

Don't Miss The IT Event Of The Year!

STREAM 1

Fast Track MBA

STREAM 2

Best Practices For ITIL Project Management

STREAM 3

Winner's Circle: ITIL Awards Alumni

STREAM 4

ITIL 101

STREAM 5

Beyond ITIL

STREAM 6

Strategic IT Management

STREAM 7

Discussion Forums

STREAM 8

The Technology Matrix

STREAM 9

ITIL Management & Leadership Tutorials

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

ORLANDO

FEBRUARY 6 - 9, 2005



EXCLUSIVE KEYNOTE!

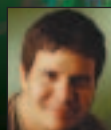
SIR TIM BERNERS-LEE

Inventor of the World Wide Web

Named one of Time Magazine's 100 Greatest Minds of the 20th Century



FEATURED SPEAKERS



TIM SANDERS

Leadership Coach, Yahoo! Inc.

Author of The New York Times best-selling business book, Love Is The Killer App.



BOB NELSON

Author of 1001 Ways To Reward & Energize Employees

Hailed by USA Today as one of the nation's top motivational speakers.



NICHOLAS CARR

Author of Does IT Matter?

Named one of the "ten people to watch in 2004" by American Airlines' American Way magazine.



PLUS, CASE STUDIES FROM BMO FINANCIAL GROUP

Bank Of Montreal - 2003 ITIL Project Of The Year Award Winner

Featuring Mark Saunders, Senior Vice President & Chief Information Officer BMO Nesbitt Burns, and key members of BMO's ITIL team.

"Best investment of my time in a conference setting!"
Patti Moriarty, Nordstrom

CHANGE THE WORLD:
JOIN THE ITIL REVOLUTION

PRE-CONFERENCE WORKSHOPS

FEB 2 - 4

SUNDAY KICK-OFF WORKSHOPS

FEB 6

CONFERENCE DATES

FEB 6 - 9

POST-CONFERENCE WORKSHOP

FEB 10 - 11

JOIN THE ITIL REVOLUTION

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In the lyrics made famous by the Beatles:
You say you want a revolution? Well, we all
want to change the world, and you can too
- in a big way!

Attend “the best IT service management event
in the industry” and learn how to revolutionize
your IT organization by using the IT service
management best practices contained in ITIL.

Who Should Attend

Anyone seeking to understand why and how to
implement best practices according to ITIL, at all
levels of the organization, including; strategic,
tactical, and operational.

Whether you're new and just starting your ITIL
journey or well on your way - there's something
for everyone.

Early Bird SPECIAL

*\$1,295 if you register and
pay before November 30, 2004.*

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

SEND A TEAM & SAVE!

Benefit from the power of teamwork.

For multiple registrations from the same organization, if you register and pay before November 30, 2004 the first two registrations are at full fee and every registration thereafter receives a 50% discount.

NEW THIS YEAR

Join us in Orlando for an exceptional educational conference experience! Each year, we take an already great event and pursue ever-higher levels of customer value.

If you're a past attendee, come back for our biggest and best conference ever - filled with many exciting new features. If you're a first time attendee, you'll benefit from the most comprehensive, substantial industry program about IT service management and best practices according to ITIL.

New & Enhanced Features Include:

- **Fast Track MBA** – new stream delivered by business school professors
- **Sunday Kick-Off Workshops** – new one day courses with a focused view on specific ITIL implementation, project management, and leadership topics
- **Best Practices For ITIL Project Management** – new stream featuring case studies and industry experts
- **The Winner's Circle** – new stream to profile past ITIL award winners and their continuous improvement journeys
- **More focus groups**, *Ask The Experts* panel discussions, and networking opportunities
- **More case studies** from practitioners at all stages of ITIL best practices implementation
- More sessions for **advanced ITIL knowledge**
- More **one-on-one consulting** sessions
- More sessions about **proven techniques (not just theory!)** for how to implement key ITIL processes
- **More fun!** – Super Bowl Sunday Welcome Party, ITIL Jeopardy, and Retro Revolutions Party

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

Many people say this is the best event in the industry because it 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.



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

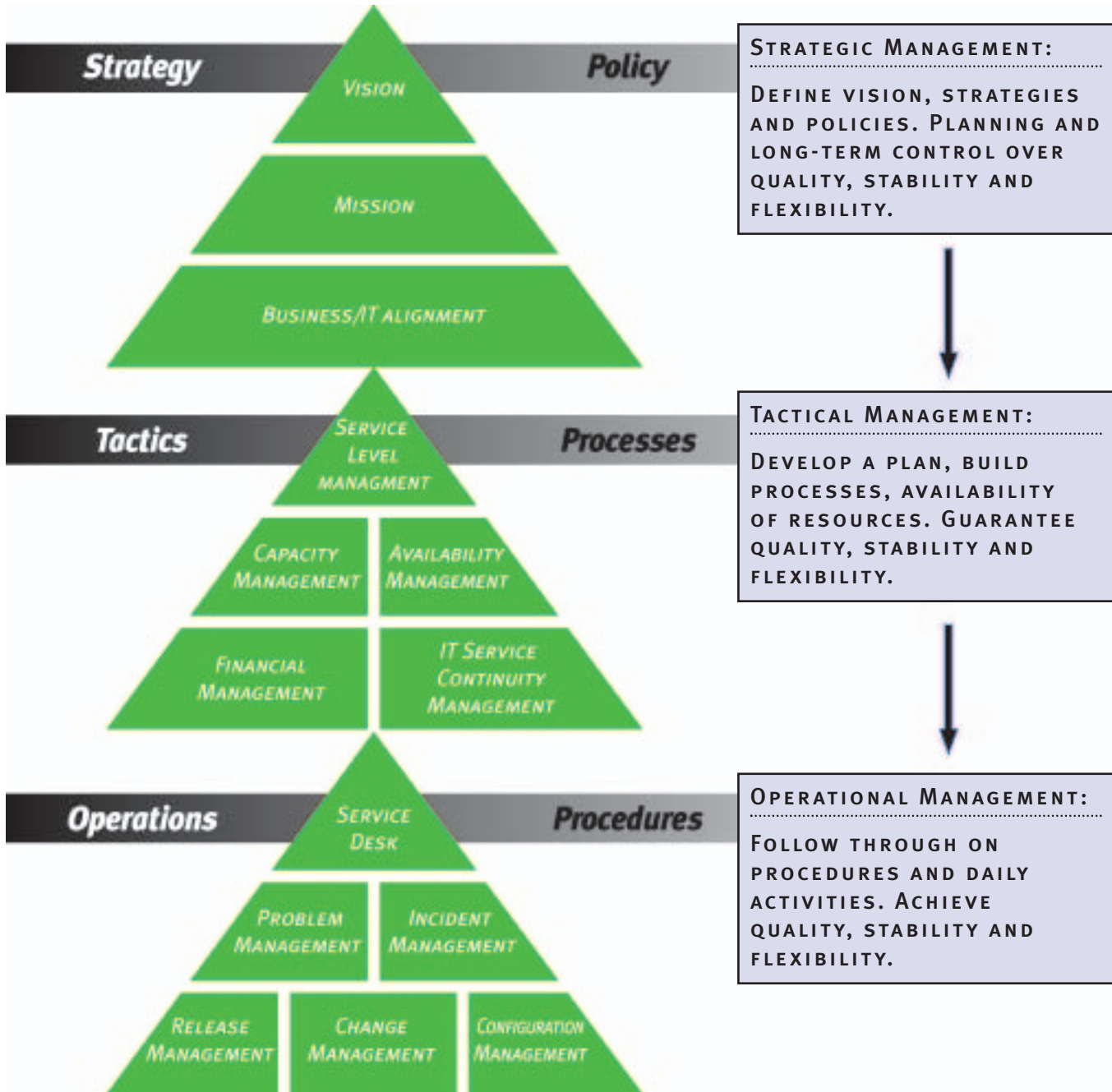
What is ITIL?

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.

This event continues the ITIL journey to look beyond the Service Support and Service Delivery components of ITIL, and 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, Sarbanes-Oxley, IT Governance, 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 Sponsors:



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.
Please visit: www.ca.com.



Peregrine Systems, Inc. develops software solutions that enable the enterprise to evolve its IT service and asset management practices for lower costs, improved IT productivity and service, and reduced risk. Headquartered in San Diego, California, Peregrine conducts business from offices in the Americas, Europe and Asia Pacific.
Please visit: www.peregrine.com.



Additional Sponsors:



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Get Involved - Become An Exhibitor!

To inquire about exhibiting, call Nancy Hinich at 1-888-273-PINK, ext. 223. Or, visit www.pinkelephant.com for a full exhibition package.

