

FEBRUARY 15-18, 2004

8TH ANNUAL INTERNATIONAL

Vegas

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

Continuing The ITIL Journey: A Business Perspective

Don't Miss The IT Event Of The Year!

STREAM 1

Creating Value With
IT Service Management

STREAM 2

Integration Of People,
Process & Tools

STREAM 3

The How To's Of
Process Implementation

STREAM 4

Leading The Process Of Change

STREAM 5

Business School Tutorials

STREAM 6

Beyond ITIL

STREAM 7

Expert Think Tank

STREAM 8

Up Close & Personal With
The ITIL Experts!

KEYNOTE & FEATURED SPEAKERS:



KEN SCHMIDT

The Rise, Fall
& Rise Of
Harley-Davidson



SIR KEN ROBINSON

Out Of Our Minds:
Learning To Be Creative



THE PASSING ZONE

The Power Of
Partnership



**NATIONWIDE
INSURANCE**

IT Service
Management 2002
ITIL Project Of
The Year

"This continues to be the 'conference of choice' for my organizationPink leads the way" *Tim Bowersock, Costco Wholesale*

CONFERENCE &
EXHIBITION SCHEDULE

PRE WORKSHOPS

FEB 11-13

CONFERENCE DATES

FEB 15-18

POST WORKSHOPS

FEB 19-20

PINK ELEPHANT'S COMMITMENT

CUSTOMER SERVICE PHILOSOPHY

Last year's program received an overall 90% satisfaction rating by attendees!

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.

Our conference team aims to take an already great event and pursue ever-higher levels of sophistication and customer value.

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"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.
7th Annual Conference Attendee

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Send A Team & Save!

*Benefit from the
power of teamwork.*

*For multiple registrations from the
same organization, if you register
and pay before December 12, 2003 the
first two registrations are at full fee
and every registration thereafter
receives a 50% discount.*

**EARLY
BIRD SPECIAL**

*\$1195 if you register
and pay before
December 12, 2003.*

*The regular fee is \$1595.
(all fees in US funds)*

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IS THIS THE VIEW YOU TAKE OF YOUR IT SUPPORT FUNCTION?

Attend what many people say is “The best IT event in the industry” – one that focuses on how to implement a service oriented, process driven and business aligned approach to IT.

Learn how eleven key IT service and support disciplines relate to each other and to wider business issues. Numerous IT organizations have already improved the credibility and effectiveness of their IT operations by using this best practice framework.

What Is ITIL?

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

- 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

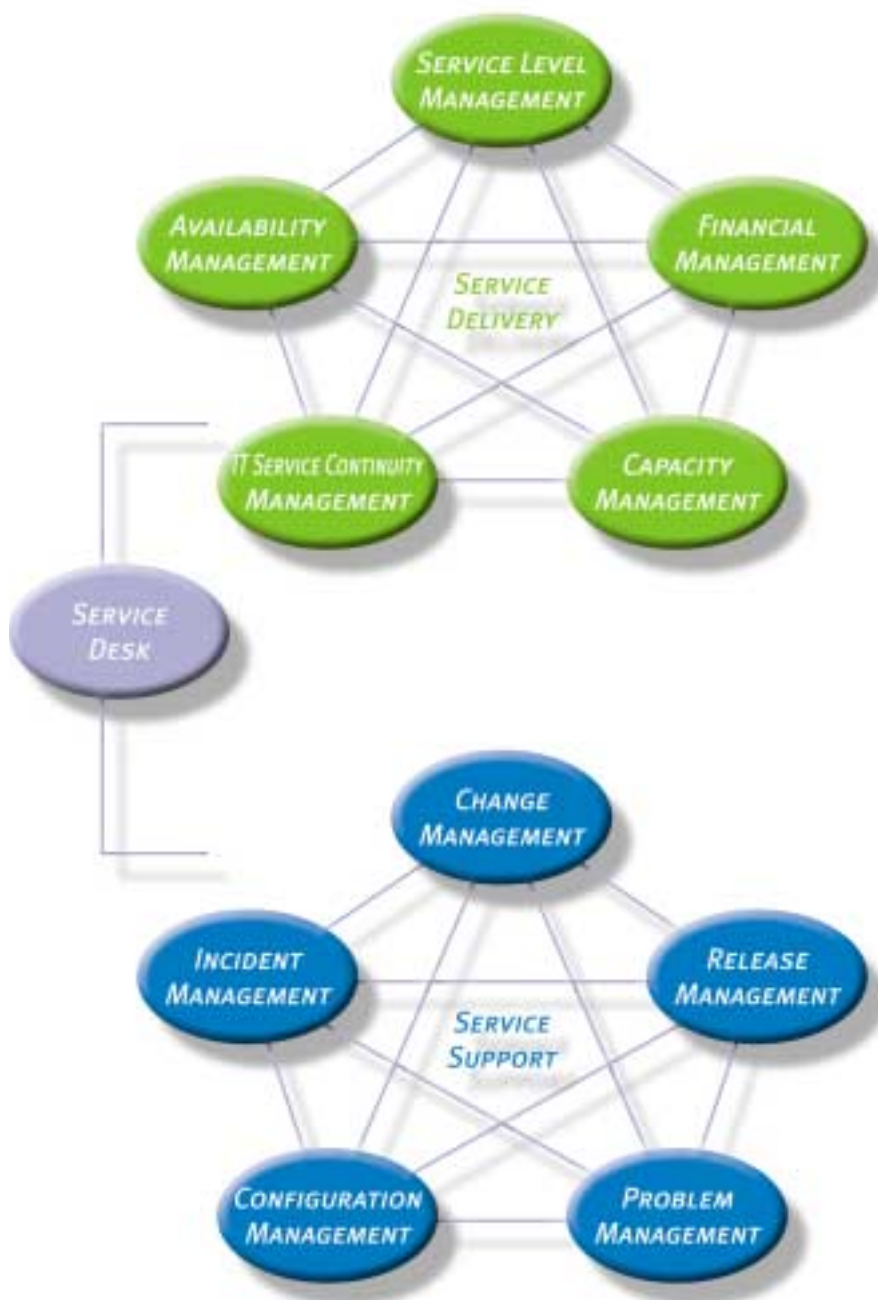
The guidance provided in the books is relevant to all organizations: public or private, large or small, centralized or distributed. Today, ITIL represents more than just books. It has generated an entire industry that includes training, certification, consulting, software tools and trade associations.

Revolutionize your IT operation!

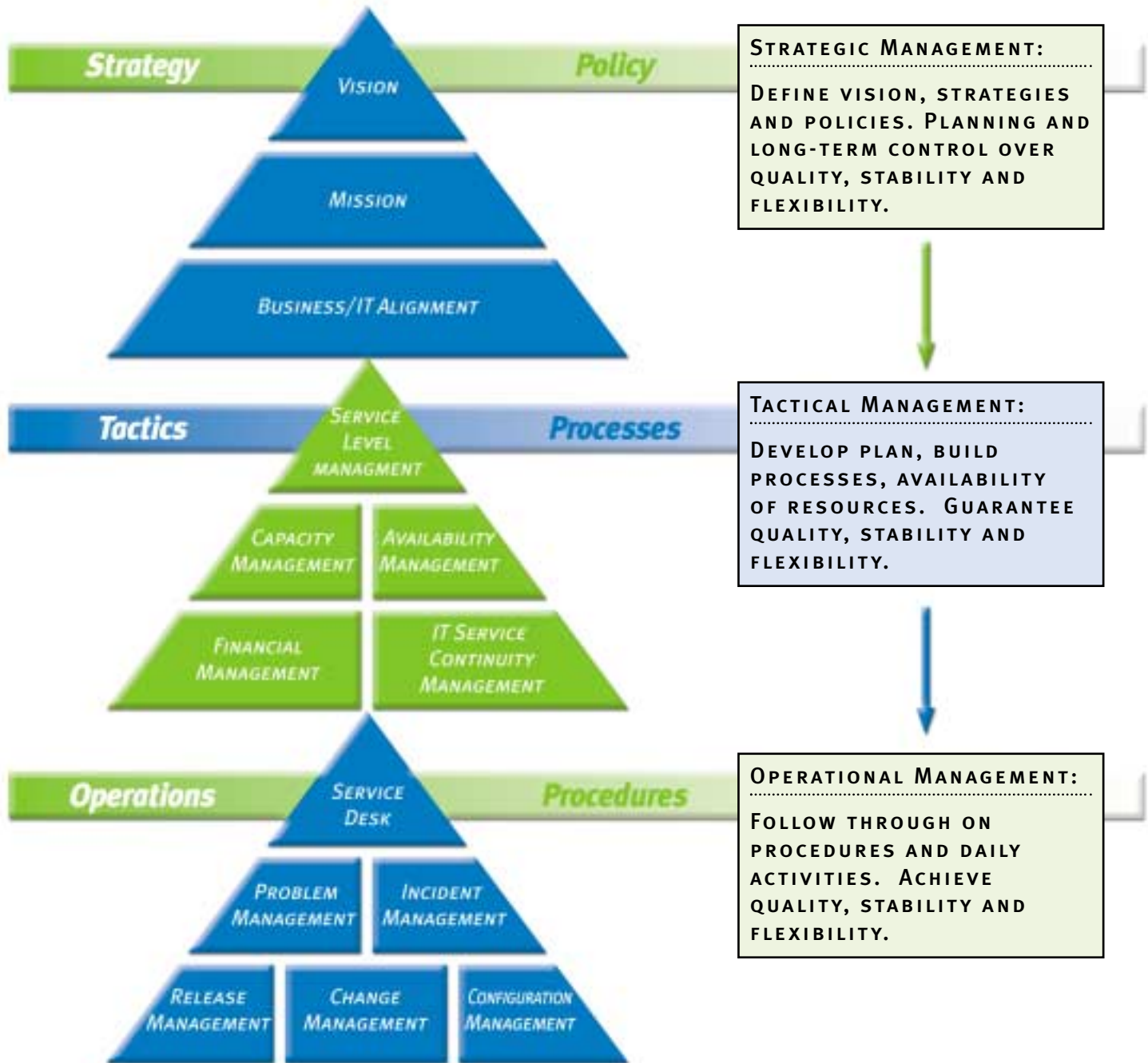
Use the world's most popular IT service management process model - ITIL - as an enabler to improve IT performance.

