and a budget and administrative officer for a Federal agency, a management consultant, a college professor, and a professional speaker and trainer.

## Managing Innovation & Motivation In Times Of Uncertainty



**RALPH KATZ, PH.D., PROFESSOR,  
M.I.T. SLOAN SCHOOL OF BUSINESS**

Organizations today face increasing pressure to effectively manage innovation and change. The very factors that lead to a firm's success can also play a significant role in its demise. The leadership, vision, strategic focus, valued competencies, structures, policies, rewards, and corporate culture that were all so critical in building the company's growth and competitive advantage during one period can become its Achilles heel as technological and market conditions change over time.

In order to overcome this pattern of success followed by failure – of innovation followed by inertia – senior executives and managers must understand how innovation, motivation, change, risk and uncertainty all interrelate so they can lead efficiently in established markets while innovating effectively for the future. They need to learn how to reduce uncertainty in ways that will also allow them to introduce innovative changes effectively.

For more than 25 years, Professor Katz has been carrying out extensive management research, education, and consulting on technology-based innovation with a particular interest in the management and motivation of technical professionals and high performing groups and project teams.

## The Human Side Of Managing Technology



**RALPH KATZ, PH.D., PROFESSOR,  
M.I.T. SLOAN SCHOOL OF BUSINESS**

Using a new managerial framework, Professor Katz will discuss how the motivations of technical professionals change over time. Based on this model, he will look at how managers can communicate, inspire and guide their technical professionals more effectively and he will explore how innovation and motivation are interrelated, albeit in different ways.

Alternative strategies and structures will be discussed for managing the effective integration and retention of technical professionals, for creating a highly motivating work environment and establishing more collaborative cross-functional relationships. He will also examine what managers and organizations can do about the sources of tension that exist between team playing behavior and very creative individual contributors. Implications will be discussed for reward and recognition systems and for the building of viable careers within technical settings.

## Dashboards & Scoreboards: Deploying A Mission Statement Throughout An Organization



**HOWARD S. GITLOW, PH.D.,  
EXECUTIVE DIRECTOR, INSTITUTE  
FOR STUDY OF QUALITY PROFESSOR,  
SCHOOL OF BUSINESS**

**ADMINISTRATION, UNIVERSITY OF MIAMI A**  
A dashboard is a tool used by management to clarify and assign accountability for the “critical few” key objectives, key indicators and projects/tasks needed to steer an organization toward its mission statement. Dashboards are both strategic and tactical in nature.

During this very enlightening session, Professor Gitlow will review both the strategic and tactical purposes of a dashboard. He will discuss how to use dashboards effectively to deploy the mission statement throughout the levels of an organization, from top to bottom, through the development of a cascading and interlocking set of key objectives and key indicators. There will also be a review of how dashboards can be used to increase communication between, and within, the levels of an organization.

In addition to the overview, Professor Gitlow will provide several real life examples of dashboards and give guidance on how to develop a dashboard for your organization.

## Survey Data Analysis: Putting The Puzzle Together



**FREDERICK C. VAN BENNEKOM,  
PH.D., PRINCIPLE,  
GREAT BROOK CONSULTING**

In his second presentation, Dr. Van Bennekom will specifically examine how to analyze and interpret survey results.

Customer surveys are very useful tools for measuring the effectiveness of a service operation from the perspective of the customer. However, conducting a survey is only half the effort. Now you have to draw meaning from the data, which will point you to areas of your operation that warrant deeper analysis and improvement efforts.

In this presentation, Dr. Van Bennekom will examine the different types of data analysis that can be performed upon survey data using Excel, ranging from descriptive statistics to multivariate statistics such as correlation and regression analyses. Descriptive statistics paint a profile of the responses; whereas, multivariate statistics seek to explain the “why” behind the response. In addition, he will show how an ongoing survey program can be applied to Statistical Process Control in a service environment. Finally, having garnered the meaning from the survey data, the presentation will outline the next steps in a continuous improvement process.

## Stream 7

### PINK UNIVERSITY

#### How To Successfully Take The Role Of Service Level Manager From Theory To Practice



**GARY CASE, SENIOR CONSULTANT,  
PINK ELEPHANT**

Within the Service Level Management process, there exists a pivotal role that is critical to the ongoing success of relationship building and service management. The role of Service Manager (or by whatever other name your organization labels it) is easy to understand in the

classroom and books. But, when it comes to establishing the mandate and duties, and implementing the service review processes associated with the role, many IT organizations struggle to get it right.

In this session, Gary will draw upon his experience working with organizations on SLM projects to explain how to make the role a reality. He will outline best ways to implement the steps necessary to ensure that service reviews, communication strategies and service improvement initiatives are managed efficiently and effectively.

## The Biggest Mistakes Made Implementing ITIL & How To Avoid Them



**GERRY GEDDES,**  
DIRECTOR, SERVICE DELIVERY,  
PINK ELEPHANT

Can you guess what is the number one mistake IT organizations make in their efforts to implement IT service management process improvements? Gerry will tell you.

At the start of every improvement journey, IT organizations proceed in good faith and with high hopes of gaining immediate benefits and quick wins. However, as with anything in life – including the ITIL arena – there is a right way and a wrong way to do things. Gerry is a highly experienced senior consulting professional who will share his stories of successes and failures from his consultant's casebook. He discusses the most common mistakes made and provides tips on how to avoid them. Gerry's presentation includes the pitfalls to watch out for in the areas of executive buy-in, employee development and communication, process implementation, project management, and leading and implementing change.