“This is why I love Pink events! There’s a willingness to bring in different perspectives and ideas. You don’t just get the usual IT talking heads...”

Mark Beatty,
New York Life



SIR TIM BERNERS-LEE

Inventor, World Wide Web

Changing The Face Of Communication - Inventing The World Wide Web

Recently knighted by Queen Elizabeth for inventing the World Wide Web, Sir Tim Berners-Lee was ranked by Time Magazine as one of The 100 Greatest Minds Of The 20th Century.

By inventing a global information space of web pages, Sir Tim revolutionized communication! But initially the idea was met with much resistance. How did he manage the paradigm shift? Hear about the first days of the World Wide Web, Sir Tim's thoughts about how this communication vehicle exploded beyond anyone's expectations, and what he predicts for the future.



TIM SANDERS

Leadership Coach, Yahoo! Inc.

The L Factor

Back by popular demand! Tim returns for another high energy presentation but this time he focuses on his latest book – *The L Factor* – about achieving “Likeability”. Tim demonstrates the criticality of “Emotional Intelligence” and Likeability in being a successful, results driven leader. Sharing extensive research and data, he shows audiences how to master their emotions (and those of others) in a way that instills confidence, balances empathy, achieves emotional maturity, and impacts the bottom line.



BOB NELSON, PH.D.

Founder & President, Nelson Motivation Inc.

Creating A World Class Culture

Bob Nelson is recognized around the world as one of the leading authorities on energizing, motivating, and inspiring employees to reach new performance peaks. He has authored many books, including his record breaking *1001 Ways to Reward Employees*, which sold over one million copies and is still on best-seller's lists after several years.

Hailed by USA Today as one of the nation's top motivational speakers, Dr. Nelson has appeared on CNN, CNBC, PBS and MSNBC to discuss motivating employees. This session will explore the meaning of recognition as well as how managers can better recognize those they work with on a daily basis.



NICHOLAS CARR

Author of *Does IT Matter?*

Nicholas stirred up a hornet's nest with his book, *Does IT Matter?* in the spring of 2004. He argues that information technology is necessary for business survival, but doesn't provide any strategic advantage! He sparked a worldwide debate on the role of computers in business. His ideas have also been featured in articles in publications such as The New York Times, The Economist, Newsweek, Business Week, Fortune, Forbes, and CIO.

Whether you agree with his view or not, this informative and stimulating presentation challenges the assumptions of business managers and technologists alike.



CASE STUDIES FROM BMO FINANCIAL GROUP

Bank Of Montreal - 2003 ITIL Project Of The Year Award Winners

This is a case study you won't want to miss! Bank of Montreal (BMO) is one of North America's largest and most successful financial institutions. Throughout this conference program, including a keynote session featuring Mark Saunders, Senior Vice President & Chief Information Officer, key members of BMO's IT management team will profile major achievements of their organization's ITIL journey to-date. Now in their fourth year of implementing best practices according to ITIL, including all major service support and service delivery processes, they'll discuss benefits gained at all levels of their organization - strategic, tactical and operational. They'll provide a revealing and informative look at lessons learned, how they designed and executed improvement efforts and project plans, the return on investment, key roles and responsibilities, and what future plans are.



NINE DYNAMIC STREAMS!

The most content rich program in the industry! No other conference offers this much depth and scope of IT service management and ITIL best practices.

STREAM 1: FAST TRACK MBA NEW!

Here's an incredible opportunity for IT managers to gain insight into how to become strong business leaders. No other IT event provides attendees with university level education – led by professors from leading North American business schools.

STREAM 2: BEST PRACTICES FOR ITIL PROJECT MANAGEMENT NEW!

Whether you are about to embark on an ITIL implementation project or are already in the midst of one, solid project management is key to success. Learn about project management best practices from industry experts and IT professionals in this informative stream.

STREAM 3: WINNER'S CIRCLE: ITIL AWARDS ALUMNI NEW!

Learn from an ITIL Award winner! This unique track showcases winners of Pink Elephant's ITIL Project of the Year and ITIL Practitioner of the Year awards. Find out how they applied ITIL to their organizations. They share their successes, roadblocks, and milestones achieved in their ITIL quest.

STREAM 4: ITIL 101

If you are new to ITIL, these case studies will help you to formulate your own list of "do's and don'ts" as you become more familiar with concepts and begin the implementation planning.

Don't shy away if you are familiar with ITIL - this track also features IT professionals who are well on their way with service improvements.

STREAM 5: BEYOND ITIL

Many IT professionals and industry experts are on board to take you beyond ITIL. Their case studies show you how ITIL supports and complements the principles of Six Sigma, CMM, CoBit, quality and business frameworks (such as Malcolm Baldrige and EFQM) and IT governance.

STREAM 6: STRATEGIC IT MANAGEMENT

Top executives are talking about ITIL and here is an opportunity to find out what they are saying. Join them as they share stories about making the decision to implement ITIL, strategic benefits, the planning process, IT business alignment, and how they demonstrated the value of ITIL to the business.

STREAM 7: DISCUSSION FORUMS

Struggling with Configuration Management? Want to learn how others manage the complexities of integrating Problem and Change Management? We offer an entire stream dedicated to networking and sharing of best practices. Bring all your questions and issues to these panel discussions and *Birds Of A Feather* sessions. Gain a wealth of knowledge from both industry experts and practitioners.

STREAM 8: THE TECHNOLOGY MATRIX

This stream addresses the integration of people, processes, and technology. A strong marriage of all three is necessary to achieve successful outcomes. Learn about the latest trends for IT infrastructure and service management.

STREAM 9: ITIL MANAGEMENT & LEADERSHIP TUTORIALS NEW!

These longer two-hour sessions profile case study practitioners and management experts. The focus is on people management and processes with proven best practices for leading and managing people through ITIL implementations at all levels of the organization – operational, tactical and strategic.

CONSULTING ONE-ON-ONES

Reserve quality time for you or your entire team with an experienced Pink Elephant consultant. Bring your issues, questions, and sample plans. Or, receive a customized ITIL Overview.

Let our ITIL experts – recognized to be the best in the industry – help you to implement ITIL.



Gary Case



Stewart Crymble



Troy DuMoulin



Gerry Geddes



Parm Sangha



George Spalding

Register for the conference early – these popular sessions fill up quickly and are allocated on a first come, first served basis.

REGISTER EARLY - SPACE IS LIMITED!

COMBINATION DISCOUNT

After November 30, 2004, register and pay for the conference and a pre- or post-conference workshop and save 10% off the workshop fee.

Pre-Conference Certification Workshops

February 2-4, 2005 - Course Descriptions on pages 25-27

Event Name	Page	Date	Fee
ITIL IT Service Management Essentials	25	Feb. 3-4, 2005	\$1,395
Establishing & Managing IT Services According To ITIL Best Practices	26	Feb. 2-4, 2005	\$1,695
Establishing A Service Desk According To ITIL Best Practices	26	Feb. 2-4, 2005	\$1,695
How To Implement ITIL: Integrating People & Tools With Processes	26	Feb. 2-4, 2005	\$1,695
Managing The Changing IT Infrastructure According To ITIL Best Practices	27	Feb. 2-4, 2005	\$1,695
Measuring, Reporting & Improving The IT Infrastructure According To ITIL Best Practices	27	Feb. 2-4, 2005	\$1,695
IT Executive Management Certification - Level One	27	Feb. 2-4, 2005	\$2,695

Post-Conference Certification Workshop

February 10-11, 2005 - Course description on page 25

Event Name	Page	Date	Fee
ITIL IT Service Management Essentials	25	Feb. 10-11, 2005	\$1,395

COMBINATION DISCOUNT

Combine a Sunday Kick-Off Workshop with the conference and pay only \$295 for the workshop.

Sunday Kick-Off Workshops

February 6, 2005 - Course Descriptions on page 28-29

Workshop Title	Page	Date	Sunday Workshop Only	Combination Fee (With Conference Registration)
How To Manage Cultural Revolutions	28	Feb. 6, 2005	\$595	\$295
How To Implement Configuration Management Best Practices	28	Feb. 6, 2005	\$595	\$295
Essential Project Management Practices	28	Feb. 6, 2005	\$595	\$295
How To Implement Service Level Management Best Practices	28	Feb. 6, 2005	\$595	\$295
Best Practices For Leading Organizational Change	29	Feb. 6, 2005	\$595	\$295
How To Integrate Incident, Problem & Change Management	29	Feb. 6, 2005	\$595	\$295
How To Implement An Integrated Security Management Process	29	Feb. 6, 2005	\$595	\$295
Getting Past ITIL Theory	29	Feb. 6, 2005	\$595	\$295

For more information about Fees & Discounts, see page 30. All fees are in US funds.