Participate in Pink Elephant's programs and learn how to turn IT into a true, value added business partner. You'll learn a proven approach for:

- Reducing IT costs
- Improving alignment between IT and other business processes
- Eliminating “silos” by integrating key IT processes
- Strengthening lines of communication
- Instilling a service and business culture
- Improving bottom line results



We will continue on our journey to look beyond the Service Support and Service Delivery components of ITIL and learn more about the Business Perspective aspect of IT service management. Many topics will also address how to align IT planning with corporate objectives, as well as how ITIL relates to many of the established quality models such as ISO, Malcolm Baldrige, EFQM, CoBiT, Six Sigma, CMM and the IT Business Excellence Framework.



Exhibition Showcase

Gain valuable 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:

Premium Sponsor:

Computer Associates International, Inc. (CA) delivers software that manages a company's infrastructure by addressing today's most critical business processes, information and technology management challenges. More than two decades of innovation, commitment and quality make CA the technology partner-of-choice. For further information, please visit www.ca.com.



Additional Sponsors:



To inquire about exhibition opportunities
call Debra Thompson at 1-888-273-PINK, ext. 241.

KEYNOTE & FEATURED SPEAKERS

“This conference has the best set of keynote speakers I have ever seen at a conference. Thank you!”

David Reiman, Safeco Corp, 7th Annual Conference attendee.

THE PASSING ZONE



The Power Of Partnership

Take two guys with chainsaws, put them in tights, throw in a Garden Weasel, and what do you get? Well, it's kind of hard to explain, but they're called the Passing Zone, and they'll amaze you and make you laugh. But it's not just the award-winning juggling skills of Jon Wee and Owen Morse that make their show great; it's the connection they make to the business world. They have a very creative and entertaining way to illustrate best practices for team work, learning from mistakes and reaching corporate goals.

KEN SCHMIDT



The Rise, Fall & Rise Of Harley-Davidson

You'll go 'hog wild' in this session about changing corporate culture. One of the most popular speakers and communications consultants in North America, Ken Schmidt is the former director of communications for Harley-Davidson Motor Company. His presentation is a fascinating story of building an entirely new corporate culture, rekindling relationships with customers and reaching out to new ones in completely untraditional ways.

SIR KEN ROBINSON



Out Of Our Minds: Learning To Be Creative

Sir Ken Robinson is an internationally recognized expert in the development of creativity and human resources. He is a much sought after speaker addressing audiences throughout the world on the changing needs of business. Sir Ken's reputation is based on his groundbreaking research and leadership in education and training, which includes the 1999 report for the British Minister of State for Education and Employment, entitled "All Our Futures: Creativity, Culture and Education". His achievements have earned him a knighthood from Queen Elizabeth and he is currently the Senior Advisor to the President of the J.Paul Getty Center in Los Angeles.

NATIONWIDE INSURANCE



IT Service Management 2002 Project Of The Year

At our 7th Conference, Nationwide Insurance won the 2002 ITIL Project Of The Year Award for their outstanding efforts in implementing IT service management process improvements. This year we've invited Jack Probst, AVP and some key members of his team back to our 2004 conference to tell their ITIL implementation story. Nationwide is one of the largest diversified insurance and financial service 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. This session will detail what it's like to implement IT processes from scratch as well as the critical success factors for each implementation phase and the crucial steps to transition between phases. At the close of the conference, Jack will join Pink Elephant in presenting the 2003 ITIL Project Of The Year Award.

PRE & POST CONFERENCE CERTIFICATION WORKSHOPS

COMBINATION DISCOUNT

After December 12, 2003
register and pay for the
conference and a pre- or
post-conference workshop and
save 10% off the pre- or
post-conference workshop.

For more information about Fees &
Discounts, see page 30.

PRE-Conference Certification Workshops

(All fees in US Funds)

ITIL IT Service Management Essentials	Feb 12-13	\$1,395
IT Executive Management Certification – Level One IT Business Perspective: A Strategic Overview.....	Feb.11-13	\$2,695
Establishing A Service Desk According To ITIL Best Practices	Feb 11-13	\$1,695
Managing The Changing IT Infrastructure According To ITIL Best Practices	Feb 11-13	\$1,695
Measuring, Reporting & Improving The IT Infrastructure According To ITIL Best Practices	Feb 11-13	\$1,695
Establishing & Managing IT Services According To ITIL Best Practices	Feb 11-13	\$1,695
How To Implement ITIL : Integrating People & Tools With Processes	Feb 11-13	\$1,695

POST-Conference Workshops

(All fees in US Funds)

ITIL IT Service Management Essentials	Feb 19-20	\$1,395
Customer Service Skills For IT Professionals	Feb 19-20	\$1,145
Management & Leadership Skills For IT Managers.....	Feb 19-20	\$1,145

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COMPANION PROGRAM

A new tradition at every Pink Elephant Conference will be the Companion Program. This year's program, coordinated by Isabel Feher-Watters, combines a warm Pink Elephant welcome with the sites and sounds of fantastic Las Vegas and surrounding area.

Space is limited. Please sign up before January 30th, 2004. Planned activities will include trips to the mesmerizing Grand Canyon, the unbelievable grandeur of Hoover Dam, helicopter rides, shopping expeditions and more!

Details will be provided to all attendees. For more information, please contact Isabel Feher-Watters at 1-888-273-PINK, extension 222.



EIGHT DYNAMIC STREAMS!

No other conference you attend offers the same depth and scope of IT service management best practices, including ITIL.

STREAM 1 Creating Value With IT Service Management

Attend the sessions in this stream to hear the latest from real CIOs and industry experts about how to strengthen IT business alignment, demonstrate IT Return On Investment (ROI) and apply proven methods that link performance metrics to IT and business value at the operational, tactical and strategic levels.

STREAM 2 Integration Of People, Process & Tools

In the past, IT service tools were typically evaluated on their technical capabilities. However, more and more technology products and approaches are being judged based on their support of standardized processes and best practices including IT service management.

In this stream, numerous IT managers and experts are on hand and will focus on the latest trends for IT infrastructure, service management and the tools and technologies that are available to help integrate technology with people and processes for outstanding IT and business results.

STREAM 3 The How-To's Of Process Implementation

Taking the theory of ITIL and putting it into practice is no small undertaking. But, there's no need to reinvent the wheel. Learn from real ITIL implementers and case study practitioners about how they have helped their organizations transform IT operations using ITIL, the world's most popular IT service management framework, to gain efficiencies, reduce cost and increase service.

STREAM 4 Leading The Process Of Change

Change in the workplace is inevitable these days. Organizations must be flexible and adaptable to the social, economical and political challenges that are presented daily. Facing and overcoming these challenges requires new disciplines, standards, processes and best practices.

In this stream, recognized business leaders, industry experts and 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 5 Business School Tutorials

One of our most popular features! Attend these sessions, led by leading university professors to gain insight into how to accelerate operational and leadership excellence, how to configure your organization's structure for successful outcomes, how to develop successful business strategies based on the latest market trends and how to apply the latest research findings on human resource management.

STREAM 6 Beyond ITIL

ITIL was developed to address the fact that organizations are increasingly dependent upon IT to satisfy their corporate aims and meet their business needs. ITIL processes should be implemented so that they underpin business processes, rather than dictate them.

Subsequently, ITIL is a tremendous enabler for other quality frameworks and methodologies. In this stream, learn how ITIL supports and complements the principals of Six Sigma, CMM, CoBit, ISO, Malcolm Baldrige, EFQM and the IT Business Excellence Framework to produce quality IT services that meet business goals and objectives for operational excellence.

STREAM 7 Expert Think Tank

Various featured speakers from the other six streams will participate in panel sessions, and each will highlight what they believe to be the critical success factors for implementing change and process improvement initiatives. Don't miss this further opportunity to be enlightened by our distinguished panelists' perspectives and ask the questions most important to you.

STREAM 8 Up Close & Personal With *The ITIL Experts!*

Now expanded into a full stream by popular demand! Reserve quality time for you or your entire team with an experienced consultant. Bring your issues, questions, problems and sample plans to review with Pink Elephant's experts. Or, receive a customized ITIL Overview. You must book your time slot when you register. Sessions will be allocated on a first come, first served basis.

The Conference will be hosted by the spectacular Venetian Resort, considered to be one of the most beautiful hotels in the world. The mesmerizing lobby (above) was featured in the hit movie "Rat Race."

CONFERENCE SCHEDULE - AT-A-GLANCE

Stream 1 Creating Value With IT Service Management	Stream 2 Integration Of People, Process & Tools	Stream 3 The How To's Of Process Implementation	Stream 4 Leading The Process Of Change	Stream 5 Business School Tutorials	Stream 6 Beyond ITIL	Stream 7 Expert Think Tank	Stream 8 Up Close & Personal With <i>The ITIL Experts!</i>
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SUNDAY, FEBRUARY 15, 2004

1:00 p.m. - 8:00 p.m.	Registration Information & Customer Service Desk Opens							
	Optional Sunday Primer Sessions							
	Introductory		Practitioner		Management		Executive	
2:00 p.m. - 3:30 p.m.	ITIL101: IT Service Management Process Model Overview Jennifer Wels, Education Consultant, <i>Pink Elephant</i>		Apollo 13 - An ITIL Case Study (Part 1) Paul Wilkinson, President & Jan Schilt, CEO, <i>Learning Works</i>		ITIL Masters Alumni Round Table Forum (Part 1) Pierre Bernard, Senior Education Consultant & George Spalding, Executive Consultant, <i>Pink Elephant</i>		An IT Business Perspective: A Strategic Overview Of The Executive Guidance Contained In ITIL (Part 1) Fatima Cabral, CEO, <i>Pink Elephant Global Hosting Services</i>	
3:30 p.m. - 3:50 p.m.	Afternoon Break & Networking							
3:50 p.m. - 5:20 p.m.	ITIL Certification Exam Primer Jennifer Wels, Education Consultant, <i>Pink Elephant</i>		Apollo 13 - An ITIL Case Study (Part 2) Paul Wilkinson, President & Jan Schilt, CEO, <i>Learning Works</i>		ITIL Masters Alumni Round Table Forum (Part 2) Pierre Bernard, Senior Education Consultant & George Spalding, Executive Consultant, <i>Pink Elephant</i>		An IT Business Perspective: A Strategic Overview Of The Executive Guidance Contained In ITIL (Part 2) Fatima Cabral, CEO, <i>Pink Elephant Global Hosting Services</i>	
5:30 p.m. - 8:00 p.m.	Welcome Reception Exhibition Showcase Opens							