## Being An Effective Champion Of Change: What Really Works & What Doesn't



**GARY CASE, SENIOR CONSULTANT,**  
PINK ELEPHANT

Some people seem to easily gain the confidence of others and demonstrate the ability to quickly influence others to accept new ideas and changes. Other people can't. To undertake major change initiatives successfully, it

is critically important to select the right people for the roles of change champions and change agents.

Do you have the "right stuff" to take on this role? Are you looking for someone who does? If so, you, or your champion and change agent candidates should have most of the characteristics that Gary will review in his session. There will be two views presented. On one hand, Gary will offer guidance on general traits and characteristics of effective agents of change. Secondly, he will relate each one specifically to IT and the implementation of service management process improvement. At the end of this presentation, you will understand the research finding of leading experts and benefit from Gary's own first hand experiences implementing successful change.

## How To Develop, Implement & Successfully Manage Service Catalogues, Service Level Agreements & Operational Level Agreements



**PAUL REEVES, MANAGING CONSULTANT,**  
PINK ELEPHANT

The Service Level Management (SLM) process involves many key activities that require individual attention and ongoing management – and they are all interrelated. Using sample documents, Paul explains why Service Catalogues, Service Level Agreements and Operational Level Agreements are necessary, how they differ, how they interconnect, their individual roles within the SLM process and best practices for managing each of them on an ongoing basis.

## How To Implement A Fully Integrated Configuration Management Process



**GLEN NOTMAN,**  
SENIOR CONSULTANT,  
PINK ELEPHANT

AND



**STEWART CRYMBLE,**  
SENIOR CONSULTANT,  
PINK ELEPHANT

Implementing a Configuration Management (CM) process according to ITIL best practices is a daunting and major challenge for many IT organizations. One of the main reasons is the complex integration requirement between CM and other key service support processes such as Incident, Problem, Change and Release

Management. And, also with key service delivery processes such as Capacity and Availability Management – just to name a few!

Glen and Stewart will review the inputs required from other processes into CM, together with the outputs that are needed from CM to other processes. They will then provide guidance on how to establish required integration from both technical and management process driven perspectives.

## How To Implement Incident, Problem & Change Management Processes

**ANN WINTER,**  
SENIOR CONSULTANT,  
PINK ELEPHANT

AND



**JENNIFER WELS,**  
TRAINER,  
PINK ELEPHANT

In an effort to establish quick wins, many IT organizations start their IT process improvement implementations with these three processes. And, there are good reasons why. A fully integrated relationship between Incident, Problem and Change Management can derive huge cost saving benefits and significantly increase service levels.

Ann and Jennifer review the key elements and activities of each process, including the inputs and outputs of each one. Learn how to turn ITIL theory into practice through a step-by-step approach to tackling the people, process and technology aspects of implementation.

## How To Establish A Service Desk According To ITIL Best Practices



**MALCOLM FRY,**  
EXECUTIVE CONSULTANT,  
PINK ELEPHANT

AND



**PIERRE BERNARD,**  
SENIOR TRAINER,  
PINK ELEPHANT

The first step in building a Service Desk according to ITIL best practices is to stop thinking Help Desk! Pierre and Malcolm explain how to do this and why there is a difference. Everyone recognizes that a successful and well-managed Service Desk is a key ingredient in today's "world

class IT organization.” After all, it is the “window” into IT. But, the Service Desk cannot act as a stand-alone entity. It can never be a true business asset until it houses fully integrated processes and relationships with other areas of IT.

Malcolm and Pierre review the key elements of a Service Desk according to ITIL theory including the difference between a function and a process. Join them for guidance on how to turn the theory into practice through a step-by-step approach to managing the people, process and technology elements of building a successful Service Desk.

## Understanding Process Maturity: How To Take ITIL Processes To A CONTROL Level



**GARY CASE,**  
SENIOR CONSULTANT,  
*PINK ELEPHANT*

AND



**CHRIS O'BRIEN,**  
CONSULTANT,  
*PINK ELEPHANT*

Have you implemented a process successfully – yes or no? How can you tell? The answer is not as black and white as giving a yes or no answer. The way to measure the success of an IT service management process is to assess the overall integrity of the process. Is it defined, communicated, understood, measured and repeated consistently to the level of quality that you need? Possessing knowledge of process maturity concepts is a key competency required today of IT managers who are striving for success.

In this informative session, Gary and Chris review the CMM (Capability Maturity Model) as it relates to assessing IT service management processes. They discuss the significance of each stage of maturity and the steps involved in getting each of your service support and service delivery processes from one stage to the next. And, why it is important to strive for CONTROL in each one.

## Ten Things IT Managers Can Do Right Away To Enhance IT Performance



**DAVID RATCLIFFE,**  
PRESIDENT,  
*PINK ELEPHANT*

AND



**GEORGE SPALDING,**  
EXECUTIVE CONSULTANT,  
*PINK ELEPHANT*

David and George are considered two of the world's top IT service management experts. They have frequent and global exposure to IT organizations in all sectors of business and government. In their travels, and from their own personal experiences and research, they have assembled a list of very concrete, tangible management practices that have achieved positive outcomes for successful IT managers around the world.