CONFERENCE SCHEDULE - AT-A-GLANCE

Stream 1 Fast Track MBA	Stream 2 Best Practices For ITIL Project Management	Stream 3 Winner's Circle: ITIL Awards Alumni	Stream 4 ITIL 101	Stream 5 Beyond ITIL	Stream 6 Strategic IT Management	Stream 7 Discussion Forums	Stream 8 The Technology Matrix	Stream 9 ITIL Management & Leadership Tutorials
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SUNDAY, FEBRUARY 6, 2005

8:00 a.m. - 8:00 p.m.	Registration, Information & Customer Service Desk Open							
3:45 p.m. - 5:00 p.m.	Networking & Discussion Forums							
	ITIL Masters Alumni Round Table Discussion Networking and focus group discussion for IT Service Manager course alumni. Share your ITIL journey with other graduates and former classmates.	Join one of the following specialized ITIL discussion groups: • ITIL In Small Organizations • ITIL In Global Organizations • ITIL Implementation: Beginning The Journey • ITIL Implementation: Advanced	The Tool Shed - Join one of the following tools- related ITIL discussion groups: • Selecting & Assessing ITIL Support Tools • Building An Integrated CMBD • Integrating Process With Support Tools	ITIL - An Introduction To The IT Service Management Process Model An introductory, high level overview of ITIL's IT Service Management Process Model specifically designed for those new to ITIL.				
5:00 p.m. - 8:00 p.m.	Super Bowl Party & Welcome Reception Vendor Exhibition Opens							

MONDAY, FEBRUARY 7, 2005

7:00 a.m. - 8:30 a.m.	Networking Breakfast				Breakfast Club: (7:15 a.m. - 8:15 a.m.) Early Riser Primer Session ITIL - An Introduction To The IT Service Management Process Model			
7:00 a.m. - 5:30 p.m.	Registration & Customer Service Desk Open							
10:00 a.m. - 4:00 p.m.	Exhibition Showcase Open							
8:30 a.m. - 8:45 a.m.	Opening Ceremonies & Introduction							
8:45 a.m. - 10:00 a.m.	Opening Keynote Speaker: Changing The Face Of Communication - Inventing The World Wide Web Sir Tim Berners-Lee, Inventor, <i>World Wide Web</i>							
10:00 a.m. - 10:20 a.m.	Morning Break							
10:20 a.m. - 11:40 a.m.	Stream 1 Business Strategy Dr. Gerard Seijts, Ph.D., & Dr. W. Glenn Rowe, Ph.D. Professors, <i>Richard Ivey School Of Business</i>	Stream 2 Do's & Don'ts Of An ITIL Implementation Project Plan Shane Johnson, Senior Consultant, <i>Pink Elephant</i>	Stream 3 Critical Steps For Implementing Incident Management Andrea Jones- Wigglesworth, Incident Process Owner, WWREL, <i>BMO Financial Group</i>	Stream 4 Ensuring Safeco's Safety By Implementing Security Management Louis Couwenberg, Systems Manager Information Security, <i>Safeco Insurance</i>	Stream 5 A Six Sigma Case Study: Part One Darcie Snedeker & Sy Williams, Six Sigma Black Belts & IT Managers, <i>Affiliated Computer Services Inc.</i>	Stream 6 Check Mate! Strategically Aligning IT & The Business Anil Dissanayake, Director, Operations & Infrastructure Todd Haley, Operations Manager & Robb Hopps, Network Engineering Supervisor, <i>PEMCO Corporation</i>	Stream 7 How To Build A Service Catalogue How To Develop & Implement Key Service Desk Metrics Best Practices For Building Strong Cultures & Managing Teams	Stream 8 People, Process & Tools - A Story Of Integration & Deployment Michael Kinzley, Problem Management Process Owner & Angela Wolle, Program Team Lead For Communications & Training, <i>Safeco Insurance</i>
11:40 a.m. - 1:00 p.m.	Lunch & Networking							
1:00 p.m. - 2:15 p.m.	Stream 1 Managing Culture & People Dr. Gerard Seijts, Ph.D., Professor, <i>Richard Ivey School Of Business</i>	Stream 2 Three Key Project Management Techniques Stanley Portny, Author, <i>Project Management For Dummies</i>	Stream 3 The Next Generation Of ITIL: Creating A Process Advisory Board Stacy McNearney, Process Manager, <i>Capital One</i>	Stream 4 Tales Of The Blue Monkey James David Dykas, Manager Technical Services, <i>Universal Weather & Aviation, Inc.</i>	Stream 5 A Six Sigma Case Study: Part Two Darcie Snedeker & Sy Williams, Six Sigma Black Belts & IT Managers, <i>Affiliated Computer Services Inc.</i>	Stream 6 Enter The Strategic Matrix Carol Ginn, Associate Director, Billing Service Management, <i>Bell Systems & Technology</i>	Stream 7 Ask The ITIL Experts! - Q/A Panel Discussion Chair - Kirk Weisler	Stream 8 Reforming IT To Meet & Exceed Business Expectations! Russell McGowan, Senior Manager, Client Relations, Enterprise Technology Solutions, <i>TD Bank Financial Group</i> & Robert Stroud, Senior Vice-President, Strategic Alliances, <i>Computer Associates</i>
2:15 p.m. - 2:35 p.m.	Afternoon Break							
2:35 p.m. - 3:50 p.m.	Stream 1 Organizing Tasks & Structures Dr. Gerard Seijts, Ph.D., Professor, <i>Richard Ivey School Of Business</i>	Stream 2 Enter The ARCI Matrix Matthew Bowles, Director, Service Support, <i>Pink Elephant</i>	Stream 3 Using ITIL Data To Fuel The Ongoing Service Improvement Journey Catherine McGregor, Department Manager Of Process Support Services, <i>BMO Financial Group</i>	Stream 4 Service Level Management - An Implementation Journey Char LaBounty, President, <i>LaBounty & Associates</i> & Mark Bradley, Applications Development Analyst - Sr, <i>JPMorganChase - GTI</i>	Stream 5 CMM: Taking Ownership Of The Model Serge Oigny, Associate Director, <i>Bell Canada</i>	Stream 6 Embracing ITIL At The Strategic Level Len Williamson, Programme Director, Transformating Operational Processes Company, <i>BP</i>	Stream 7 How To Select & Implement IT Support Tools How To Integrate Incident, Problem & Change Management How To Start Your ITIL Journey	Stream 8 When People & Process Meet Technology Barry Huber, Director IT Performance, <i>Highmark</i>
4:00 p.m. - 5:15 p.m.	Featured Keynote Speaker: Case Study Presentation 2003 ITIL Project Of The Year Winner, Mark Saunders, Senior Vice President & Chief Information Officer, <i>BMO Nesbitt Burns</i>							
5:15 p.m. - 5:30 p.m.	2004 ITIL Project Of The Year Awards Presentation							
5:30 p.m. - 8:00 p.m.	Retro Revolutions Networking Party							

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CONFERENCE SCHEDULE - AT-A-GLANCE

Stream 1 Fast Track MBA	Stream 2 Best Practices For ITIL Project Management	Stream 3 Winner's Circle: ITIL Awards Alumni	Stream 4 ITIL 101	Stream 5 Beyond ITIL	Stream 6 Strategic IT Management	Stream 7 Discussion Forums	Stream 8 The Technology Matrix	Stream 9 ITIL Management & Leadership Tutorials
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TUESDAY, FEBRUARY 8, 2005