MONDAY, FEBRUARY 16, 2004

7:00 a.m. - 5:30 p.m.	Registration & Customer Service Desk Open							
7:00 a.m. - 8:20 a.m.	"Book At Breakfast" With Kirk Weisler							
7:00 a.m. - 8:20 a.m.	Early Riser Primer Session ITIL101: IT Service Management Process Model Overview Jennifer Wels, Education Consultant, <i>Pink Elephant</i>							
8:30 a.m. - 10:15 a.m.	Opening Ceremonies & Featured Keynote: The Passing Zone The Power Of Partnership							
10:15 a.m. - 10:35 a.m.	Morning Break & Networking							
10:35 a.m. - 11:55 a.m.	Stream 1 The Value Of Increased Process Maturity At Nationwide Insurance Jack Probst, Assistant Vice President, IT Process & Governance, <i>Nationwide Insurance</i>	Stream 2 No Point In Process Without Organization: Making Sure You Have The Right People & Tools To Support Your Processes Laurence Scott-Mackay, Business Development Manager, <i>Axios Systems</i>	Stream 3 How To Find Out Where Your Processes Are On The CMM Maturity Scale Gary Case, Managing Consultant, <i>Pink Elephant</i>	Stream 4 A Case Study Of Process Implementation At PEMCO Anil Dissayanake, Director & Todd Haley, Manager, Customer Service, <i>PEMCO Corporation Computer Services</i>	Stream 5 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, <i>University Of Miami</i>	Stream 6 The Application Service Library - The New ITIL-Type Standard In IT Brian Johnson, Director, Market Development, <i>Pink Elephant</i>	Stream 7 Identifying, Selecting & Integrating The Right Tools Moderator: Char LaBounty, President, <i>LaBounty & Associates & Associates</i> Panelists: Troy DuMoulin, Pat Motola, Hank Marquis	Stream 8 Gerry Geddes, Director, Strategic Programs, <i>Pink Elephant</i> Chris O'Brien, Consultant & Jennifer Wels, Education Consultant, <i>Pink Elephant</i> Stewart Crymble, Senior Consultant, & Graham Price, Senior Education Consultant, <i>Pink Elephant</i>
11:00 a.m. - 4:00 p.m.	Exhibition Showcase Open							
11:55 a.m. - 1:25 p.m.	Lunch & Networking							
1:25 p.m. - 2:35 p.m.	Stream 1 How To Calculate ROI For IT Service Management Projects George Spalding, Executive Consultant, <i>Pink Elephant</i>	Stream 2 Recently Purchased New Technology? Now What Should You Be Doing? Don Page, Business Development Director, <i>Marval Group</i>	Stream 3 How To Successfully Involve External Suppliers In Your SLM Process Stacy McNearney, Process Manager, <i>Capital One</i>	Stream 4 Eight Critical Success Factors For Leading & Implementing Change David Ratcliffe, President & CEO, <i>Pink Elephant</i>	Stream 4 Five Steps To Leading Change Jan Schilt, CEO, <i>Learning Works</i>	Stream 5 Using The Balanced Scorecard To Align IT Operations With The Business Howard Rohm, Founder & Director, <i>U.S. Foundation For Performance Management & Director Of Training, Balanced Scorecard Institute</i>	Stream 7 Critical Success Factors For Implementing Process Improvements Moderator: Char LaBounty, President, <i>LaBounty & Associates</i> Panelists: Gerry Geddes, Cheryl Simpson, Jean-Francois Gringas	Stream 8 Gary Case, Managing Consultant & Pierre Bernard, Senior Education Consultant, <i>Pink Elephant</i> Chris O'Brien, Consultant & Jennifer Wels, Education Consultant, <i>Pink Elephant</i> Troy DuMoulin, Managing Consultant, <i>Pink Elephant</i>
2:35 p.m. - 2:55 p.m.	Afternoon Break & Networking							
2:55 p.m. - 4:05 p.m.	Stream 1 How An IT Service Management Approach Can Deliver Strategic Benefits Geoff Thirlwall, CEO, <i>Bossmann-Swan Consulting Services</i>	Stream 2 Conquering The ITIL Information Problem Pat Motola, COO, <i>Troux Technologies</i>	Stream 2 How To Assess Tools For ITIL Compatibility Stewart Crymble, Senior Consultant, <i>Pink Elephant</i>	Stream 3 How To Successfully Transform To An ITIL Service Desk Matthew Bowles, Director, Global Operations, <i>Pink Elephant Global Hosting Services</i>	Stream 4 Understanding Organization Culture & How It Affects IT Projects Troy DuMoulin, Managing Consultant, <i>Pink Elephant</i>	Stream 5 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>	Stream 7 Improving Your Staff Retention Rate & Keeping Staff Motivated Moderator: Sandra Simpson, CEO, <i>Logical Process Corporation</i> Panelists: Malcolm Fry, Char LaBounty, George Spalding, Ron Muns	Stream 8 Gary Case, Managing Consultant & Jennifer Wels, Education Consultant, <i>Pink Elephant</i> Chris O'Brien, Consultant, <i>Pink Elephant</i> Gerry Geddes, Director, Strategic Programs & Graham Price, Senior Education Consultant, <i>Pink Elephant</i>
4:10 p.m. - 5:30 p.m.	Featured Keynote: Ken Schmidt The Rise, Fall & Rise Of Harley-Davidson							

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CONFERENCE SCHEDULE - AT-A-GLANCE

Stream 1 Creating Value With IT Service Management	Stream 2 Integration Of People, Process & Tools	Stream 3 The How To's Of Process Implementation	Stream 4 Leading The Process Of Change	Stream 5 Business School Tutorials	Stream 6 Beyond ITIL	Stream 7 Expert Think Tank	Stream 8 Up Close & Personal With <i>The ITIL Experts!</i>
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TUESDAY, FEBRUARY 17, 2004

7:30 a.m. - 8:30 a.m.	"Book At Breakfast" With Kirk Weisler								
8:30 a.m. - 10:00 a.m.	Featured Keynote: Sir Ken Robinson Out Of Our Minds: Learning To Be Creative								
10:00 a.m. - 10:20 a.m.	Morning Break & Networking								
10:20 a.m. - 11:40 a.m.	Stream 1 Overview Of The Strategic Guidance In ITIL For Enabling A Business Perspective For IT Gerry Geddes, Director, Strategic Programs, <i>Pink Elephant</i>	Stream 2 Using SLAs As A Key Tool To Save Costs & Generate Positive Business Results Ed Chopskie, Director Strategic Marketing, <i>Peregrine Systems</i> & Mark Bradley, Senior Network Engineer & Team Lead, <i>Zurich Life US</i>	Stream 3 Inspire Your Organization: How To Build A Strong & Effective ITIL Communication Strategy Cheryl Simpson, IT Service Manager & Jean-Francois Gringas, ITIL Program Manager, <i>BMO Financial Group</i>	Stream 4 Doing IT Globally: The Challenges Of Process Implementation On A Global Scale Tony Price, Director of Consulting, <i>PinkRoccase UK, Ltd.</i>	Stream 5 Building Effective Organizations - Aligned With Your Business Goals Dr. Gerard Seijts, PH.D., <i>Richard Ivey School Of Business</i>	Stream 6 ITIL & CoBit: What's The Connection? Troy DuMoulin, Managing Consultant, <i>Pink Elephant</i>	Stream 7 Making Sure Your IT Vision & Strategic Plans Are Aligned With The Business Moderator: Char LaBounty, President, <i>LaBounty & Associates</i> Panelists: David Ratcliffe, Jack Probst, Anil Dissayanake, Geoff Thirlwall	Stream 8 Gary Case, Managing Consultant, <i>Pink Elephant</i> Stewart Crymble, Senior Consultant, <i>Pink Elephant</i> Chris O'Brien, Consultant & Pierre Bernard, Senior Education Consultant, <i>Pink Elephant</i>	
11:00 a.m. - 5:30 p.m.	Exhibition Showcase Open								
11:40 a.m. - 1:10 p.m.	Lunch & Networking								
1:10 p.m. - 2:30 p.m.	Stream 1 Selling The Idea Of IT Service Management: Upstream, Downstream & Sidestream Malcolm Fry, President, <i>Fry Consulting</i>	Stream 2 Service Desks Unified: A Success Story Of A Caring Organization Robert Lee, President, <i>Master Council Technologies</i>	Stream 2 Automated Service Management: A Case Study From The City Of Boston Hank Marquis VP, Product Management, <i>Opticom Inc.</i>	Stream 3 How To Manage The Changing IT Infrastructure: Integrating Change, Configuration & Release Management Graham Price, Senior Education Consultant, <i>Pink Elephant</i>	Stream 4 Adopting A Service Desk Model For The Help Desk At Nordstrom Patti Moriarty, Help Desk Manager, <i>Nordstrom</i>	Stream 5 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>	Stream 6 The Jigsaw Puzzle Of Total Quality: ITIL, EFQM, CoBit, etc, etc, etc. Paul Wilkinson, President, <i>Learning Works</i>	Stream 7 The Future For IT Service Management Certification Moderator: Char LaBounty, President, <i>LaBounty & Associates</i> Panelists: Brian Johnson, Joep van Nieuwstadt, Gert van Heun, Aidan Lawes	Stream 8 Gerry Geddes, Director, Strategic Programs, <i>Pink Elephant</i> Chris O'Brien, Consultant & Jennifer Wels, Education Consultant, <i>Pink Elephant</i> Stewart Crymble, Senior Consultant, <i>Pink Elephant</i>
2:30 p.m. - 2:50 p.m.	Afternoon Break & Networking								
2:50 p.m. - 4:10 p.m.	Stream 1 How & Why A Senior Executive Group Got Excited About An IT Process Improvement Project Cathy McGregor, Department Manager Of Process Support Services, <i>BMO Financial Group</i>	Stream 2 On-Demand Computing: Truth Or Dare John Kampman, Practice Manager, <i>Computer Associates Technical Services</i>	Stream 3 How To Develop A Service Improvement Plan Gary Case, Managing Consultant, <i>Pink Elephant</i>	Stream 4 Overcoming Silos By Building Change Into The Implementation Process Mark Diamond, IT Program Manager, <i>Safeco</i>	Stream 5 A Strategy For Leading Organizational Change Dr. Gerard Seijts, PH.D., <i>Richard Ivey School Of Business</i>	Stream 6 Adapting The European Foundation For Quality Management Framework To IT Gerry Geddes, Director, Strategic Programs, <i>Pink Elephant</i>	Stream 7 What's Available To Me From "User Groups" & How Can I Get The Most From My Membership Moderator: Sandra Simpson, CEO, <i>Logical Process Corporation</i> Panelists: Brian Johnson, Aidan Lawes, Ron Muns, Char LaBounty	Stream 8 Troy DuMoulin, Managing Consultant & Jennifer Wels, Education Consultant, <i>Pink Elephant</i> Stewart Crymble, Senior Consultant, <i>Pink Elephant</i> Chris O'Brien, Consultant & Graham Price, Senior Education Consultant, <i>Pink Elephant</i>	
4:10 p.m. - 5:30 p.m.	Networking Reception								