In this general session, they will present tangible, proven techniques that you can begin to implement the moment you return to work. These techniques will significantly increase the productivity of employees, improve service levels and strengthen relationships with internal business partners and suppliers. You'll get a lot more than theory here!

## Stream 8

### SPECIAL NETWORKING & FOCUS GROUPS

#### Security Management - The Forgotten Process?



**MALCOLM FRY, EXECUTIVE  
CONSULTANT, PINK ELEPHANT**

In today's E-Business economy, IT is no longer an option and survival depends on an organization's most valuable asset, information. Any threat that puts this resource in jeopardy must be treated as serious. "No news, is good news" is no longer an acceptable security management strategy.

A recent survey has indicated that many Fortune 500 and Government CIO's have re-evaluated their Security Management requirements in 2002. This has resulted in a sudden increase in security profile and priority. However, many IT managers are wary of what they will find as they "turn over the rocks" within their infrastructure.

The ITIL Library's recent addition, *ITIL Security Management* provides best practice guidance on how to organize and maintain the management of security of the IT Infrastructure, from the IT manager's point of view.

In this session, Malcolm Fry - one of the world's leading IT authorities - will bring this topic to life, helping you to chart your course through these turbulent times. Using practical real life examples you will learn how to assess, plan and execute a security improvement program and give back your CIO some peace of mind.

## Government Focus: Getting Your IT Projects To Green On The President's Management Agenda



**HOWARD ROHM, FOUNDER &  
DIRECTOR, US FOUNDATION FOR  
PERFORMANCE MANAGEMENT  
& DIRECTOR OF TRAINING,  
BALANCE SCORECARD INSTITUTE**

The Bush Administration has adopted a scorecard system to assess Federal agency performance and measure how well agencies are accomplishing results and how efficiently they are providing citizen services. The system, called the President's Management Agenda, scores each agency on a green, yellow, red basis, depending on how well they perform.

This presentation will discuss the criteria used to measure performance, compare this system with the previous administration's system – the National Performance Review – and discuss how agencies are working to “get to green”. There will be particular focus placed on IT operations. During this very informative session, Howard will discuss: self-assessment criteria, guidance and regulations, examples of agency response and a scorecard of results.

Howard has over 25 years experience in balanced scorecard, strategic planning, performance measurement, computer information systems, and teaching and training. Howard has been manager of GPRA implementation, and a budget and administrative officer for a Federal agency, a management consultant, a college professor, and a professional speaker and trainer.

## PINK ELEPHANT: THE ITIL EXPERTS!

Having technical competence is no longer enough. IT organizations must focus on service by adopting a business and systematic approach to managing day-to-day operations.

Today's IT managers must have an understanding of the business and service processes needed to succeed.

*Looking for the answer? Look no further!*

The IT Infrastructure Library (ITIL) is the de-facto standard framework in the world today. Already tens of thousands of your fellow IT professionals worldwide have attained varying levels of certification in their knowledge and applications of the best practices described by ITIL.

**Pink Elephant is a world leader in ITIL education and consulting.**

**Over 50,000 IT Professionals have participated in Pink Elephant's ITIL and IT Service Management best practice education and certification programs!**

**No other supplier in the world has educated and certified more people than Pink Elephant.**

### *Transform your IT organization into a true, value added business asset!*

**Learn what it takes to successfully integrate key IT processes. ITIL gives guidance on how to take a holistic, process-based and fully integrated business approach to IT service management.**

## ITIL EDUCATION & CERTIFICATION PATH

COURSES	CERTIFICATION	EXAMINATION	PREREQUISITE	DURATION	WHO SHOULD ATTEND?
<b>Foundation Level</b> - This level has one foundation course and is the prerequisite for all other ITIL certification courses.					
ITIL IT Service Management Essentials	Foundation Certificate in IT Service Management	<ul style="list-style-type: none"> <li>• 60 minutes</li> <li>• Multiple choice</li> <li>• 65% pass mark required</li> </ul>	None	Three days	Anyone working in IT Services.
After you complete the Foundation Level you can either go to the Practitioner Level, Management Level or both - it's up to you.					
<b>Practitioner Level</b> - There are nine courses available in this level. You only need to take the courses that are most relevant to you.					
Incident/Service Desk Practitioner	Incident/Service Desk Practitioner Certificate in IT Service Management	<ul style="list-style-type: none"> <li>• Two hour exam</li> <li>• 40 multiple choice questions</li> <li>• 65% pass mark required</li> </ul>	Foundation Certificate in IT Service Management	Three days each	Middle Managers and Team Leaders or anyone working in the practical application of these particular processes.
Problem Management	Problem Management Practitioner Certificate in IT Service Management				
Configuration Management	Configuration Management Practitioner Certificate in IT Service Management				
Change Management	Change Management Practitioner Certificate in IT Service Management				
Service Level Management	Service Level Management Practitioner Certificate in IT Service Management				
Capacity Management	Capacity Management Practitioner Certificate in IT Service Management				
Availability Management	Availability Management Practitioner Certificate in IT Service Management				
Security Management	Security Management Practitioner Certificate in IT Service Management				
Financial Management	Financial Management Practitioner Certificate in IT Service Management				
<b>Management Level</b> - One Intensive 10 week program					
ITIL IT Service Manager Certification Training Program, includes e-learning and two, five day instructor-led sessions	Manager's Certificate in IT Service Management "Masters"	<ul style="list-style-type: none"> <li>• Two, in-course assessments</li> <li>• Two, three hour exams</li> <li>• Essay style questions</li> <li>• 50% pass mark required</li> </ul>	Foundation Certificate in IT Service Management and approved EXIN criteria	10 weeks	Those responsible for managing, implementing and advising on ITIL processes, through project or day-to-day management, and have five years of direct management experience with IT Service Management.