7:00 a.m. - 8:30 a.m.	Networking Breakfast				Breakfast Club: Books With Kirk			
7:00 a.m. - 5:30 p.m.	Customer Service Desk Open							
10:00 a.m. - 4:00 p.m.	Exhibition Showcase Open							
8:30 a.m. - 10:00 a.m.	Featured Keynote Speaker Nicolas Carr, Author, <i>IT Doesn't Matter</i>							
10:00 a.m. - 10:20 a.m.	Morning Break							
10:20 a.m. - 11:40 a.m.	Stream 1 Finance For Non-Financial Managers Lou Cino, Vice President & CFO, <i>Pink Elephant</i>	Stream 2 Implementing Incident Management Part 1: The Critical Project Elements Stewart Crymble, Senior Consultant, <i>Pink Elephant</i>	Stream 3 Q&A Panel Discussion With "Dr. Kirk" Chair: Kirk Weisler Panel: ITIL Award Winners	Stream 4 Winning Over The CFO: Proving You Deliver Value For The Money You Spend Patty Azzarello, CEO & President, <i>Euclid, Inc.</i>	Stream 5 The Role Of The Internal Process Manager Paulette Tenn, IS Process Manager, <i>Schneider Foods</i>	Stream 6 A Year In Review: Leading Strategies For Availability Management Jim Maahs, Availability Program Manager & Brian Schimke, Strategic Availability Manager, <i>American Express Global Financial Services</i>	Stream 7 How To Overcome The Challenges Of Global ITIL Implementations How To Implement SLA's & OLA's How To Overcome Problems Implementing Problem Management	Stream 8 Beyond ITIL - Consolidated Service Management Patrick Bolger, Sales Director, <i>Hornbill Systems</i> & Jonathan P. Davies, Global Offshore BPO Technology Lead, <i>Accenture</i>
11:40 a.m. - 1:00 p.m.	Lunch & Networking							
1:00 p.m. - 2:15 p.m.	Stream 1 Marketing Principles For IT Managers David Ratcliffe, President & CEO, <i>Pink Elephant</i>	Stream 2 Implementing Incident Management Part 2: The Link To Change Stewart Crymble, Senior Consultant, <i>Pink Elephant</i>	Stream 3 Achieving Availability Management - One Step At A Time Jack Probst, VP, Enterprise IT Process Integration, <i>Nationwide Insurance</i>	Stream 4 Integration Of Change & Release Management Sylvie Trudeau, Service Management Administrator <i>Domtar, Inc.</i>	Stream 5 Working With Support Teams Beyond The Service Desk Char LaBounty, President, <i>LaBounty & Associates</i>	Stream 6 Managing IT As A Business George Spalding, Executive Consultant, <i>Pink Elephant</i>	Stream 7 How To Keep Your Employees Laughing During Change How To Develop & Implement A Security Plan How To Develop & Implement A CMDB	Stream 8 Getting Results From ITIL - 10 Things That Every IT Director Should Know Michael Perry, Product Marketing, <i>FrontRange & Todd Sharrard</i> , Manager Of Client Services, <i>Greater Toronto Airports Authority</i>
2:15 p.m. - 2:35 p.m.	Afternoon Break							
2:35 p.m. - 3:50 p.m.	Stream 1 Leading The Strategic Revolution W. Glenn Rowe, Ph.D. Professor, <i>Richard Ivey School Of Business</i>	Stream 2 Traits Of Successful IT Project Teams Geoff Thirlwall, Vice President - European Infrastructure Services, <i>Unilever</i>	Stream 3 Metrics Revolutions: Protecting Your Processes David Chiu, IT Service Manager, <i>BMO Financial Group</i>	Stream 4 The CPA Triangle: Change, Problem & Availability Management Brenda Iniguez, Director Of Business Development, <i>Pink Elephant</i>	Stream 5 IT Governance, IT Audits & ITIL Troy DuMoulin, Managing Consultant, <i>Pink Elephant</i>	Stream 6 Entrenching ITIL Best Practices Into An Outsourcing Relationship Kristin Robertson, President, <i>KR Consulting</i>	Stream 7 How To Implement Service Level Management How To Develop An ITIL Communication Plan How To Develop And Implement A Capacity Plan	Stream 8 Sarbanes-Oxley & Its Effect On Your IT Asset & Service Management Ed Chopskie, AVP Technical Marketing, <i>Peregrine</i> & Ed Chopskie, Applications Development Analyst - Sr. <i>JPMorganChase - GTI</i>
4:00 p.m. - 5:15 p.m.	Featured Keynote Speaker: The Likeability Factor: How To Boost Your I Factor & Achieve Your Life's Dreams Tim Sanders, Leadership Coach, <i>Yahoo! Inc.</i>							
5:30 p.m. - 8:00 p.m.	ITIL Jeopardy - George Spalding & Kirk Weisler							

WEDNESDAY, FEBRUARY 9, 2005

7:00 a.m. - 8:30 a.m.	Networking Breakfast				Breakfast Club: IT Support Headlines With Brenda Iniguez				
7:00 a.m. - 1:00 p.m.	Customer Service Desk Open								
8:30 a.m. - 10:30 a.m.	Stream 9: ITIL Management & Leadership Tutorials								
	Managing For Dummies Bob Nelson, Author, <i>Managing For Dummies</i>	Top 10 Things IT Managers Should Know About Implementing ITIL Gary Case, Managing Consultant, <i>Pink Elephant</i>	IT Leadership Reloaded At Nationwide Jack Probst, VP Enterprise IT Process Integration, <i>Nationwide Insurance</i>	IT Leadership Best Practices At Lockheed Martin Richard Hanke, Director, Enterprise Service Desk, <i>Lockheed Martin</i>	The Leadership Role Of The ITIL Service Desk Manager Pierre Bernard, Senior Consultant, & Matthew Bowles, Director, Service Support <i>Pink Elephant</i>	The Leadership Role Of The ITIL Change Manager Parmjit Sangha, Senior Consultant, <i>Pink Elephant</i> & Karen Hughes, Change Manager, <i>BMO Financial Group</i>	The Leadership Role Of The ITIL Service Level Manager Jennifer Wels, Senior Consultant, <i>Pink Elephant</i> & Char LaBounty, President, <i>LaBounty & Associates</i>	Leading Versus Managing George Spalding, Executive Consultant, <i>Pink Elephant</i>	What IT Managers Need To Understand About Process Maturity Gerry Geddes, Director, Strategic Projects, <i>Pink Elephant</i>
10:30 a.m. - 10:50 a.m.	Morning Break								
10:50 a.m. - 12:00 p.m.	Closing Keynote Speaker: Bob Nelson , Author, <i>Creating A World Class Culture</i>								
12:00 p.m. - 1:00 p.m.	Awards & Closing Ceremonies Lunch								

STREAM 1 Fast Track MBA

Business Strategy



DR. W. GLENN ROWE, PH.D.
&
DR. GERARD SEIJTS, PH.D.,
PROFESSORS,
RICHARD IVEY SCHOOL
OF BUSINESS



In this first session of the conference's "business school", Professors Rowe and Seijts introduce Jay R. Galbraith's STAR business model, which is taught in their MBA curriculum as well as in most other universities across North America.

You may ask: Is it really necessary for IT directors and managers to concern themselves with the subject of business strategy? You bet! The need to understand IT's contribution to the corporate business process is a critical success factor for IT business alignment. Speaking the CEO's language is important to understand in order to sell new ideas, up the line, and also to understand how to integrate IT processes with those of other business units and functions.

It all starts with strategy. In this session they will review the STAR model, with a focus on strategy. Learn the link between corporate strategy, business unit strategy, change, organization structures, financial controls, human resource management, and leadership. If you are seeking to be a more "rounded" and business minded IT professional, Professors Rowe and Seijts will help you to achieve that goal.

Managing Culture & People

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

Clive Beddoe, CEO of WestJet Airlines - one of the most successful airlines in the world - insists that WestJet's corporate culture is the primary reason for the airline's superb performance. "The entire environment is conducive to bringing out the best in people," states Beddoe. "It's the culture that creates the passion to succeed." But how is organizational culture created? Find out by going through this interesting case study with Professor Seijts about creating and managing culture and people.

In this session, a case study based approach will be used to discuss the People component of Jay R. Galbraith's STAR business model. The presentation includes a review of the critical link between corporate strategy, organizational change, culture and leadership. There will also be discussion about Organization Design and why it's a necessary competence for senior and tactical managers. Professor Seijts examines factors that must be considered and processes that are required in the design, development, and implementation of an effective organization.

Organizing Tasks & Structure

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

In today's complex and fast-changing world, organizations need good ideas, the ability to innovate, access to technology, and talented people. Successful organizations are

differentiated from others by their ability to hold, control, deploy, and manage the inter-dependencies and trade-offs among the human, technical, and functional resources; to align individual and organizational goals and values; and to mobilize and utilize these resources most effectively in support of the strategy.

Jack Welch and General Electric were real pioneers in organizational restructuring and the move to what we now term "High Performance Organizations." Prior to the mid-1980s, when this restructuring got started, General Electric was organized in the classic divisional structure developed by Alfred Sloan to run General Motors. This structure, however, was a product of its time - designed to be effective in a stable marketplace, dominated by American industry and no foreign competition.

The environment changed and organizations had to change to survive and prosper. Professor Seijts will use The General Electric case study to help to shed some insight into how to alter the organizational design to regain the competitive edge, and the difficulties of making the transition.

Finance For Non-Financial Managers



LOU CINO,
VP & CFO,
PINK ELEPHANT

Business people, including those in IT need to understand how "the numbers" work for their organization, and if they're adding up. Many IT managers are managing and leading major implementation projects and financial management (budgets, expenses, etc.) is a major component of these plans. Lou provides valuable insight into key financial concepts designed to help you understand the basics of finance and accounting. Business finance has a few key concepts, wrapped up in mystifying jargon. Lou takes the mystery out of some of the jargon and the numbers.