WEDNESDAY, FEBRUARY 18, 2004

7:30 a.m. - 8:30 a.m.	"Book At Breakfast" With Kirk Weisler							
8:30 a.m. - 9:40 a.m.	Featured Keynote: Jack Probst, <i>Nationwide Insurance</i> The Story Of The 2002 ITIL Project Of The Year							
9:40 a.m. - 10:00 a.m.	Morning Break & Networking							
10:00 a.m. - 12:30 p.m.	Tutorials							
	Integrated Configuration Management: The Cornerstone Of IT Infrastructure Management - & How We Did It! Cheryl Simpson, IT Service Manager & David Chiu, IT Service Manager, <i>BMO Financial Group</i>	Getting To Grips With IT Service Continuity Management: How The Changing World Is Impacting Our Contingency Plans - & What We Can Do About It! George Spalding, Executive Consultant, <i>Pink Elephant</i>	The ITIL KPI Dashboard: 20 Essential Key Performance Indicators For An IT Service Management Operation Gary Case, Managing Consultant & Pierre Bernard, Senior Education Consultant, <i>Pink Elephant</i>	The Kotter Workshop: All I Ever Needed To Know About Leading Change I Learned From Watching Movies David Ratcliffe, President & CEO, <i>Pink Elephant</i> & Paul Wilkinson, President, <i>Learning Works</i>	Taking The Theory Out Of ITIL: How We Made It Real - & Stick - At Capital One David B. Wright, Director, Business Support Services & Stacy McNearney, Process Manager, <i>Capital One</i>	How To Successfully Develop, Lead & Execute Strategic IT Business Plans Fatima Cabral, CEO, <i>Pink Elephant Global Hosting Services</i>		
12:30 p.m. - 1:45 p.m.	Lunch & Networking							
1:15 p.m. - 1:30 p.m.	Presentation Of The 2003 ITIL Project Of The Year Award by David Ratcliffe, President & CEO, <i>Pink Elephant</i> with Jack Probst, Assistant Vice President, IT Process & Governance, <i>Nationwide Insurance</i> The 2002 ITIL Project Of The Year Winner Conference Closing Remarks							

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INTRODUCTORY:

ITIL 101: IT Service Management Process Model Overview



JENNIFER WELS,
EDUCATION CONSULTANT
PINK ELEPHANT

ITIL is the world's only published set of best practices for IT service management. Is ITIL new to you? Does it sound like your friends and colleagues are talking a foreign language? Don't despair; this session is a very high level introductory overview for conference attendees who have not attended an ITIL workshop or overview prior to this event.

Make this your first track and gain a sound understanding of all key elements of ITIL. After this overview, you will be able to more fully enjoy the sessions that refer to this best practice framework, to which many of the speakers will be making reference.

ITIL Certification Exam Primer



JENNIFER WELS,
EDUCATION CONSULTANT
PINK ELEPHANT

A workshop offering guidance about preparing for, and writing, Practitioner and Service Manager examinations. Come to this session to see and discuss examples of exam questions, learn good exam techniques, and find out exactly what the examiner is looking for when you write essay-style questions at the Service Manager level.



PRACTITIONER – PART 1 & 2:

Apollo 13 - An ITIL Case Study



PAUL WILKINSON,
PRESIDENT

AND



JAN SCHILT, CEO
LEARNING WORKS

Remember the famous quote "Houston, We Have A Problem"? It came fifty-five hours and fifty-five minutes into the mission of Apollo 13. Here we're going to ask you to imagine you're in the support business and this incident happened on your watch! Even with the benefit of history on your side, you're still going to have to deal with an incident with lives at stake – literally. How will you do? Time is running out, come on, come on!

No matter whether you bring the stricken capsule and its passengers home safely, you're sure to learn a lot about the integration of processes; the concepts of urgency, priority, categorization, etc; the importance of effective communications between support groups; and finally, you'll learn a lot about your own ability to work under pressure!

Welcome to the "Apollo 13 - ITIL Simulation Game".

MANAGEMENT – PART 1 & 2:

ITIL Masters Alumni Round Table Forum



PIERRE BERNARD,
SENIOR EDUCATION
CONSULTANT

AND



GEORGE SPALDING,
EXECUTIVE CONSULTANT
PINK ELEPHANT

Networking and focus group discussions for IT Service Manager course alumni. Share your ITIL journey with other graduates and former classmates.



VENETIAN FOUNTAIN & LOBBY

EXECUTIVE – PART 1 & 2:

An IT Business Perspective: A Strategic Overview Of The Executive Guidance Contained In ITIL



FATIMA CABRAL,
CEO
PINK ELEPHANT GLOBAL
HOSTING SERVICES

Look beyond ITIL. This overview version of the IT Executive Management Certification Workshop – Level One, provides an introduction to the key concepts of the IT Business Alignment Model as described in the Business Perspective – ITIL's strategic guidance; the IT Business Excellence Framework – based on the European Foundation for Quality Management model; and the 4-stage ITIL Improvement model:

- Where are we now
- Where do we need to be
- How do we get there
- Are we still improving

This session is complemented by research studies from leading universities and other bodies on IT best practices, including insight from Pink Elephant's own extensive experiences. This enables us to bring all our expertise to bear in developing the skills and knowledge necessary to be a successful senior IT manager.

STREAM 1

Creating Value With IT Service Management

The Value Of Increased Process Maturity At Nationwide Insurance



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

Time to implement a process and you are in charge! How do you create value for the corporation through process implementation? This session will detail the 5-phase process implementation model used at Nationwide Insurance to implement all manners of processes. You will learn the basic elements of the model, critical success factors for each phase, the crucial steps to transition from phase to phase and how value can be demonstrated at each phase. Examples will be provided as to how Nationwide Insurance has implemented the model both as a planning approach and as a practical guide to implementation.

How To Calculate ROI For IT Service Management Projects



GEORGE SPALDING,
EXECUTIVE CONSULTANT
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, George will review a general approach that will increase your chances of success in gaining approval.

His 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; some of the correlations between benchmarks, best practices and service effectiveness ratings.

How An IT Service Management Approach Can Deliver Strategic Benefits



GEOFF THIRLWALL,
CEO
BOSSMANN-SWAN
CONSULTING SERVICES

Geoff has recently moved into the consulting field after many years as a practitioner. Until just a few weeks ago he was responsible for the global IT infrastructure of an organization operating in 180 markets around the world. His is an inspiring story of progressively improving ITIL process maturity. He will describe their ITIL journey - from a CIO's perspective, and explain the reasons why he and his management team embraced the best practice framework - and the benefits which transpired.

Overview Of The Strategic Guidance In ITIL For Enabling A Business Perspective For IT



GERRY GEDDES,
DIRECTOR, STRATEGIC
PROGRAMS
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, Gerry 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.

Selling The Idea Of IT Service Management: Upstream, Downstream & Sidestream



MALCOLM FRY,
PRESIDENT
FRY CONSULTING

How do you get organizational buy-in for ITIL? Who needs to support the idea and why? Join Malcolm in this session to learn the basics about the 'who, what, and why' of selling the idea of service management. Learn how to tailor your approach to your audience, quantify both the hard and soft elements of process improvement and translate the expected benefits into meaningful results that are aimed to build support and momentum for your process improvement initiatives. Malcolm is sure to give you an approach that will increase your chances of gaining support and sponsorship for your best practice implementation initiatives.

**“THE MIX OF SPEAKERS –
INSPIRATIONAL AND
PRACTICAL – WAS GREAT!
IT WAS NICE TO GO TO SOME
SESSIONS AND WALK OUT WITH
SOMETHING TO BRING
BACK THAT COULD BE PUT INTO
PRACTICE QUICKLY.”**

**FEEDBACK FROM A
7TH ANNUAL CONFERENCE ATTENDEE**

How & Why A Senior Executive Group Got Excited About An IT Process Improvement Project



CATHY MCGREGOR,
DEPARTMENT MANAGER OF
PROCESS SUPPORT SERVICES
BMO FINANCIAL GROUP

IT is what drives business today! The fact is, business profitability and shareholder loyalty depends on high availability, dependability, security and performance of IT services. Rapid fire changes in business direction, new product and service launches, competitive pressures and the recent downturn in the economy have forced organizations to become more cost effective, achieve greater profits and do it with fewer resources.

Join Cathy McGregor from the BMO Financial Group and learn first hand about what motivated the senior executive team of this major banking and financial institution to adopt service management best practices; what are the expected outputs from their IT process improvement efforts, led by Cathy and her team, and how is that translated into business results that mean something to the organization's executive team.

STREAM 2

Integration Of People, Process & Tools

No Point In Process Without Organization: Making Sure You Have The Right People & Tools To Support Your Processes



LAURENCE SCOTT-MACKAY,
BUSINESS DEVELOPMENT
MANAGER
AXIOS SYSTEMS

It is essential to understand and manage all three aspects of service management; People, Process, and Technology to make a success of IT service delivery. In this session, we take a look at the prerequisites for organizational structure, how that can enable the implementation of ITIL processes; and what you should look for in a tool to make those processes real and everyone's work-day effective. There's no point in process without organization!

Recently Purchased New Technology? Now What Should You Be Doing?



DON PAGE,
BUSINESS DEVELOPMENT
DIRECTOR
MARVAL GROUP

Buying the technology is the easy part - it's the combination of people, process and technology that delivers permanent success and ROI. In this session, Don Page, author of several major IT service management publications, will use his straight talking style to explore the approach taken by several major European organizations (including London Underground, OGC, NHS) in successfully implementing and maintaining their IT service improvement programs based on ITIL and BS15000. He will also cover ITIL's adoption outside of IT and the cultural changes and challenges required by an organization to achieve success.