## ITIL IT SERVICE MANAGEMENT ESSENTIALS CERTIFICATION COURSE

FEBRUARY 19-21\*

FEBRUARY 27-28

Get Certified!

*Discover how to turn your IT Organization into a value added business asset.*

Learn how to take a process-driven and fully integrated approach to managing IT. This course describes how the 11 key service support and delivery components relate to each other – and wider business issues. The focus is on taking a holistic approach to IT service management through the implementation of effective communication channels and processes. Participants gain knowledge of techniques to improve credibility and effectiveness as well as reduce overall business costs while optimizing service levels.

**\*Bonus** This enhanced certification course includes an exam scheduled for the third morning and a half day session which outlines the critical success factors for implementing ITIL best practices at the workplace – important information for deciding the next steps to take with ITIL processes.

### WORKSHOP AGENDA

#### **Part 1: Introduction to ITIL:**

- Structure of the library
- ITIL's key concepts and objectives
- Certification program overview: Foundation, Practitioner and Service Manager levels
- Overview of relationships between the processes

#### **Part 2: Detailed descriptions of the objectives, benefits, metrics, challenges, management reporting and interfaces of the five operational processes and the Service Desk function:**

- Service Desk: Understanding its role and function in the IT infrastructure and its relationship with ITIL processes
- Incident Management: Definition of an incident; description of Incident Control (including recording, classification, coordination, matching and resolution)
- Problem Management: Definition of a problem and known error; proactive problem management (identification of problems and prevention of further incidents)
- Configuration Management: Defining a configuration item and the configuration management database; impact of Configuration Management on the other IT processes
- Change Management: Definition of a change and request for change (RFC); description of change control and change procedures; role of the change advisory board (CAB) and CAB/EC (for handling urgent changes)
- Release Management: Scope and concepts; definition of definitive software library (DSL) and definitive hardware store (DHS); description of planning, testing and implementing

#### **Part 3: Detailed descriptions of the objectives, benefits, metrics, challenges, management reporting and interfaces of the five tactical processes:**

- Service Level Management: Definition of a service catalogue; identifying, negotiating, monitoring and reviewing service level agreements (SLAs)
- Financial Management for IT Services: Reviews of budgeting, charging and IT accounting; analysis of running costs and charging policies
- Availability Management: Review of reliability, availability, resilience, maintainability and serviceability; calculating availability, review of planning, monitoring and reporting
- Capacity Management: Review of application sizing, workload, performance, demand and resource management and their inputs to modeling; definition of the capacity management database and contents of the capacity plan
- IT Service Continuity Management: Review of business continuity, risk analysis and risk management; defining assets, threats, vulnerabilities and countermeasures (protection and recovery); development, testing and maintenance of the IT Service Continuity Plan; IT recovery options and management roles

### PREREQUISITES

There are no mandatory prerequisites. Work experience in IT services is recommended.

## FREE CD ROM!

Attendees of this course are provided with the two ITIL books -  
*Service Support and Service Delivery* – on CD.

That's a \$750 value!

## ESTABLISHING A SERVICE DESK ACCORDING TO ITIL BEST PRACTICES

FEBRUARY 19-21

You've gained the theory through certification, now learn how to actually implement the best practices! This three-day workshop teaches you how to actually apply ITIL's best practice processes as described in the *Service Support* and *Service Delivery* books. Increased globalization and customer demands have led many organizations to create or migrate to a Service Desk. It provides the user community with a *one stop shop* for all inquiries, incidents and service requests. As a result of this trend, the Service Desk plays a more important role in an organization and is often integrated with other processes such as Problem Management and Change Management.

### PREREQUISITES:

It is recommended that participants have an understanding of the ITIL framework through the ITIL IT Service Management Essentials course.

### BENEFITS:

After attending this workshop, you will understand how the Service Desk fits into an organization and how it helps achieve overall business goals. You also receive guidance about how to identify:

- The scope and operation of an ITIL compatible Service Desk
- The key steps to designing a Service Desk
- The relationships between the Service Desk and other ITIL processes
- The key activities that the Service Desk performs to support other ITIL activities
- The tool requirements for the Service Desk
- The key activities the Service Desk requires from the ITIL processes

### CURRICULUM:

- Benefits of the Service Desk as well as a comparison between it and a traditional Help Desk
- Clarifying roles and responsibilities within the service support organization
- Designing the Service Desk: The impact of the organization's vision, mission statement, goals and objectives
- Key activities of the Service Desk in relation to Service Level Management and Configuration Management
- Incident, Problem and Change Management process models
- The relationship between these process models and the Service Desk
- Tool requirements for the Service Desk
- How to build a business case for investing in tools and Service Desk improvements
- Skills required for a Service Desk agent as well as staffing options and models
- Measurement and reporting activities

### EXAMINATION

- 1 hour; 40 multiple choice questions; closed book

## MANAGING THE CHANGING IT INFRASTRUCTURE ACCORDING TO ITIL BEST PRACTICES

FEBRUARY 19-21

Discover how to minimize the adverse affects of the changing IT infrastructure through ITIL best practices.