Having a stronger grasp of key concepts will help you to gain a higher level of credibility within your organization. It is imperative that all managers possess the finance and accounting savvy to plan and control budgets, justify requests, spot problems before they get out of hand, and explain how activities contribute directly to the bottom line - in real dollars and cents. If you're an



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IT professional seeking to gain a better understanding of key finance and accounting concepts, then don't miss this unique opportunity to learn how to improve your chances of getting the CFO's approval - straight from a CFO!

Marketing Principles For IT Managers



DAVID RATCLIFFE,
PRESIDENT & CEO,
PINK ELEPHANT

At a corporate level, marketing is a business discipline that is dedicated to the principle that the only guarantee for continued success is a consistent focus on, and attention to, customer needs, preferences, and expectations. It's all about the customer - organizations must never lose sight that the primary source of good fortune is the customer. David reviews key concepts of marketing and what IT managers need to know in order to make a contribution to the corporate marketing process.

David also discusses the idea of marketing IT services internally to other business units - the view that IT should be run like a business - with a marketing strategy for promoting and communicating its value to internal customers. He will discuss why it's important to launch and manage a structured campaign to trumpet IT's value, communicate its costs, and promote and brand its products and services. He will also explain how ITIL may be the secret ingredient needed to fuel your efforts to run IT like a business - especially deploying ITIL's best practices for managing a Service Level Management process.

Leading The Strategic Revolution



W. GLENN ROWE, PH.D.,
STRATEGIC LEADERSHIP,
RICHARD IVEY SCHOOL
OF BUSINESS

There are major differences between leadership at strategic, tactical and operational levels. Just because leaders have been highly successful in a line management or functional leadership role doesn't ensure their success as senior strategic leaders. This session is designed for senior managers who are aiming to strengthen their understanding of strategic leadership. Professor Rowe will define strategic leadership and

differentiate among the concepts of strategic, visionary and managerial leadership, and examine the differential links between the three types of leadership.

Successful strategic leaders have an appreciation for, and an in-depth understanding of, the interdependencies of people, processes, finances, and technology, and they can see the big picture and easily link the ways in which change in one area impacts the others - organization wide. Strategic thinkers strategize about ways to grow the business, gain acceptance of the strategies, and execute them to achieve desired business results. If you're seeking to become a more strategic thinking IT manager and stronger overall business leader, join Professor Rowe as he provides insight into what it takes to acquire these critical competencies.

STREAM 2

Best Practices For ITIL Project Management

Dos & Don'ts Of An ITIL Implementation Project Plan



SHANE JOHNSON,
SENIOR CONSULTANT,
PINK ELEPHANT

When implementing, or improving, any aspects of IT Service Management processes, a wide range of issues need to be taken into consideration - in fact, there is a "checklist of do's and don'ts"!

Planning for the introduction of, or changes to, a process implementation, must be carried out in an integrated fashion. Process implementation as projects, must progress through different stages of a project cycle. These stages include defining the project plan, analysis, and project design, implementation and post implementation reviews, to name a few. There are many dos and don'ts to ITIL Implementation project management, at any stage of the project. Shane has experience working with many organizations implementing best practices according to ITIL. This is a not-to-be missed session for anyone directly involved in implementing ITIL processes who wants to learn the key success factors -

and pitfalls to avoid - to successful implementation projects.

Three Key Project Management Techniques



STANLEY PORTNY,
AUTHOR,
PROJECT MANAGEMENT
FOR DUMMIES

Why is it so hard to manage and execute projects? During this session, Stanley - who is considered a leading internationally recognized expert in project management and project leadership - will explain the answer to this complicated and intriguing question. He will review the three most important aspects of a successful project, three key project management tools and how they can help any manager. He will also cover the important area of how to create and sustain motivation and buy-in during all stages of the project.

Widely acclaimed for his dynamic presentation techniques and his unusual ability to establish a close rapport with participants, Stan is a Project Management Institute (PMI) certified Project Management Professional (PMP), and the author of Project Management For Dummies, part of the widely acclaimed "...For Dummies" series of business and professional books. If you're a project manager or process owner charged with implementing any ITIL process, you will want to take advantage of this unique opportunity to spend time with one of the world's foremost authorities on the subject.

"...Pink has outdone themselves..."

Tim Sulzberger,
Bandag Inc.

Enter The ARCI Matrix



MATTHEW BOWLES,
DIRECTOR, SERVICE SUPPORT,
PINK ELEPHANT

The chemistry that exists between project team members can be a contributing factor to the success, or failure of the project. What are the best practices for performing well as a project team? One critical success factor is to clearly define project roles, responsibilities and communicate levels of authority. To assist with this task, an ARCI matrix can be a very useful project management tool. Attend Matt's session to learn why this step is a critical part of implementing ITIL best practices. He will define and explain each of the four components of the matrix - Accountable, Responsible, Consulted, and Informed - and give examples of how each should be applied.

Taking the time to complete an ARCI matrix at the start of any IT project, will help to eliminate confusion of roles and responsibilities that ultimately results in chaos. And at worst, failure to meet project goals and deliver desired results.

Implementing Incident Management Part 1: The Critical Project Elements



STEWART CRYMBLE,
SENIOR CONSULTANT,
PINK ELEPHANT

This dynamic two-part session builds on the knowledge gained from the ITIL introduction session (Monday morning's Breakfast Club) or the ITIL IT Service Management Essentials course.

If you want to understand the goals of Incident Management as well as the critical success factors for applying this process to your organization, then you will not want to miss this session. Stewart takes you down Incident Management's exciting road of discovery. Learn about this important process as well as the direct links to the Service Desk and Problem Management within the scope of an implementation project. There are many facets to implementing best practices for Incident Management according to ITIL best practices. Stewart - who has extensive experience working with organizations to implement service support

and service delivery processes - will provide you with valuable insight and do's and don'ts!

Implementing Incident Management Part 2: The Link To Change



STEWART CRYMBLE,
SENIOR CONSULTANT,
PINK ELEPHANT

Add to the incident and problem mix - throw in Change Management too! Change is a vital component of your organization and, if managed efficiently, can offer healthy improvements to operations and the bottom line. Discover how Change Management fits into your project plan; including the importance of customer contacts information, CAB participation and more.

Traits Of Successful IT Project Teams



GEOFF THIRLWALL,
VICE PRESIDENT, EUROPEAN
INFRASTRUCTURE SERVICES,
UNILEVER

What are the best practices for performing well as a project team? What are the traits of successful ITIL project teams? Why do some IT project teams fail and why do some teams succeed? Join Geoff as he shares his personal experiences with you and reviews what he has learned are the contributing factors to ultimate success or failure. There'll be no management theories or models here - just down to earth, grass roots, "been there - done that" experiences from a very seasoned IT practitioner.

Geoff has held senior IT management positions for many years. And, he has been involved in more than one major ITIL implementation project. He has been a presenter at Pink's conferences in past years and is always very highly rated because of his vast knowledge of ITIL and the successes he and his teams have gained implementing numerous best practices. If you're looking to hear from an IT leader who has vast knowledge of how to manage successful IT projects, then this is a not-to-be-missed session.

STREAM 3

The Winner's Circle: ITIL Awards Alumni

Critical Steps For Implementing Incident Management



ANDREA JONES-WIGGLESWORTH,
INCIDENT PROCESS OWNER,
WWREI,
BMO FINANCIAL GROUP

In this case study presentation, Andrea will review how her organization - (BMO) Bank of Montreal - has implemented Incident Management. BMO is the 2003 ITIL Project Of The Year Award Winner. Her IT organization is a large, complex multi faceted environment that supports 34,000 bank employees and millions of transactions annually from retail, corporate and investment customers.

Andrea will explain that, in an effort to establish quick wins, many IT organizations start their IT process improvement implementations by implementing Incident Management according to ITIL best practices. But she will also cite other reasons why you may want to choose to begin with Incident Management, and the benefits of starting here. If you want to hear a real-life example of how ITIL's Incident Management process was implemented in a large organization - this is the session for you!

The Next Generation Of ITIL: Creating A Process Advisory Board



STACEY MCNEARNY,
PROCESS MANAGER,
CAPITAL ONE

Quality management for ITIL process implementation is a systematic way of ensuring that all the activities necessary to design, develop and implement IT services, which satisfy the requirements of the organization, and of users, take place as planned and that the activities are carried out cost effectively. But who oversees and governs this? Why do you need people to manage the quality of processes? And, how do you decide who should manage the quality of processes? At Capital One, a process advisory board made the difference.