Conquering The ITIL Information Problem



PAT MOTOLA,
COO
TROUX TECHNOLOGIES

Today's IT infrastructures are dizzyingly complex. For years, many IT service management professionals have been seeking out ways to master the plethora of configuration data inherent in the typical IT environment. Now with best practices to guide us and more advanced tools and technologies at hand, an accurate, up-to-date picture of the IT environment is no longer a pipe-dream. In this session, you'll learn how successful organizations automatically create the "living blueprint" of their IT infrastructure; mastering configuration management through their CMDB, support the full range of ITIL processes without unsustainable manual efforts and, in the process, improve the quality of management decision-making.

How To Assess Tools For ITIL Compatibility



STEWART CRYMBLE,
SENIOR CONSULTANT
PINK ELEPHANT

The requirements for managing current and future processing architectures within IT service management are becoming more complex. So is the use of automated tools. Many IT professionals need assistance when it comes to properly assessing the

products that best suit their needs.

In this session, Stewart will review how to use ITIL's integrated IT service management framework as a basis for tool selection and implementation. Specifically, he will demonstrate the secrets contained in the two hidden jewels of the library — *IT Infrastructure Support Tools* and *Service Delivery Tools*. These two ITIL books provide criteria that you can use to evaluate products and design service support and delivery tools.

Using SLAs As A Key Tool To Save Costs & Generate Positive Business Results



ED CHOPSKIE,
DIRECTOR STRATEGIC
MARKETING
PEREGRINE SYSTEMS

AND



MARK BRADLEY,
SENIOR NETWORK ENGINEER
& TEAM LEAD
ZURICH LIFE US

Ed and Mark will lead you through the challenges faced by Zurich Life as they defined and implemented Service Level Management with the support of specialized infrastructure management tools. Their presentation will take you through the phases of a Service Level Management implementation and they will share the improved business results and resulting cost savings. They will also show the benefits of how the IT organization was able to automate tasks associated with Service Level Management, allowing them to focus on documenting and improving processes to better manage the enterprise and their business.

Service Desks Unified: A Success Story Of A Caring Support Organization



ROBERT LEE,
PRESIDENT
*MASTER COUNCIL
TECHNOLOGIES*

Learn how Beverly Enterprises replaced their legacy IT help desk, and searched for a quality service management system that cleanly integrated the Incident, Change and Asset Management processes.

Beverly's focus is caring for the elderly, with more than 400 skilled nursing facilities, 20 assisted



VENETIAN GOLF COURSE

living centers and over 40 home care and hospice centers. The organization jumped at the opportunity to replace legacy systems and improve their support services, by unifying their Service Desks and implementing a patient care hotline using a common system to track all services.

Robert's presentation will teach you how Beverly evaluated the overall professionalism, performance and ease of use of alternative integrated service management solutions, how they implemented and integrated the processes, and how the team is planning for continued success in implementing more Service Desks.

Automated Service Management: A Case Study From The City of Boston



HANK MARQUIS,
VP, PRODUCT MANAGEMENT
OPTICOM INC.

Hank will share how the City of Boston's IT department used a strategic approach to their service delivery and quality measurement processes by embarking on an automated service management plan. His session will address the challenges faced by the city as they strived to improve the quality of their IT services and align IT with the business. It will include details on the "who, what, where and how much" analysis on the quality of services, the infrastructure, and supplier contributions. He will also discuss how to gather the facts you need to make informed business decisions about your IT infrastructure and the services that it delivers.

On-Demand Computing: Truth Or Dare



JOHN KAMPMAN,
PRACTICE MANAGER
*COMPUTER ASSOCIATES
TECHNICAL SERVICES*

Today many businesses are finding that their IT infrastructure is too inefficient and unresponsive to meet the needs of a dynamic business and it is not aligned with business needs. The on-demand computing model promises to help by dynamically allocating resources to meet demand, and providing self-management for flexibility and ease of administration. But, when moving to an on-demand computing model, is it necessary to throw away everything you have and start all over again with management processes? Probably not! The current investment in processes and tools can be saved and re-used in the new environment. This session will explain how existing processes can be updated to support the new technology and management paradigms.

STREAM 3 The How To's Of Process Implementation

How To Find Out Where Your Processes Are On The CMM Maturity Scale



GARY CASE,
MANAGING CONSULTANT
PINK ELEPHANT

As a best practice there are five levels of process maturity to help you determine the strengths and weaknesses, and opportunities for improvement, with your ITIL processes. By attending this session, you will learn how to assess the current maturity levels of the 10 ITIL IT service management processes. Gary will take participants through the details, objectives and types of questions required to determine a level of maturity for each. You will walk away with a thorough understanding of what specific areas are important to explore for each process and how to determine whether you really have full control.

Gary combines a mix of theory, experience and real life examples to illustrate the methods and techniques used in performing an effective ITIL process assessment.

How To Successfully Involve External Suppliers In Your SLM Process



STACY MCNEARNEY,
PROCESS MANAGER
CAPITAL ONE

In 2002 Stacy McNearney received the ITIL Practitioner Of The Year Award for her efforts in helping her organization, Capital One, implement a strong and integrated Service Level Management process. Of the many challenges faced throughout this implementation, getting external IT suppliers to buy in and embrace ITIL best practices was the biggest. In this session, Stacy will provide insight and guidance to attendees on:

- How to establish partnerships with external suppliers; how to get them to become partners
- How to manage supplier relationships and manage expectations with Underpinning Contracts
- How to use scorecards to evaluate overall performance
- How to create overall process awareness and build strong ITIL knowledge with suppliers/vendors
- How to take each ITIL process and work them into your contracts

How To Successfully Transform To An ITIL Service Desk



MATTHEW BOWLES,
DIRECTOR, GLOBAL OPERATIONS
*PINK ELEPHANT GLOBAL
HOSTING SERVICES*

A session that describes how ITIL compatible processes and related activities, measurements and reporting for Incident, Problem, Change and Service Level Management contribute to a successful IT Service Desk.

**"CONGRATULATIONS TO THE
ORGANIZERS –
THE EVENT WAS TRULY
'WORLD-CLASS' ..."**

**FEEDBACK FROM A
7TH ANNUAL CONFERENCE ATTENDEE**

Inspire Your Organization: How To Build A Strong & Effective ITIL Communication Strategy



**CHERYL SIMPSON,
IT SERVICE MANAGER**

AND



**JEAN-FRANCOIS GRINGAS,
ITIL PROGRAM MANAGER
BMO FINANCIAL GROUP**

BMO Financial Group are well into their second year of a major IT service management improvement plan. During this time they have faced many challenges, one of which was how to capture the hearts and minds of the organization and get everyone to share the vision they had for IT service excellence at BMO Financial Group. In this session, Cheryl and Jean-François will discuss the steps taken in developing and deploying a comprehensive awareness campaign and ongoing communication strategy. Join them in this session as they share the highlights of the ongoing journey of communication and change at BMO Financial Group.

How To Manage The Changing IT Infrastructure: Integrating Change, Configuration & Release Management



**GRAHAM PRICE,
SENIOR EDUCATION
CONSULTANT
PINK ELEPHANT**

Configuration, Change and Release Management processes are completely interrelated. And, they are critical to the success of your IT infrastructure. Do you completely understand this relationship and how to implement it? If you answered no, you need this session.

Graham has assisted many high profile organizations with implementing processes, analyzing existing practices and moving them to the CONTROL maturity level. And in this dynamic session, Graham will provide an expert overview of the Configuration, Change and Release Management processes. He will also identify key elements needed to understand and manage changing configurations in the IT environment.

How To Develop A Service Improvement Plan



**GARY CASE,
MANAGING CONSULTANT
PINK ELEPHANT**

Find out how to develop the plan that helps you improve service management. In this interactive session, Gary reviews the key elements of building the improvement plan. The discussion includes how to answer these key questions:

- Where are we now? A review of the assessment process and what to include in the improvement plan
- Where do we want/need to be? How to identify goals and conduct benchmarking
- How do we get there? How to plan effectively
- Are we improving? How to assess results of improvement efforts; what's important to measure

Interact with other attendees and come prepared with questions because you're sure to find the answers here!

STREAM 4 Leading The Process Of Change

A Case Study Of Process Implementation At PEMCO



**ANIL DISSAYANAKE,
DIRECTOR**

AND



**TODD HALEY,
MANAGER, CUSTOMER SERVICE
PEMCO CORPORATION
COMPUTER SERVICES**

Using John Kotter's "8 Steps To Leading Change: Why Transformation Efforts Fail" as a guide, Anil and Todd will share their journey and personal experience with their recent organizational effort to implement ITIL within their IT organization. Specifically, they will review how they overcame change and implemented key ITIL processes, namely, Incident, Change, Service Desk, Configuration, and Service Level Management. Additionally, their session will lead you through the



challenges they faced as they used the ITIL framework as a guide to help them prepare for a SAS- 70 (Statement of Accounting Standards) audit.

Eight Critical Success Factors For Leading & Implementing Change



**DAVID RATCLIFFE,
PRESIDENT & CEO
PINK ELEPHANT**

John Kotter, Professor of Leadership at the Harvard Business School, has researched the common factors of why organizations struggle to implement major changes - especially cultural changes. He found many similarities for the reasons why some projects failed while others succeeded. In this session we'll explore the eight critical success factors he identified and refer to the examples he cited. Interestingly, they can each be applied sequentially during the life of an IT project, and so we'll also discuss how we take what Kotter learned about organizational change and apply it to IT changes.

Five Steps To Leading Change



**JAN SCHILT,
CEO
LEARNING WORKS**

We're not talking about the Change Management process here, as much as how to change our approach towards managing changes - all in five easy steps! Too good to be true? Maybe not. There's a well-proven and practiced method:

1. What do we need to change?
2. What's involved in making the change?

SESSION DESCRIPTIONS

3. What different behaviour do we want to see, if we're successful with the change?
4. What will show us that we're successful?
5. What should the process for change look like?

Don't miss this opportunity to learn how to identify and manage the pitfalls in organizational change. Jan's session will detail how to develop the change process, how to measure the effects of changing as well as how to manage the change resistant behaviour.

Understanding Organization Culture & How It Affects IT Projects



TROY DU MOULIN,
MANAGING CONSULTANT
PINK ELEPHANT

To successfully support business transformations you must implement new methods, processes and techniques. For many IT organizations, this involves changing the behaviors and approach to work of staff, especially when they may be unfamiliar with the new (to them) ITIL processes. This session introduces the Transformeter – an ingenious culture survey and analysis tool for measuring the impact of change resulting from implementing ITIL processes. Join Troy as he takes you through a one-of-a-kind demonstration of how the Transformeter can measure the effectiveness of your planned changes, and the resistance you can likely experience from staff. Armed with the results you can better tune your implementation plans to improve your likelihood of success.