### THIS WORKSHOP IS IDEAL FOR:

IT managers, supervisors, team leaders, network managers, website managers, applications developers, system managers and all Service Desk staff.

### PREREQUISITES:

Pink Elephant recommends that attendees have an understanding of the ITIL framework through the ITIL IT Service Management Essentials course.

### BENEFITS:

After this workshop, you will have a better understanding of how your role interacts with the key ITIL processes for managing the evolving IT infrastructure. You will also receive guidance on how to:

- Decrease IT service disruptions by implementing new and upgraded CIs effectively
- Reduce RFC related incidents and quality problems
- Use ITIL best practices to keep track of IT assets in a way that's practical for your organization
- Overall, learn about the most important activities and processes which will help you to improve quality and cost effectiveness of IT services

### CURRICULUM:

- Identifying the correct scope for Change Management and Configuration Management
- Review of the key activities for your role in supporting the ITIL processes of Change Management, Configuration Management, Incident Management, Problem Management and Release Management
- Identifying the right metrics and reporting systems which need to be established and managed
- Options and recommendations for getting started with implementation of ITIL best practices

### EXAMINATION

- 1 hour; 40 multiple choice questions; closed book

## ESTABLISHING & MANAGING IT SERVICES ACCORDING TO ITIL BEST PRACTICES

FEBRUARY 19-21

Practical guidance about designing, implementing and managing a fiscally responsible, optimized IT infrastructure.

### THIS WORKSHOP IS IDEAL FOR:

IT professionals responsible for developing and maintaining customer relationships; IT professionals responsible for maintaining quality services; IT professionals responsible for strategic or tactical decisions; Project managers responsible for implementation or re-engineering Service Level Management (SLM).

### PREREQUISITES:

Pink Elephant recommends that attendees have an understanding of the ITIL framework through the ITIL IT Service Management Essentials course.

### BENEFITS:

After attending this workshop you will understand how the SLM, Financial Management and IT Service Continuity Management processes relate to each other, and other key processes, and how they need to be embedded within your organization. Specifically:

- Who needs to be accountable and responsible for key activities?
- What needs to be done to gain the support of those not directly involved in the planning, but who are directly involved in the services?

### CURRICULUM:

- Identifying the correct scope for SLM, Financial Management and IT Service Continuity Management:
- Review of the key activities necessary for effective planning, managing and reviewing IT services:
- Identifying the right metrics and reporting systems which need to be established and managed
- Options and recommendations for getting started with implementation of ITIL best practices
- Building and communicating an effective business case for SLM and IT Service Continuity Management

### EXAMINATION

- 1 hour; 40 multiple choice questions; closed book

## MEASURING, REPORTING & IMPROVING THE IT INFRASTRUCTURE ACCORDING TO ITIL BEST PRACTICES

FEBRUARY 19-21

Learn about improving the overall performance of the IT infrastructure using key activities defined within the ITIL IT Service Management processes as well as methods of measuring and reporting IT results with a business perspective.

### THIS WORKSHOP IS IDEAL FOR:

IT managers, supervisors, team leaders, project managers, network managers, website managers, application developers, Service Desk managers and service level managers.

### PREREQUISITES:

Pink Elephant recommends that attendees have an understanding of the ITIL framework through the ITIL IT Service Management Essentials course.

### BENEFITS:

After attending this workshop, you will be able to use data generated by effective IT service management processes to improve the quality of management decision making; this, in turn, stimulates improvement initiatives.

### CURRICULUM:

- Identifying the right indicators and measurement thresholds for evaluating IT infrastructure performance including understanding where management information comes from within the ITIL framework, how it is generated, formatted and interpreted
- Defining the communication methods for circulating, assessing, discussing and acting upon the information now available
- Critical success factors for ensuring that improvement efforts are properly focused, owned, achievable and implemented successfully

### EXAMINATION

- 1 hour; 40 multiple choice questions; closed book

Detailed course descriptions and agendas are available for all workshops. Visit our web site [www.pinkelephant.com](http://www.pinkelephant.com) or call us at 1-888-273-PINK.

## ITIL CHANGE MANAGEMENT PRACTITIONER

FEBRUARY 19-21

ITIL's Change Management process improves company wide operations by reducing IT service disruptions caused by technology changes. Learn how to apply this process and its tools to increase IT infrastructure stability.

### THIS WORKSHOP IS IDEAL FOR:

IT professionals responsible for developing, implementing or directing Change Management practices and procedures.

### PREREQUISITES:

Participants must hold the Foundation Certificate In IT Service Management and have practical experience in the field of Change Management.

### BENEFITS:

After attending this workshop, participants will understand how to structure and use the Change Management process. They will also learn to:

- Initiate, implement and review Change Management according to established procedures to initiate change and reduce redundancy
- Facilitate efficient CAB meetings
- Establish coding systems to improve classification
- Create written management reports to effectively and regularly communicate Change Management results
- Conduct post implementation reviews to determine improvement areas
- Prepare for the Practitioner Certification examination

### CURRICULUM:

- Defining Change Management
- Implementing Change Management According To Established Procedures
- Understanding And Creating Coding Systems
- Producing Work Instructions And Guidelines
- Identifying And Reporting Changes For Management
- Review And Examination

This workshop leads to the ISEB/EXIN Change Management Practitioner Certificate in IT Service Management.