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In this session, Stacey will share details of their ITIL journey to-date, with focus on the development and management of their process advisory board. Capital One is the 2001 *ITIL Project Of the Year Award Winner* and one of the first organizations to embrace ITIL best practices. Based in Virginia, Capital One is one of the world's most successful financial services organizations. And, they have been ranked by Fortune magazine as one of "America's Most Admired Companies".

Using ITIL Data To Fuel The Ongoing Service Improvement Journey



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

How do you paint an accurate picture of what is going on in the business and impact key decisions? The answer is information! The IT Service Desk houses a significant amount of important business information. In fact, combine this with the outputs from other key IT service management processes and your executive team can start to make informed business decisions.

Join Catherine in this intriguing session to discover how ITIL works thanks to the data that can be gathered from improved processes. And, it all starts with the Service Desk. IT becomes the focal point for gathering and disseminating key information. This, with data from other ITIL processes such as problem and change management, enables an informed decision making process. You'll walk away with an understanding of how BMO Financial Group has benefited from information gleaned through ITIL.

Catherine and her colleagues at Bank of Montreal are now in their fourth year of implementing best practices according to ITIL. They have come a long way on their journey - much farther than many other organizations. Why reinvent the wheel - here's your chance to learn from one of the most seasoned ITIL professionals in North America.

Q&A Panel Discussion With "Dr. Kirk"



CHAIR: KIRK WEISLER,
PANEL: ITIL AWARD WINNERS

In this session, Dr. Phil, oops that is to say, Dr. Kirk will facilitate a fact and fun filled session with ITIL Award Winners to showcase how they've tackled the trials, tribulations and problems with their implementation projects. At this Q & A panel discussion, join IT leaders, project managers and process owners from BMO, Capital One, and Nationwide as they tell all! So, make sure you come armed with your most pressing problems, questions and observations and let Dr. Kirk and his team of experienced practitioners advise you on any and all aspects of implementing best practices according to ITIL.

Achieving Availability Management - One Step At A Time



JACK PROBST, VP,
ENTERPRISE IT PROCESS
INTEGRATION,
NATIONWIDE INSURANCE

Nationwide Insurance is the 2002 ITIL Project Of The Year Award Winner. Based in Ohio, Nationwide is one of the largest insurance and financial services companies in the world.

Against the background of improving levels of availability and reliability, the need for implementing Availability Management was identified. The view was that if IT stops at Nationwide, then the business stops. The availability and reliability of IT has been shown to directly influence external customer service and the reputation of their business. During this session, you will learn how the ITIL Availability Management process was implemented and integrated with Incident and Change Management, allowing Nationwide to achieve their availability and business objectives.

Metrics Revolutions: Protecting Your Processes



DAVID CHIU,
IT SERVICE MANAGER,
BMO FINANCIAL GROUP

How do you measure and protect the integrity of your processes? Many companies have implemented one or more ITIL processes in their organizations. The investment in time

and money may be substantial. How can organizations ensure their ITIL investment is protected and continue to reap benefits well after the process improvement project ends?

In this session, David reveals how his IT organization achieved maximum returns in their ITIL program investment. David explains the importance of an internal ITIL Governance body to affect changes and governance to the processes and illustrates how an ITIL dashboard metrics tool can be used as an indicator to monitor the health of the processes. Finally, he shows how continuous improvement activities can contribute toward the evolution of the processes.

David is an extremely knowledgeable and passionate ITIL champion with a wealth of ITIL implementation expertise to share with others. Join him for a very worthwhile learning experience.

"Great event! Learned quite a lot about challenges and how to overcome [these for] implementation of the ITSM/ITIL framework."

*Viswanath Narayan,
Ford Motor Company*

STREAM 4

ITIL 101

Ensuring Safeco's Safety By Implementing Security Management



LOUIS COUWENBERG,
SYSTEMS MANAGER
INFORMATION SECURITY,
SAFECO INSURANCE

Security Management is the process of managing a defined level of security on information and IT Services. It is more than simply passwords and a locked server room. How do you integrate Security Management best practices with all of your processes including Change Management, Incident Management, and Service Level Management? Join Louis, as he describes how Safeco has implemented the ITIL security management process.

In this informative presentation, you will follow Louis through an exciting discussion detailing the path that Safeco chose to follow to implement Security Management. The plan will be outlined for you and will be structured in the following way. Louis will define the principles of Security Management and initial steps that Safeco took in a high-level overview of the project approach. You will hear about the background of the initiative - and how it got off the ground. Then you will hear how Security Management was integrated with other processes.

Tales Of The Blue Monkey



JAMES DAVID DYKAS,
MANAGER TECHNICAL SERVICES,
UNIVERSAL WEATHER &
AVIATION COMPANY

Why did James David and his IT colleagues code name their ITIL implementation project Blue Monkey? Well, you'll have to attend his session to find out! During his presentation, you'll hear details of Universal Weather & Aviation's ITIL journey to-date, which includes embarking on an ITIL Awareness and Communication Campaign. James David will provide you with details on how they started, the best practices used to get people's buy in, and how they developed measurement systems to track progress and results. He'll walk you step by step through their

experiences, and also share future plans and next steps.

The Blue Monkey project has resulted in many positive outcomes. James David will share lessons learned, and what they would do differently to achieve even greater success if they had to do this leg of their ITIL journey all over again. Oh, yeah... and he'll tell you about what they did with the blue monkeys. Yes, they actually use blue monkeys!

Service Level Management - An Implementation Journey



CHAR LABOUNTY,
PRESIDENT, LABOUNTY &
ASSOCIATES



**MARK BRADLEY, APPLICATIONS
DEVELOPMENT ANALYST - SR.,
JPMORGANCHASE-GTI**

So, you have taken your ITIL

Essentials course and you know what the Service Level Management process entails - you learned about SLA's, OLA's, UC's, service catalogs, etc. You may even know about the benefits such as improved service quality and a reduction in service disruption.

Now what's your next step? Do you want to hear from a Service Level Management "guru"? Do you want to hear from a practitioner, who successfully implemented Service Level Management in their organization? If you do, then this is the session for you - gain both perspectives! Char is one of the most highly respected SLM experts in North America. And, joining her is Mark, a seasoned IT practitioner. Together, they'll review concepts, benefits, inputs/outputs of SLM, and real world experiences based on Mark's journey.

Winning Over The CFO: Proving You Deliver Value For The Money You Spend



PATTY AZZARELLO,
CEO & PRESIDENT,
EUCLID, INC.

For too long, the status quo has viewed IT as a separate part of the enterprise, relegated to the status of a "cost center", but the rise of e-business, maturing of IT governance, and adherence to the Sarbanes-Oxley Act has highlighted the need for IT and business

collaboration. While complying with Sarbanes-Oxley regulations seems like a largely financial and business matter, IT can expect to be called upon to collect data from all parts of the company, compile it, disseminate it to the proper parties and track the data's progress. The CFO will depend on it, making the IT department the CFO's new best friend. Don't miss the opportunity to hear how to gain buy in from senior management! Whether gaining senior management buy-in for an ITIL Implementation Project, a Change initiative or adhering to government regulations, Patty will demonstrate for you some key concepts for winning over your CFO!

Integration Of Change & Release Management



SYLVIE TRUDEAU,
SERVICE MANAGEMENT
ADMINISTRATOR,
DOMTAR, INC.

The Change and Release Management processes are "sister" processes - they are very closely tied together. Release Management oversees the details of a change roll-out but the change itself, is under the control and authority of the Change Management process.

At Domtar - one of North America's largest manufacturers of paper products - a two phased approach was used to implement Change and Release Management. Phase One was the implementation of Change Management. Sylvie provides details explaining why this approach was used, and the benefits realized starting with Change versus Release. This session also provides valuable details about describing the nuts and bolts of Domtar's process implementation, including how they measured success, the creation of a CAB, the benefits gained and details of key action items.



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The CPA Triangle: Change, Problem & Availability Management



BRENDA INIGUEZ,
DIRECTOR, BUSINESS
DEVELOPMENT - WESTERN US,
PINK ELEPHANT

The CPA Triangle is Brenda's version of the integration of ITIL's Change, Problem and Availability Management processes. She successfully managed an Enterprise Service Desk using this CPA Triangle. Brenda explains details of exactly how and why this triangle worked, and why it was an important ingredient to her IT organization's success.

Brenda is a highly experienced IT support professional who is a leading figure in the Support Industry. Her wealth of experience and knowledge helped to establish a strong network of local Help Desk Institute Chapters across North America. She is a passionate advocate of best practices according to ITIL. Attend her session to gain the benefit of her expertise and in-depth knowledge of IT support services.