Doing IT Globally: The Challenges Of Process Implementation On A Global Scale



TONY PRICE,
DIRECTOR OF CONSULTING
PINKROCCADE UK, LTD.

As major organizations now globally begin to embrace IT service management and the best practices defined in ITIL, the significant implications of large-scale projects are starting to be realized. Doing it globally does not just mean "doing it bigger". There are many specific issues and peculiarities that global scale IT service management projects face. This session will highlight and address many of these issues – from a real life perspective. Tony will make specific reference to two household name organizations, that are grappling with the challenges of worldwide

IT service management.

If you are not part of an organization operating globally, this session may still be relevant to you, because global implementation tends to exaggerate issues. For example, minor issues soon become major; and uncovering these issues and addressing them are often the key to project success. So, this session may well raise your awareness to those minor issues in your organization, which are currently undetected; address them now and avoid trouble later.

Adopting A Service Desk Model For The Help Desk At Nordstrom



PATTI MORIARTY,
HELP DESK MANAGER
NORDSTROM

Even functional and successful Help Desks are being challenged to improve productivity and customer satisfaction as IT organizations seek to meet increasing expectations. The adoption of 'Best Practices' requires new ways of thinking and new ways of doing business to meet those expectations. How do you know which changes will contribute to objectives? How do you facilitate change so that your efforts are aligned with the results your leadership is looking for? In this interactive session, you will learn how Nordstrom IT and the Help Desk team are tackling this challenge. You will walk away with ideas that can be applied to your own support center strategy as you seek to embrace the Service Desk support model. Emphasis will be on the practical - from a real-world perspective. You'll hear the strategies that worked, those that didn't and suggestions about what to avoid.

**"ONE OF THE MOST
INFORMATIVE AND RELEVANT
CONFERENCES I HAVE ATTENDED.
PROFESSIONAL AND WITH A VARIETY
OF INTERESTING TOPICS."**

**CATHY MOORE, RIO TINTO
7TH ANNUAL CONFERENCE ATTENDEE**

Overcoming Silos By Building Change Into The Implementation Process



MARK DIAMOND,
IT PROGRAM MANAGER
SAFECO

During this session, Mark will share how his organization took a vision to "fix" one part of IT and expanded it to improve the partnership across a 1,500 person IT organization. Mark will share best practices in gaining senior management commitment, methods used to overcome resistance to change, and the keys around developing communication, training and implementation strategies.

Main topics:

- Business drivers for change
- The scope and steps of designing and implementing Incident, Change and Service Level Management
- Selection criteria for both the Core Design Team and the Process Design Team members
- Break down existing IT silos
- Improve communication between IT professionals

STREAM 5

Business School Tutorials

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 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 about how to develop a dashboard for your organization.

Using The Balanced Scorecard To Align IT Operations With Business



HOWARD ROHM,
FOUNDER & DIRECTOR,
U.S. FOUNDATION FOR
PERFORMANCE MANAGEMENT
& 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 Welch 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.

**“THE CONFERENCE WAS
OUTSTANDING. THIS IS TRULY A
WORLD CLASS EVENT.
THIS WAS ONE OF THE BEST
CONFERENCES I EVER ATTENDED.”**

**STEVE HARRELL, ARC
7TH ANNUAL CONFERENCE ATTENDEE**

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.

Building Effective Organizations – Aligned With Your Business Goals



DR. GERARD SEIJTS
PH.D
RICHARD IVEY SCHOOL
OF BUSINESS

Organizations that are well designed are proven to be more competitive in the marketplace. But what is the right organizational structure? How does an organization effectively structure itself in order to successfully achieve its vision and organizational goals?

Join Professor Gerard Seijts from the *Richard Ivey School of Business*, and learn how to use organizational (re)design as a basic management tool. Everyday, managers have to translate a vision of organizational goals into a coherent

organizational design works. Designs that are aligned, both external and internal, allow for high performance.

In this session Professor Seijts discusses how to achieve congruence between the task, the environment an organization operates in, its strategy, organizational structure, human resources and operating systems.

How To Develop Meaningful Performance Measures For Your IT Projects



HOWARD ROHM,
FOUNDER & DIRECTOR, US
FOUNDATION FOR PERFORMANCE
MANAGEMENT & 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 organization. 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, a budget and administrative officer for a Federal agency, a management consultant, a college professor, and a professional speaker and trainer.

SESSION DESCRIPTIONS

A Strategy For Leading Organizational Change



DR. GERARD SEIJTS,
PH.D
RICHARD IVEY SCHOOL
OF BUSINESS

In today's business world, change is inevitable, except from a vending machine. Change is indeed, a fact of life and how individuals and organizations adapt to change is a constant measure of success. How do we handle the perpetual alteration of our organizations' structure, people, processes and technology?

In this session, Professor Seijts, discusses key factors for leading and realizing organizational change on the road to strategic IT business alignment. Attendees will also hear real life examples along with key actions for development and execution of business strategy.

STREAM 6

Beyond ITIL

The Application Service Library – The New ITIL-Type Standard In IT



BRIAN JOHNSON,
DIRECTOR, MARKET
DEVELOPMENT
PINK ELEPHANT

ASL is the new ITIL; or at least that's what they say in Europe. This session highlights this new public domain project that focuses on applications (the Applications Service Library), and uses ITIL terminology too.

Prior to joining Pink Elephant in 2002, Brian Johnson has played a pioneering role in the development of the IT Infrastructure Library. Brian wrote five of the original ITIL volumes as well as the ITIL Business Perspective series. He also designed the current ITIL rewrite.

As one of the world's foremost ITIL Experts, Brian will share his insights into the benefits of ASL and how organizations can use these best practices in their development and applications environments. Join Brian and learn how ASL can help you to reduce maintenance costs, improve the quality of applications development processes and improve customer satisfaction.

ITIL & CoBit: What's The Connection?



TROY DUMOULIN,
MANAGING CONSULTANT
PINK ELEPHANT

CoBIT is an open standard control framework for IT governance with a focus on IT standards and audit. It is based on over 40 international standards. CoBIT provides objective information on key activities and deliverables required to facilitate IT process maturity. So, in short, CoBIT tells you what concepts and structures need to be in place but does not go on to provide the details or the guidance as to how it should be done. This is where various best practice standards can be applied, such as ITIL, project management, CMM, security management, and more.

This session will focus on demonstrating how ITIL enables or facilitates the requirements established by CoBIT.

The Jigsaw Puzzle Of Total Quality: ITIL, EFQM, CoBit, etc, etc, etc



PAUL WILKINSON,
PRESIDENT
LEARNING WORKS

EFQM, Six Sigma, ISO 9000, CoBIT, Malcolm Baldrige, CMM, the list seems to go on and on. What on earth are they? How do they relate to each other? Where does ITIL fit in? Do these frameworks fit together, or are they competitive or mutually exclusive? Where do they overlap? What are the consequences of not using them? Or, of using them? Questions, questions, questions! What should I do now? Attend this session to gain a clearer understanding of the purpose, benefits and relationships between these frameworks and their dynamic relationship with IT service management.

Adapting The European Foundation For Quality Management Framework To IT



GERRY GEDDES,
DIRECTOR, STRATEGIC
PROGRAMS
PINK ELEPHANT

Business, business, business. Increasingly we're hearing about how technology managers need to more closely align the IT function with overall business objectives; and at the same time, manage their operations like a business. This session will teach you how to make this really happen!

The EFQM framework, adapted for IT, describes how an IT operation is defined and improved according to standard total quality management principles. The same framework can also be applied to a specific department - or team - within IT. Included in this session is a look at the six enabler components: policy and strategy, IT leadership, people management, resource management, supplier relationships, and process management; as well as the four resulting components that drive continuous improvement efforts: people results, customer results, IT results; and business results. Learn:

- Why it's a good idea to model your efforts on a standard framework
- The definition for "best practices," along with examples of other IT management best practices
- How EFQM relates to other standards in the IT industry
- How to truly align your IT department's vision, mission, goals, and objectives to the business

Not only will this session describe the Framework in detail, but it also includes a self-assessment questionnaire and action plan for you to use upon return to your workplace.



STREAM 7

Expert Think Tank

The objective of the series of Panel Discussion/Q&A sessions at this year's Conference is to give you the opportunity to get timely and specific answers to your most pressing dilemmas and unresolved issues. We've gathered an impressive faculty of highly respected authorities from a wide variety of subject areas. Bring your questions and concerns, speak up and you'll be sure to hear valuable insights, opinions and facts.

These sessions include:

- Identifying, Selecting & Integrating The Right Tools
- Critical Success Factors For Implementing Process Improvements
- Improving Your Staff Retention Rate & Keeping Staff Motivated
- Making Sure Your IT Vision & Strategic Plans Are Aligned With The Business
- The Future Of IT Service Management Certification

- What's Available To Me From "User Groups" & How Can I Get The Most From My Membership

STREAM 8

Up Close & Personal With *The ITIL Experts!*

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 Elephant 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.

Space is limited, call 1-888-273-PINK for more details.

"THE CALIBRE OF SPEAKERS WAS TERRIFIC! THE VENUE AND CHECK-IN PROCESS WAS VERY EFFICIENT. PINK ELEPHANT STAFF WERE PLEASANT, FRIENDLY AND VERY HELPFUL. GREAT JOB EVERYONE!!!"

**CHERYL GRIMES,
SARASOTA COUNTY GOVERNMENT
7TH ANNUAL CONFERENCE ATTENDEE**

TUTORIALS

Integrated Configuration Management: The Cornerstone Of IT Infrastructure Management - & How We Did It!



**CHERYL SIMPSON,
IT SERVICE MANAGER**

AND



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

The true strength of ITIL lies in the integration of processes, people and technology.

At BMO Financial Group, they have had a unique opportunity, due to the vision and commitment of senior executives, to build an integrated IT Service Model for all 10 Service Delivery and Service Support processes. One of the most challenging

and rewarding processes to implement is Configuration Management.