## ITIL PROBLEM MANAGEMENT PRACTITIONER

FEBRUARY 19-21

Learn a systematic and disciplined approach to managing problems affecting IT services. This workshop leads to the ISEB/EXIN Problem Management Practitioner Certificate in IT Service Management.

### THIS WORKSHOP IS IDEAL FOR:

Those responsible for the practical application of Problem Management.

### PREREQUISITES:

Participants must hold the Foundation Certificate in IT Service Management and have practical experience in the Problem Management field.

### BENEFITS:

After attending this workshop, participants will recognize the key elements required to implement a robust Problem Management process within an organization. They will also understand how to:

- Establish and review ITIL's Problem Management process to make an organization more efficient
- Identify IT service management support tools
- Initiate measures to eliminate IT related problems and keep the company running smoothly
- Create written reports to effectively communicate Problem Management results on a regular basis
- Prepare for the Problem Management Practitioner Certificate examination

### CURRICULUM:

- Defining The Problem Management Process
- Supporting The Incident Management Process
- Managing And Monitoring Problem And Error Control
- Understanding Support Tools And Related Techniques
- Proactively Identifying And Preventing Problems
- Preparing Problem Management Reports For Distribution Throughout The Organization
- Review And Examination

This workshop leads to the ISEB/EXIN Problem Management Practitioner Certificate in IT Service Management.

## ITIL SERVICE LEVEL MANAGEMENT PRACTITIONER

FEBRUARY 19-21

Many IT professionals responsible for managing service levels make the mistake of focusing on a document - Service Level Agreement - and not the process of Service Level Management. Learn what the difference is and how to successfully implement and manage strong relationships between IT, your "customers", and "suppliers".

### THIS WORKSHOP IS IDEAL FOR:

IT Support Managers, Team Leaders, Service Level Managers, Service Level Coordinators, anyone responsible for the practical application of Service Level Management and the implementation of Service Level Agreements.

### PREREQUISITES:

Possession of the Foundation Certificate in IT Service Management is mandatory.

### BENEFITS:

After attending this course, participants will recognize SLM's valuable contributions to an organization. Specifically, they will be able to:

- Compile and maintain a service catalogue to accurately establish a clear picture of all IT services provided
- Define, structure, negotiate, monitor and review SLAs to ensure customers receive high quality, consistent IT services
- Identify and develop regular management reports related to SLM's key performance indicators to communicate results
- Use a SIP and a SC to improve IT services
- Prepare for the SLM Practitioner Certificate examination

### CURRICULUM:

- Defining SLM
- Compiling And Maintaining The SC
- Identifying Service Requirements And Constructing Suitable SLAs
- Creating SLAs
- Monitoring And Tracking Agreements
- Identifying And Drafting Reports
- Evaluating And Reviewing SLAs And The SLM Process
- Review And Examination

This workshop leads to the ISEB/EXIN Service Level Management Practitioner Certificate in IT Service Management.

## HOW TO IMPLEMENT ITIL: INTEGRATING PEOPLE & TOOLS WITH PROCESSES

FEBRUARY 20-21/FEBRUARY 27-28

Learn how to re-engineer and improve IT business processes in this comprehensive program. This two-day course teaches you how to do it, so you can increase efficiency and reduce costs in an IT department. It includes numerous sample documents covering topics such as process implementation strategy, role definitions and process models. These documents – plus the valuable exercises conducted throughout the course – will put you on the path to successfully implementing a process framework.

### PREREQUISITES:

It is recommended that participants have an understanding of the ITIL framework through the ITIL IT Service Management Essentials course.

### WORKSHOP AGENDA:

The Case For Service Management

- Comparison of service management and systems management
- Review of continuous process improvement and its role in quality management

Managing Organizational Change

- Overview of Professor John Kotter's eight step model for implementing change
- Review of Eli Goldratt's six change resisters
- Description of starting a nine step awareness campaign

Process Design

- Overview of Pink Elephant's five stages for process implementation
- Description of Pink Elephant's process maturity model
- Review of process optimization

Mapping Processes To The Organization

- Determining functions and roles within the company
- Review of the ARCI model: Accountability, responsibility, consulted and informed

Procedures And Policy Documents

- Developing procedures and policy documents
- Review of work instructions

Management Information

- Identifying what to measure
- Overview of the balanced scorecard

Tools And Technology

- Overview of Pink Elephant's PinkVerify™ program
- Review of ITIL's guidance for selecting service management tools

Process Embedding

- Ensuring processes keep working after they are implemented
- Overview of the constraints to embedding processes

## CUSTOMER SERVICE SKILLS FOR IT PROFESSIONALS

FEBRUARY 27-28

This two-day workshop examines the key principles of interpersonal communication and the specific skills required to deliver exceptional customer service. It also describes the key relationships between the Service Desk and Incident, Problem and Change Management, according to the ITIL (Information Technology Infrastructure Library) best practice framework – demonstrating the important role of customer service and its affect on other areas of IT. In addition, participants review factors contributing to customer call resolution through effective troubleshooting techniques, and how to cope successfully within a high stress customer service environment.