STREAM 5

Beyond ITIL

A Six-Sigma Case Study: Part One



**DARCIE SNEDEKER
&
SY WILLIAMS,**
SIX SIGMA BLACK BELTS
& IT MANAGERS,
AFFILIATED COMPUTER
SERVICES INC.

Companies today are faced with the constant challenge of delivering world-class services to the customer while meeting strategic business objectives, and/or government regulations in a cost effective manner. Join Sy, a program executive and Darcie, a certified Lean and Six Sigma Blackbelt in a session dedicated to using a combination of Lean and Six Sigma, and ITIL to meet business objectives.

ITIL focuses on adding or modifying procedures according to best practices with the primary purpose of making processes effective. Lean and Six Sigma focuses on process efficiency in addition to meeting business objectives.

Combining ITIL, Lean and Six Sigma provides an integrated, disciplined approach for improving business performance while reducing service delivery costs.

In this unique two-part program you will gain an understanding of Lean and Six Sigma concepts and review a successful case study where the top down approach has resulted in significant measurable ROI. Learn specific tools to help with your implementation/maintenance of ITIL that you can take back to the office and immediately apply.

Part One focuses on the executive strategy used at ACS's premier service center to meet the changing demands of the IT industry. Gain an understanding of the quality management, best practice, internal control and process improvement models available (e.g. ITIL, ISO 9001, SAS 70 for Sarbanes Oxley compliance, Cobit, COSO, BS15000, BS7799, etc.) and how they compliment each other. Learn how to establish critical-to-quality characteristics, calculate the sigma level of your core processes and compare with world-class services.

A Six-Sigma Case Study: Part Two

Part Two is a "fast track" training session designed to lead you through an ITIL process improvement initiative using some of the most common Lean and Six Sigma tools. You will learn how to:

- Identify and select the best process to improve
- Define the improvement and gain commitment
- Document the current state of your process
- Determine what and how to measure your ITIL baseline
- Analyze your process to improve flow, reduce waste and meet ITIL requirements
- Identify sources of variation causing process defects and mistake proof
- Implement and sustain the gains
- Share and celebrate successes

CMM: Taking Ownership Of The Model



SERGE OLIGNY,
ASSOCIATE DIRECTOR,
BELL CANADA

The raison d'être of the IT function in an organization is to act as an enabler for increasing revenue and controlling operational costs; not just to comply with the Capability Maturity Model (CMM) for the sake of it. It follows that the value of CMM compliance must somehow be attached to that raison d'être and the nature of that link is specific to each organization. That is why it is necessary for an organization to take ownership of the CMM model and adapt it to its specific needs.

Serge and Kevin's presentation will cover the characteristics of this adaptation and examples will be pulled from recent experience at Bell Canada which became the first Canadian organization, in June 2003, to formally reach SA-CMM level 3 - a very significant milestone.

**"Excellent job in
not only presenting
many aspects of ITIL
but also in tying them
to the business."**

*Harry Willems,
Kimberly-Clark Corp.*

The Role Of The Internal Process Manager



PAULETTE TENN,
IS PROCESS MANAGER,
SCHNEIDER FOODS

Paulette will explain internal consulting and process manager roles and the skills required to succeed in these jobs. She'll discuss why her organization implemented her role of IS Process Manager and will include details of her job description and mandate. The concept of internal process managers and internal consultants has become increasingly popular. More and more IT organizations - especially larger ones - are engaging these roles.

The internal process manager within IT never lacks challenges and wears many hats including ITIL "master", business expert, change agent, advisor, policy maker, police, educator, facilitator, and more! Paulette will link her role with her organization's ITIL implementation and describe how her responsibilities relate directly to service support and service delivery processes. She'll also explain the strategic positioning of her role within Schneider Foods and how her role differs from that of ITIL Process Owners.

Working With Support Teams Beyond The Service Desk



CHAR LABOUNTY,
PRESIDENT,
LABOUNTY & ASSOCIATES

How do we ensure the service commitments made at the Service Desk can be accomplished throughout the entire IT organization? Internal Service Level Agreements (SLAs) between the Service Desk and its other service providers are known as Operational Level Agreements (OLAs) and provide numerous benefits to the entire organization. Managing expectations, boosting productivity, measuring for adherence and improvement, and increasing employee morale are all direct advantages.

Providing a clearly defined expectation and measurable metric to evaluate compliance are key steps in establishing an effective agreement. Join Char and learn how to simplify the creation of an OLA as a means to fulfill service event ownership and establish clear expectations, metrics, and incentives to boost systems performance, productivity, and moral throughout the entire IT organization.

IT Governance, IT Audits & ITIL



TROY DU MOULIN,
MANAGING CONSULTANT,
PINK ELEPHANT

Sarbanes-Oxley and IT Governance - we hear everyone talking about it but what is it and how does it link to ITIL? This session will quickly take away the mystery and lay out for you the relevance and implications of the Sarbanes-Oxley Act (and its equivalent legislation in other countries).

Also, whether you insource or outsource your IT department, how does ITIL enable or facilitate the requirements established by CoBIT? CoBIT is an open standard control framework for IT governance with a focus on IT standards and audits. It is based on over 40 international standards. Join Troy as he explains how CoBIT provides objective information on key activities and deliverables required to facilitate IT process maturity. This is where various best practice standards can be applied, such as ITIL, project management, CMM, security management and more.

Troy is a highly experienced ITIL consultant - one of the most respected ITIL experts in North America - who'll help you unravel the mysteries and complexities of IT governance.

STREAM 6 Strategic IT Management

Check Mate! Strategically Aligning IT & The Business



ANIL DISSANAYAKE,
DIRECTOR, OPERATIONS &
INFRASTRUCTURE
&



TODD HALEY,
OPERATIONS MANAGER
&



**ROB HOPPS, NETWORK
ENGINEERING SUPERVISOR,
PEMCO CORPORATION
COMPUTER SERVICES (PCCS)**

PEMCO Corporation Computer Services, based in Seattle, has achieved great success with ITIL. They are an excellent example of what commitment and a dedicated, focused and team oriented approach can accomplish. Join Anil, Todd and Rob as they

explain how their IT organization achieved strategic IT business alignment. They will explain PCCS's IT planning process for IT Projects, their line of business strategy, their business value management process, and how they demonstrated the value of ITIL to other business units.

In addition, they will highlight details of their organization's implementation of Capacity Management according to ITIL best practices. This includes a highlight of the Opportunity Evaluation - a measurement tool - that PCCS is currently performing on the Capacity Management process to assess their current capabilities.

Enter The Strategic Matrix



CAROL GINN,
ASSOCIATE DIRECTOR,
BILLING SERVICE MANAGEMENT,
BELL SYSTEMS & TECHNOLOGY

The challenge to ensure ongoing IT business alignment becomes even greater when IT service support processes are outsourced. Managing and facilitating the working relationship between the service provider(s) and business partners is critical throughout the lifecycle of a contract. Understanding how much day-to-day involvement is required in an outsourced relationship, is key to ensuring that ongoing support continues to align with the changing business priorities.

Referencing Best Practices For IT Service Provision, Carol will review the IT service support processes from a strategic perspective. She answers key questions such as:

- How does the "informed customer", or liaison, facilitate IT business alignment between business partners and service providers?
- How do you convince a new service provider of the benefits of adapting to an ITIL framework?
- How do you establish an organizational structure in-house to support an effective working relationship with an external service provider?
- What aspects of the service support processes need to remain in-house from a strategic perspective?

Carol will explain how Bell Canada has partnered

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effectively with external service providers to ensure ongoing support aligns to changing business needs, including the implementation of ITIL best practices.

Embracing ITIL At The Strategic Level



LEN WILLIAMSON,
PROGRAMME DIRECTOR,
TRANSFORMING OPERATIONAL
PROCESSES,
BP

Developing a business case for ITIL implementation is paramount in gaining senior management buy-in. Among other things, you have to illustrate the business benefits of embracing ITIL. Len will give you first hand experience of how to move from the existing operational activity set and drivers to supporting the future strategy. He'll walk you through the beginning of BP's ITIL journey, which included gaining endorsement from executives, gaining wider organizational support and establishing a powerful delivery team.

He will explain the strategic business benefits of embracing ITIL as defined by BP and provide you with a view from the top - senior management perspective. Don't miss this opportunity to hear Len 's advice to those of you who are also planning global implementations. You can walk away with a valuable list of do's and don'ts to help form your own business cases for strategic buy-in.