Join BMO Financial Group in this tutorial session where the team will:

- Reveal their approach to the design of the Configuration Management Models
- Explain how their Configuration Models facilitate ease of impact analysis of IT services
- Demonstrate how they used a cutting edge IT service management tool to facilitate the integration of all the processes with the Configuration Management Database
- Illustrate how they automated the creation of the Service Catalogue and Service Level Agreements by capitalizing on the information in the Configuration Management Database

Getting To Grips With IT Service Continuity Management: How The Changing World Is Impacting Our Contingency Plans – & What We Can Do About It!



**GEORGE SPALDING,
EXECUTIVE CONSULTANT
PINK ELEPHANT**

There have been so many changes in the world around us these past 2-3 years that it has been extremely difficult for many of us to be able to keep pace with the evolving threats and their relative impact on our IT infrastructures. As a result, it may be that your IT contingency plans are now woefully inadequate; or maybe you have not even been able to address this important area yet at all! Whatever the reason, there's a fair chance you've already identified a need to pay more attention to this subject very soon. The objective of

this session is to get you started on the journey of IT Service Continuity Management. At the end of the session you will take away a series of checklist-templates to help you identify:

- Your primary assets and their respective values in the service chain
- Your primary areas of risk and their respective levels of vulnerability
- The key people, with their respective roles and responsibilities, to be engaged on your return to the workplace

The ITIL KPI Dashboard – 20 Essential Key Performance Indicators For An IT Service Management Operation



GARY CASE,
MANAGING CONSULTANT

AND



PIERRE BERNARD,
SENIOR EDUCATION
CONSULTANT
PINK ELEPHANT

In this fast paced session you will discover the most valuable KPIs for defining and analyzing the level of quality of your IT operation. For each KPI you will learn:

- Why it is important and what it tells us about the operation
- How it can be measured and analyzed
- The frequency for which it should be measured
- How the results should be presented and distributed
- How the analysis of results can drive continuous improvement efforts
- How targets for performance can be set, and revised

To illustrate each KPI, Gary will draw from his vast experience of defining, leading and implementing process improvement efforts with some of the world's foremost ITIL pioneer organizations. You will take away from this session clear guidance on how to set up an "ITIL KPI Dashboard" - enabling you to evaluate the maturity of your IT service management processes as well as the overall quality and effectiveness of your IT infrastructure operations.

The Kotter Workshop: All I Ever Needed To Know About Leading Change I Learned From Watching Movies



DAVID RATCLIFFE,
PRESIDENT & CEO
PINK ELEPHANT

AND



PAUL WILKINSON,
PRESIDENT
LEARNING WORKS

Joining David and Paul in this session will be Gregory Peck, David Niven and Anthony Quinn - or rather their movie, *The Guns of Navarone*. They will use short clips from the movie to illustrate Professor John Kotter's "Eight Steps for Leading Change". Even though we're using a movie as a reference, you will vividly see how Kotter's guidance can be applied in "real-life". As we see each of Kotter's "Eight Steps" in action we will also relate it to life managing a modern IT infrastructure - the parallels are startling! At the end of the session you'll take away a self-assessment checklist, which can be used when initiating new projects and cultural changes within the workplace.

Taking The Theory Out Of ITIL: How We Made It Real – & Stick – At Capital One



DAVID B. WRIGHT,
DIRECTOR,
BUSINESS SUPPORT SERVICES

AND



STACY MCNEARNEY,
PROCESS MANAGER
CAPITAL ONE

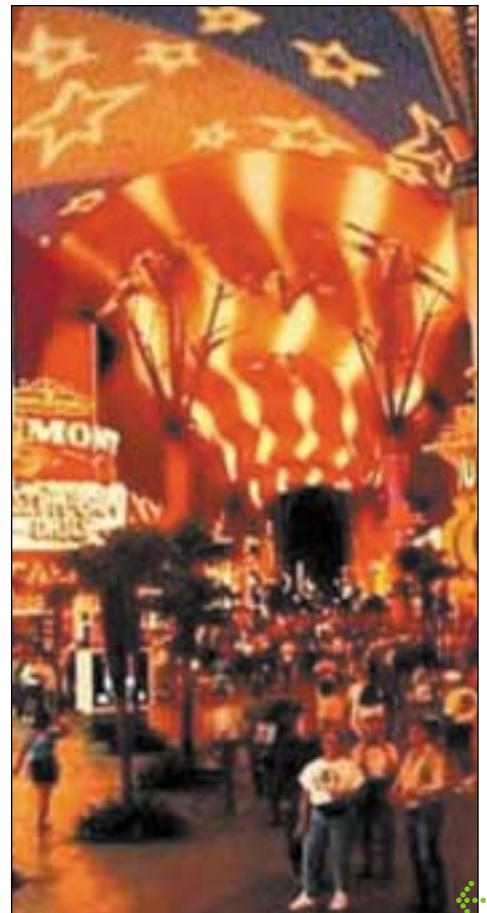
The 2001 ITIL Project Of The Year winners, Capital One, will offer practical, hands-on advice about how to implement and get your ITIL processes up and running. Specifically, this session will address the timelines, critical success factors and benefits realized by Capital One. This session will also cover the Capital One process implementation journey and where they are now with their process improvement efforts. Join Stacy and David in this session to gain a better understanding of what it really means to adopt best practices and making them a part of the way you do business.

How To Successfully Develop, Lead & Execute Strategic IT Business Plans



FATIMA CABRAL,
CEO
*PINK ELEPHANT GLOBAL
HOSTING SERVICES*

As a best practice, CIO's and senior IT managers should develop policy and strategy based on an in depth analysis of both their internal and external environments. However, it may come as a surprise that few IT organizations actually undertake this necessary process. Instead, many venture off blindly with good intentions, but without taking a true business perspective. In this session, Fatima uses the SWOT analysis technique, ITIL improvement model and other established and proven quality models you can start to use right away upon your return to work. Use them to assess the current status of IT; determine future direction based on corporate aligned objectives; and successfully develop and implement business plans. There is also guidance given on how to effectively track, measure and report ongoing results.



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!

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, enhancing their practical and theoretical knowledge of the best practices described by ITIL.

Participate in Pink Elephant's ITIL IT service management education and certification program and learn how to turn IT into a true, value-added business partner.

Pink Elephant is the world leader in ITIL education. More IT professionals chose Pink Elephant than any other supplier.

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?
Foundation Level - This level has one foundation course and is the prerequisite for all other ITIL certification courses.					
Foundation Certificate In IT Service Management Essentials	ITIL IT Service Management Essentials	<ul style="list-style-type: none"> • 60 minutes • Multiple choice • 65% pass mark required 	None	Two 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.					
Practitioner Level - There are five courses available in this level. You only need to take the courses that are most relevant to you.					
Practitioner Certificate	Establishing A Service Desk According To ITIL Best Practices	<ul style="list-style-type: none"> • 90 minute exam • 40 Multiple choice questions • 65% pass mark required 	Foundation Certificate In IT Service Management	Three days each	Leaders or anyone working in the practical application of these particular processes.
	Managing The Changing IT Infrastructure According To ITIL Best Practices				
	Establishing & Managing IT Services According To ITIL Best Practices				
	Measuring, Reporting & Improving The IT Infrastructure According To ITIL Best Practices				
	How To Implement ITIL: Integrating People & Tools With Processes				
Management Level - There is one program available this level					
Manager's Certificate In IT Service Management - "Masters"	ITIL IT Service Manager Certification Training Program, includes e-learning and two five-day, instructor-led sessions	<ul style="list-style-type: none"> • Two in-course assessments • Two three-hour exams • Essay style questions • 50% pass mark required 	Foundation Certificate in IT Service Management and approved criteria	Ten 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.

PRE- & POST-CONFERENCE WORKSHOP

ITIL IT SERVICE MANAGEMENT ESSENTIALS CERTIFICATION COURSE

FEBRUARY 12-13

FEBRUARY 19-20

Discover how to turn your IT organization into a value-added business asset.

"This is an outstanding course! One of the best courses I have ever attended!"

*Eric J. Lefebvre, Manager,
Enterprise Management*

A detailed, two day introduction to the concepts, terms, definitions, objectives, benefits and relationships within core IT service management processes and functions, according to the ITIL (Information Technology Infrastructure Library) best practice framework.

ITIL is a non-proprietary approach for managing IT services. It was developed by the Office of Government Commerce (OGC) in the United Kingdom. Organizations around the world are using ITIL processes to improve efficiency and communication in IT services.

The workshop is based on principles described in ITIL's Service Support and Service Delivery books. It focuses on taking a holistic approach to IT service management through the use of processes, their respective relationships and workflows. This course prepares attendees for the examination leading to the Foundation Certificate In IT Service Management, the prerequisite for the Practitioner and Service Manager levels of certification.

For the convenience of our attendees, we have scheduled an exam on the second afternoon. Loyalist College of Applied Arts and Technology – an independent examination body – will invigilate the examination.

THIS WORKSHOP IS

IDEAL FOR:

Anyone working in IT services requiring more information about the ITIL best practice framework.

PREREQUISITES:

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

BENEFITS:

After attending this workshop attendees will understand how ITIL processes can improve IT operations. In particular, participants will:

- Understand ITIL's five operational processes, single function and five tactical processes
- Comprehend the main activities of each process
- Be aware of key ITIL definitions
- Understand the scope and operation of an ITIL compatible Service Desk
- Be prepared to take the Foundation Certificate examination

CURRICULUM:

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 ITIL processes

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

- Service Desk
- Incident Management
- Problem Management
- Configuration Management
- Change Management
- Release Management

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

- Service Level Management
- Financial Management for IT Services
- Availability Management
- Capacity Management
- IT Service Continuity Management

EXAMINATION:

60 minutes; 40 multiple choice questions; invigilated by Loyalist College of Applied Arts And Technology

Get Certified!

PINK ELEPHANT IS THE WORLD
LEADER IN ITIL EDUCATION

IT EXECUTIVE MANAGEMENT CERTIFICATION – LEVEL ONE AN INDUSTRY FIRST!

FEBRUARY 11 - 13

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 IT Business Excellence Framework for IT 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 IT Business Excellence Framework model — purpose, responsibilities and activities of several IT related business models.

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!

EXAMINATION:

- 60 minutes; multiple choice questions; closed book

ESTABLISHING A SERVICE DESK ACCORDING TO ITIL BEST PRACTICES

FEBRUARY 11 - 13

You've gained the theory through certification, now learn how to implement the best practices! This three-day workshop teaches you how to 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.

THIS WORKSHOP IS IDEAL FOR:

IT managers, process owners, project managers, anyone responsible for creating or managing a service desk.