### WORKSHOP AGENDA:

- Overview of ITIL IT Service Management concepts
- Goals, terminology, activities and benefits of ITIL
- The Service Desk and its relationship to:
  - Incident Management
  - Problem Management
  - Change Management
- The role of Incident and Problem management within an effective troubleshooting and call resolution process
- Customer service skills and call handling techniques
- Communication concepts
- Active listening skills
- Seven call handling success factors
- Enhanced trouble shooting techniques
- Scripting and role play
- A structured approach to problem solving
- Stress management techniques

### GET A COPY OF THIS NEW ITIL BOOK!

Attend this workshop and receive a copy of *Planning To Implement Service Management* – a new addition to ITIL. The book provides IT managers key issues to consider when planning for the implementation of IT Service Management. Also it explains the steps required to implement or improve IT service provision, including the ten key processes contained in ITIL's IT Service Management process model.



## MANAGEMENT & LEADERSHIP SKILLS FOR IT PROFESSIONALS

**FEBRUARY 27-28**

To succeed today, IT Managers must possess professional business skills. In addition, they must understand important performance attributes and key motivators within the service support arena. The key to success is to create the right team attitude to service, and develop an action plan to improve the effectiveness of your team. This workshop reviews the key factors for developing extraordinary performance, and describes how to lead, manage and coach individuals for improved productivity and higher morale.

### WORKSHOP AGENDA

#### The Changing IT Environment

- IT as a service organization
- The need for “business” orientation

#### Understanding Motivation

- Definition of motivation; an outline of the basic motivation process
- 12 ways to boost morale within IT
- Successful team building techniques

#### Leadership

- Definition of leadership
- Understanding leadership vs. managing vs. supervising
- Situational leadership: variables you should consider when choosing your leadership style
- 10 traits of effective IT directors, managers and supervisors

#### Communication

- The communication process
- Barriers to effective communication
- The relationship and links between communication, leading, managing and motivating staff

#### Job Design, Recruiting, Training And Education

- Understanding and knowing how and when to use Job Design, Job Redesign, Job Enrichment, Job Rotation, Job Enlargement
- Effective recruiting and selection techniques
- Sample Interview Questionnaire

#### Performance Appraisals And Reward Systems

- Links between performance appraisals, rewards and staff behaviour and motivation
- 100 ways to reward and recognize IT staff

#### Self-Assessment

- Questionnaire: Test your leadership effectiveness and identify opportunities to enhance your management skills

## IT EXECUTIVE MANAGEMENT CERTIFICATION – LEVEL ONE

**AN INDUSTRY FIRST!**

**FEBRUARY 19-21**

The first course in Pink Elephant’s IT Executive Management Certification program. This is the prerequisite for all other levels.

### THIS WORKSHOP IS IDEAL FOR:

CIOs, senior IT managers, or those aspiring to senior management positions.

### PREREQUISITES:

Pink Elephant recommends that attendees hold an IT management position.

### BENEFITS:

- Increase your business acumen: Learn about the PinkFrame™ IT business alignment model
- Learn about ITIL’s Business Perspective set of books
- Create an IT strategy that’s efficiently linked to the overall corporate strategy
- Enhance executive leadership skills
- Assess IT capabilities relative to business goals, ultimately developing a business-oriented IT perspective
- Learn the skills required to successfully implement organizational change
- Maximize an organization’s efficiency with the right concepts and tools for integrating IT processes, technology and people with overall business goals

### CURRICULUM:

1. Introduction, including a review of the exam and certification process.
2. The role IT plays within an organization.
3. The new CIO — the skills, knowledge and leadership traits required of today’s CIOs and senior managers.
4. ITIL executive overview — a high level review of ITIL, including using it to deliver quality, business-driven IT services.
5. The business perspective on your IT infrastructure — planning, developing and measuring to ensure you properly align IT capabilities with overall business objectives. Also included: Using the balanced scorecard method to identify key performance indicators and achieve improvement goals.
6. The PinkFrame™ IT business model — purpose, responsibilities and activities of several IT related business models.
7. The IT Executive Management Certification examination — a 60 minute, closed book, multiple-choice exam.

Attend this workshop and receive a copy of *Understanding And Improving*, the first book in the management series: *The Business Perspective On Your IT Infrastructure* — FREE!

# Get Ready For A Psychedelic Experience!

Not only do we provide the most educational value from our conferences, but we also know how to have fun! Benefit from our networking opportunities to meet people, exchange information and tap into new ideas. We offer you as many opportunities as possible to talk with people who face similar issues, challenges and successes. Networking opportunities include...

## For Your Eyes Only: ITIL Masters Alumni Forum

**Sunday, February 23- 2:30 p.m.**  
Networking and focus group discussions for IT Service Manager Course alumni. Share your ITIL journey with other graduates and former classmates.

## Cirque du Soleil

**Tuesday, February 25- 9:00 p.m.**  
Exclusive networking event for early bird registration ticket holders! Join us for an unforgettable evening at the Cirque du Soleil Theater featuring La Nouba™ located in the Downtown Disney West Side.

## Stream 8: Special Networking & Focus Groups

**Sunday, February 23 - Tuesday, February 25**  
If you want ideas and opinions about ITIL from some of the most notable movers and shakers in the IT industry, our focus groups are the place to be. Sessions feature industry specific discussions and issues most relevant to you.

## Pink Member Party

**Monday, February 24- 6:00 p.m.**  
Join us for a fun filled night that's sure to be groovy. This one's dedicated to Austin Powers - yeah baby! Take a ride back in time to mingle and network with your fellow attendees at this not-to-be-missed party.

## Shaken Not Stirred Welcome Reception

**Sunday, February 23- 6:00 p.m.**  
Attend the welcome reception and get to meet the other conference attendees and Pink Elephant staff in a relaxing, fun environment. Make new friends and form lasting acquaintances. You can also participate in a special Top Secret mission, which will give you a further opportunity to really get to know your fellow delegates before the start of the conference.

# Registration Form & Information

Event Name	Date	Fee \$USD
007th Annual International IT Service Management Conference & Exhibition	Feb 23 - 26, 2003	\$1595
ITIL IT Service Management Essentials Enhanced	Feb 19 - 21, 2003	\$1495
IT Executive Management Certification – Level One	Feb 19 - 21, 2003	\$2695
Establishing A Service Desk According To ITIL Best Practices	Feb 19 - 21, 2003	\$1695
Managing The Changing IT Infrastructure According To ITIL Best Practices	Feb 19 - 21, 2003	\$1695
Measuring, Reporting & Improving The IT Infrastructure According To ITIL Best Practices	Feb 19 - 21, 2003	\$1695
Establishing & Managing IT Services According To ITIL Best Practices	Feb 19 - 21, 2003	\$1695
ITIL Change Management Practitioner	Feb 19 - 21, 2003	\$1695
ITIL Problem Management Practitioner	Feb 19 - 21, 2003	\$1695
ITIL Service Level Management Practitioner	Feb 19 - 21, 2003	\$1695
How To Implement ITIL: Integrating People & Tools With Processes	Feb 20 - 21, 2003	\$1195
How To Implement ITIL: Integrating People & Tools With Processes	Feb 27 - 28, 2003	\$1195
ITIL IT Service Management Essentials	Feb 27 - 28, 2003	\$1195
Customer Service Skills For IT Professionals	Feb 27 - 28, 2003	\$975
Management & Leadership Skills For IT Professionals	Feb 27 - 28, 2003	\$975

## TO REGISTER, PLEASE COMPLETE THIS SECTION:

Name – 1st Attendee:	Title:
Organization and Complete Mailing Address:	
Tel:	Fax:
E-mail:	Event:
Name – 2nd Attendee:	Title:
Organization and Complete Mailing Address:	
Tel:	Fax:
E-mail:	Event:

Payment Method	Fees
<input type="checkbox"/> AMEX <input type="checkbox"/> VISA <input type="checkbox"/> M/C	1st Attendee:
Cardholder Name:	Fees 2nd Attendee:
Card Number:	Conference Discount:
Exp Date:	
Cardholder's Signature:	<b>TOTAL:</b>

### Early Bird Discount

Register for the symposium and pay before November 18, 2002 and pay only \$1007 USD.

### Bonus!

*Complimentary Ticket To See Cirque du Soleil!*

Register and pay before November 18, 2002 and also receive a complimentary ticket to the hottest show in Orlando - Cirque du Soleil! Only a limited number of tickets available so call today! Call Nancy Murray at 1-888-273-PINK (7465) ext. 240 for details.

### Combination Discount

After November 18, 2003 register and pay for the conference and a pre- or post-conference workshop and save 10% off the pre- or post-conference workshop.

### Team Discounts

Benefit from the power of teamwork. For multiple registrations from the same organization, register and pay before December 6, 2002 the first two registrations are at full fee; every registration thereafter receives a 50% discount.

After December 6, 2002:

- Register and pay for 3-5 attendees and save 15% off the combined fees
- Register and pay for 6-8 attendees and save 20% off the combined fees.
- Register and pay for 9 or more attendees and save 25% off the combined fees.

### CONFERENCE LOCATION

The conference is held at the Walt Disney World Swan Resort, 1200 Epcot Resort Blvd., Lake Buena Vista, Florida, 32830. Phone: 1-888-227-1500. A block of rooms has been reserved for attendees at a conference rate of USD\$236 per night. To obtain this special rate, attendees must make reference to Pink Elephant's event.

### FEES & PAYMENT

Pink Elephant must receive payment with registration. Fees include attendance at the event, handouts, and meals (continental breakfast, lunch and beverages) each day.

### SUBSTITUTIONS & CANCELLATIONS

You can substitute an attendee at any time. Pink Elephant must receive a cancellation in writing (registrations@pinkelephant.com) no later than 15 business days prior to the conference start date. You will receive a refund minus an administration fee of USD\$180. Refunds are not available after February 3rd, 2003. Participants who cancel after this date will receive credit towards another Pink Elephant event or workshop, less an administration fee of USD\$180. Note that all course credits are valid for six months from cancellation date.

### No Shows

No course credit is provided and no refunds are made if notification is not received in writing and acknowledged by Pink Elephant in advance of the start date.

### QUESTIONS?

Please call us at 1-888-273-PINK from 8:30 am to 5:30 pm Eastern Standard Time, Monday through Friday.

### To Register

Choose one of the following methods:

**Fax:** Complete this form and fax to (905) 331-5070.

**Phone:** 1-888-273-PINK

**Email:** registrations@pinkelephant.com

# 007<sup>th</sup>

*Annual International*

## **IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION**

**February 23 - 26, 2003 Orlando**

**Continuing The ITIL Journey:  
Mission Possible**



**STAY AT THE  
BEAUTIFUL WALT  
DISNEY WORLD  
SWAN RESORT**



A block of rooms is reserved at a special rate for attendees. Call the hotel directly at (800) 227-1500 and mention that you are attending the Pink Elephant event to receive the special rate.



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CANADA  
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Attention mailroom: If undeliverable, please route to the IT Director.