PREREQUISITES:

Participants must hold the Foundation Certificate In IT Service Management. If you do not have this certificate, it is attainable through Pink Elephant's ITIL IT Service Management Essentials course.

BENEFITS:

After attending this workshop, you will understand how the Service Desk fits into an organization, 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 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
- 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:

- 90 minutes; 40 multiple choice questions; closed book

MANAGING THE CHANGING IT INFRASTRUCTURE ACCORDING TO ITIL BEST PRACTICES

FEBRUARY 11 - 13

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:

Participants must hold the Foundation Certificate In IT Service Management. If you do not have this certificate, it is attainable through Pink Elephant's 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:

- 90 minutes; 40 multiple choice questions; closed book

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

FEBRUARY 11 - 13

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 from 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:

Participants must hold the Foundation Certificate In IT Service Management. If you do not have this certificate, it is attainable through Pink Elephant's 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:

- 90 minutes; 40 multiple choice questions; closed book

ESTABLISHING & MANAGING IT SERVICES ACCORDING TO ITIL BEST PRACTICES

FEBRUARY 11-13

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:

Participants must hold the Foundation Certificate In IT Service Management. If you do not have this certificate, it is attainable through Pink Elephant's 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:

- 90 minutes; 40 multiple choice questions; closed book

HOW TO IMPLEMENT ITIL: INTEGRATING PEOPLE & TOOLS WITH PROCESSES

FEBRUARY 11-13

Learn how to re-engineer and improve IT business processes in this comprehensive program. This three-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.

THIS WORKSHOP IS IDEAL FOR:

Process owners, project sponsors, quality audit and assurance staff, managers, directors or consultants involved in IT service management.

PREREQUISITES:

Participants must hold the Foundation Certificate In IT Service Management. If you do not have this certificate, it is attainable through Pink Elephant's ITIL IT Service Management Essentials course.

BENEFITS:

After attending this program, attendees will understand the steps to take to apply a process framework – such as ITIL – to an organization. Participants will have an understanding of:

- The importance of gaining management commitment for process implementation or improvement initiatives
- The three main components of process implementation: People, process and technology
- The effects of external variables on the implementation process
- The culture of continuous process improvement

CURRICULUM:

- The case for service management
- Managing organizational change
- Process design
- Mapping processes to the organization
- Procedures and policy documents
- Management information
- Tools and technology
- Process embedding

EXAMINATION:

- 90 minutes; 40 multiple choice questions; closed book



CUSTOMER SERVICE SKILLS FOR IT PROFESSIONALS

FEBRUARY 19-20

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.

THIS WORKSHOP IS IDEAL FOR:

IT service desk managers, technical support staff, service desk analysts, customer service representatives and training managers

PREREQUISITES:

Work experience in IT services is recommended.

BENEFITS:

After attending this program, participants will have the skills required to provide excellent customer service. In particular, attendees will understand:

- The ITIL framework as it applies to the IT Service Desk, Incident Management, Problem Management and Change Management
- How to improve customer service skills
- Principles of effective communication, relationship building, call-handling and problem resolution
- Proven techniques for problem solving
- How to effectively deal with stress

CURRICULUM:

Goals, terminology, activities and benefits of ITIL's:

- Incident Management
- Problem Management
- Change Management
- Service Desk

Customer Service Skills:

- Communication concepts
- Active listening skills
- Seven call handling success factors
- Trouble shooting techniques
- Scripting and role play
- A structured approach to problem solving
- Stress management techniques

EXAMINATION:

- No exam for this course.

MANAGEMENT & LEADERSHIP SKILLS FOR IT MANAGERS

FEBRUARY 19-20

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.

THIS WORKSHOP IS IDEAL FOR:

IT managers, supervisors and team leaders, special project managers, senior support analysts and IT human resource managers

PREREQUISITES:

None

BENEFITS:

After attending this workshop, IT managers will understand what it takes to create a winning team. In particular, attendees will:

- Understand what makes a successful IT manager
- Learn how to build teamwork
- Find out ways to lead, manage and coach IT professionals for improved productivity
- Understand the key satisfiers and what dissatisfies the IT workforce
- Learn how to improve the overall effectiveness of IT groups
- Discover key communication processes to implement to enhance leadership effectiveness

CURRICULUM:

- The changing IT environment
- Leadership
- Communication
- Training and education
- Motivation
- Performance appraisals and reward systems
- Self-assessment

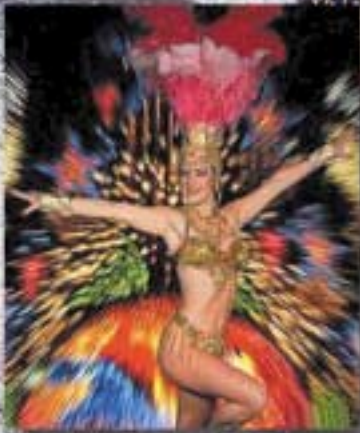
EXAMINATION:

- No exam for this course.

Wondering how to
celebrate Valentine's Day?

Why not spend
it in Vegas!

*The Saturday before our
Conference is Valentine's Day
and we'd LOVE you and your
partner to join us on this special night.
After a private cocktail reception we have
tickets for Mamma Mia! Full details will be sent
to you immediately on receipt of your Conference
registration. Don't delay – we only have a
limited number of tickets!*



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SEND IN YOUR NOMINATIONS!

There are a lot of ITIL success stories out there, and we want to hear them.

Pink Elephant is now accepting nominations for ITIL Project of the Year and ITIL Practitioner of the Year, presented annually at our International IT Service Management Conference & Exhibition to recognize individual and corporate commitment to ITIL and IT service management best practices.

ITIL PROJECT OF THE YEAR AWARD

Recognizing an organization that has demonstrated significant commitment to ITIL best practices with involvement of certified staff. To be eligible for a nomination, the organization must have:

- A clearly defined project with dedicated management
- A project start date occurring at least six months before the conference start date
- Clearly documented and communicated goals/objectives
- A demonstrated and significant commitment to ITIL best practices with involvement of certified staff
- Documented, measurable project benefits

2002 PROJECT OF THE YEAR - NATIONWIDE INSURANCE



ITIL PRACTITIONER OF THE YEAR AWARD

Recognizing an individual who has shown commitment to ITIL best practices, continuous improvement and quality principles. This award is presented to an individual who:

- Shows significant commitment to ITIL best practices
- Began ITIL involvement at least six months before the conference start date
- Is committed to sharing knowledge about ITIL outside of the employer's organization
- Works for a practitioner organization

2002 PRACTITIONER OF THE YEAR – STACY MCNEARNEY, PROCESS MANAGER, CAPITAL ONE



Submissions can be completed online at www.pinkelephant.com and are due by January 16, 2004.

FEES & DISCOUNTS

EARLY BIRD SPECIAL

Register and pay before December 12, 2003 for \$1,195.

SEND A TEAM & SAVE

Benefit from the power of teamwork. For multiple registrations from the same organization, if you register and pay before December 12, 2003 the first two registrations are at full fee and every registration thereafter receives a 50% discount. Register and pay after December 12, 2003 and the first two registrations are at full fee and every registration there after receives a 20% discount.

COMBINATION DISCOUNT

After December 12, 2003, register and pay for the conference and a pre- or post-conference workshop and save 10% off the pre- or post-conference workshop.

FEES & PAYMENT

The regular fee is \$1,595.

Pink Elephant must receive payment with registration.

No discounts or specials can be combined.

Fees include attendance at the Conference, handouts, and meals (continental breakfast, lunch and beverages) each day.

All fees in US funds.

SUBSTITUTIONS & CANCELLATIONS

You can substitute an attendee at any time. Pink Elephant must receive a cancellation in writing at 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\$250. Refunds are not available after January 23rd, 2004. Participants who cancel after this date will receive credit towards another Pink Elephant event or workshop, less an administration fee of USD\$250. Note that all credits are valid for six months from cancellation date.

NO SHOWS

No 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 a.m. to 5:30 p.m. Eastern Standard Time, Monday through Friday.

TO REGISTER

Choose one of the following methods:

Fax: Complete the form on page 31 and fax to (905) 331-5070

Phone: 1-888-273-PINK or +1 905 331-5060

Email: registrations@pinkelephant.com

CONFERENCE LOCATION:

The conference is to be presented at the Venetian Resort, 3355 Las Vegas Blvd S., Las Vegas, NV 89109, phone: 1-877-857-1861. A block of rooms has been reserved for attendees at a special rate of USD\$199 per night. To obtain this special rate, attendees must make reference to Pink Elephant's event.

COME AND EXPERIENCE THE VENETIAN RESORT

A mega resort that has redefined the culture of Las Vegas as an upscale travel destination. Enjoy gourmet dining, world-class shopping, luxurious rooms, spectacular shows and deluxe spa services.

SURROUND YOURSELF IN CASUAL ELEGANCE...

Beauty and grace embrace you at the Venetian, a masterpiece of exquisite luxury and impeccable service. The 36-story Venetian hotel tower sets the standard for excellence by offering the world's largest standard suites and upscale amenities.

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Whether it's a stroll along a cobblestone walkway, or a relaxing ride in an authentic Italian gondola, the Grand Canal Shoppes offers a shopping experience like no other. Enjoy world class dining, shopping and elegance in an atmosphere of sophistication and refinement. Enjoy all that life has to offer, indulge in the uniqueness of the Grand Canal Shoppes. Benvenuto!



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Event Name & Dates	Date	Fee \$USD
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PRE-Conference Workshops:		
ITIL IT Service Management Essentials	Feb. 12-13, 2004	\$1,395
IT Executive Management Certification Level One – IT Business Perspective: A Strategic Overview	Feb. 11-13, 2004	\$2,695
Establishing A Service Desk According To ITIL Best Practices	Feb. 11-13, 2004	\$1,695
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How To Implement ITIL: Integrating People & Tools With Processes	Feb. 11-13, 2004	\$1,695
POST-Conference Workshops:		
ITIL IT Service Management Essentials	Feb. 19-20, 2004	\$1,395
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E-mail:	Event:

Payment Method	Fees
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8TH ANNUAL INTERNATIONAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

FEBRUARY 15-18, 2004

The Venetian



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Pink Elephant Inc.
5575 North Service Rd.
Burlington, ON L7L 6M1
CANADA
Tel (905) 331-5060
Fax (905) 331-5070
www.pinkelephant.com

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