A Year In Review: Leading Strategies For Availability Management



**JIM MAAHS, AVAILABILITY
PROGRAM MANAGER**

**&
BRIAN SCHIMKE, STRATEGIC
AVAILABILITY MANAGER,
AMERICAN EXPRESS GLOBAL
FINANCIAL SERVICES**

Join Jim and Brian, as they provide a retrospective look at 2004 in their organization - this will include the 2004 starting point that prompted the strategic vision to implement the ITIL processes, to include Availability Management. Learn about their availability strategies, related program operations, how this supports the overall Service Management strategy, the pitfalls and progress made within a year's timeframe and much, much more!

They will share with you the milestones and roadblocks of their ITIL journey, and end with where they are now, in 2005.

Managing IT As A Business



GEORGE SPALDING,
EXECUTIVE CONSULTANT,
PINK ELEPHANT

If you are a CIO or IT Director, you may be asking, "Do I run my IT shop in alignment with the requirements of our business?" You also may ask, "Are the IT projects we are doing generating an acceptable return on investment?"

In the short term, the more expedient senior IT manager might just try to align IT results with the expectations of the CEO and assume that they are on track. However, from a strategic point of view, an IT organization needs to view business alignments from two perspectives. Join George as he shares these two perspectives with you.

Don't miss the chance to learn from an industry expert with over 20 years of experience advising organizations on how to efficiently manage IT as a valued business entity!

Entrenching ITIL Best Practices Into An Outsourcing Relationship



KRISTIN ROBERTSON,
PRESIDENT,
KR CONSULTING, INC.

What do you do when your Boss asks you to consider outsourcing the Service Desk? "Panic" should not be your first reaction, because there are many good reasons to outsource. But there are just as many reasons not to outsource your Service Desk. Your task is to identify if your organization's unique needs and situation fit the outsourcing model. In this session, Kristin walks you through a seven-step process to prepare a qualitative and quantitative analysis of the "to outsource or not to outsource" question.

You'll discover that ITIL principles and best practices are important building blocks in this decision-making process. Kristen discusses the importance of documenting all procedures and marketing the value of current Service Desk operations, how to compare your current services to the outsourcing market, and how to enlist the help of many in your organization to create a thorough analysis. The foundational work

described in this session will help guide your organization to the right decision about outsourcing.

STREAM 7

Discussion Forums

Come armed with your questions and get ready to discuss your issues with fellow IT professionals. Learn from others and share best practices in these sessions, which are built around some of the hottest issues in the industry. Sessions are facilitated by Pink Elephant's own ITIL experts in addition to industry leaders.

- How To Build A Service Catalogue
- How To Develop & Implement Key Service Desk Metrics
- Best Practices For Building Strong Cultures & Managing Teams
- How To Select & Implement IT Support Tools
- How To Integrate Incident, Problem & Change Management
- How To Start Your ITIL Journey
- How To Overcome The Challenges Of Global ITIL Implementations
- How To Implement SLA's & OLA's
- How To Overcome Problems Implementing Problem Management
- How To Keep Your Employees Laughing During Change
- How To Develop & Implement A Security Plan
- How To Develop & Implement A CMDB
- How To Implement Service Level Management
- How To Develop An ITIL Communication Plan
- How To Develop & Implement A Capacity Plan

STREAM 8

The Technology Matrix

People, Process & Tools - The Story Of Integration & Development



ANGELA WOLLE,
PROGRAM TEAM
LEAD FOR COMMUNICATIONS
& TRAINING,
SAFECO CORP.



MICHAEL KINZLEY,
PROBLEM MANAGEMENT
PROCESS OWNER

The effective integration of technology with people and processes is a critical success factor for implementing best practices according to ITIL. However, this is sometimes a lot easier said than done! During this session, Angie and Mike will profile Safeco's ITIL implementation journey with specific focus on the steps taken to integrate technology with support and delivery processes, and people.

They'll provide an honest look at the lessons learned including mistakes made and how they were able to recover and move forward in a more positive direction. There will also be examples of how they deployed their tool and process using training and communication and capitalizing on new roles and responsibilities.

Reforming IT To Meet & Exceed Business Expectations!



RUSSELL MCGOWAN,
SENIOR MANAGER, CLIENT
RELATIONS, ENTERPRISE
TECHNOLOGY SOLUTIONS,
TD BANK FINANCIAL GROUP



ROBERT STROUD,
SENIOR VICE-PRESIDENT,
STRATEGIC ALLIANCES,
COMPUTER ASSOCIATES

Information technology is rapidly evolving and is a fundamental component in almost all business interactions. This evolution places tremendous pressure on IT to deliver services in a structured, cost-efficient, yet dynamic manner. As with most evolutions, it is critical to not constantly reinvent the wheel. This evolution has led to the emergence of IT Service Management to control

the processes and to understand the costs and how they map to service levels.

This session will discuss how a leading financial organization has implemented automated cost allocation and chargeback for distributed services, and the best practices implemented for setting accurate service charges.

When People & Process Meet Technology



BARRY HUBER,
DIRECTOR IT
PERFORMANCE,
HIGHMARK INC.

From an IT perspective, satisfying the needs of the business is very complex. Traditional IT tools and processes focus on technology, not the business objectives. But when you are asked to closely align IT and the business objectives, when do people and processes meet technology?

This session will show how the ITIL processes were implemented at Highmark, through the integration of a variety of tools and across organizations.

Beyond ITIL - Consolidated Service Management



**PATRICK BOLGER, SALES
DIRECTOR,
HORNBILL SYSTEMS
&**



**JONATHAN P DAVIES,
GLOBAL OFFSHORE BPO
TECHNOLOGY LEAD,
ACCENTURE**

With an emphasis on cost reduction and the threat of outsourcing looming large, the need for the service desk to become more accountable and professional is growing.

The compartmentalized approach to service delivery offers limited scope and stifles the adoption of new services. ITIL and other best practice frameworks go a long way towards addressing these issues, but can similar disciplines be applied outside of IT?

An amalgamated service desk, which unites these separate disciplines and provides a single point of contact for internal customers, would go a long way to achieving this support utopia.

Jonathan and Patrick will examine the practical limitations of delivering the consolidated service

desk and suggests how current systems can be used to unite separate support functions.

Getting Results From ITIL - 10 Things That Every IT Director Should Know



MICHAEL PERRY,
PRODUCT MARKETING,
FRONTRANGE SOLUTIONS
&



TODD SHARRARD,
MANAGER OF CLIENT SERVICES,
GREATER TORONTO
AIRPORT AUTHORITY

Are you an IT Director or IT Manager, new to ITIL? Are you not so new to ITIL but wish you had a laundry list as a benchmark for success?

Join Todd and Michael as they host an informative and fun session covering experiences that every IT manager and director, considering an ITIL rollout, should be aware of.

Sarbanes-Oxley & Its Effect On Your IT Asset & Service Management



ED CHOPSKIE,
AVP TECHNICAL MARKETING,
PEREGRINE SYSTEMS
&



MARK BRADLEY,
APPLICATIONS
DEVELOPMENT ANALYST - SR.,
JPMORGANCHASE-GTI

The introduction of the Sarbanes-Oxley Act (SOA), and specifically the requirements of Section 404 requiring publicly traded companies in the US to file an internal control report with their annual reports, continues to confuse IT leaders on how the Act affects them. The SOA requires companies to attest to the effectiveness of their internal controls over financial reporting. IT leaders are struggling to understand what IT auditors and Section 404 project teams will require of them and how SOA affects their processes. This presentation will introduce the Sarbanes-Oxley Act and how it specifically requires control over general IT processes, including IT Asset Management. A pragmatic discussion of other related processes such as configuration management and change management will also be covered. Several frameworks such as Cobit, ITIL, CMM and others

SESSION DESCRIPTIONS

will also be introduced as possible guidelines to documenting process control effectiveness. Based on research from leading SOA experts and IT professionals, attendees will leave the presentation with an understanding of the specific IT processes, including asset management, that Section 404 project teams will expect to review.

STREAM 9

ITIL Management & Leadership Tutorials

Managing For Dummies



**BOB NELSON, PH.D.,
AUTHOR,
MANAGING FOR DUMMIES**

Whether you've been a manager for years, or you were just recently promoted, the world of management can be frustrating, confusing, and intimidating. Now, you can benefit from the expertise of one of the world's best management consultants. In *Managing For Dummies*, management expert Bob Nelson, who co-authored the book with Peter Economy, distills his own and others' wisdom into practical, ready-to-use techniques you can put to use right away.

This session covers the ABCs of management; basic, yet vital skills for better managing people, and creating a motivating work environment that serves as a positive buffer in times of change, stress and job burnout. Hear recent research about changing trends in the workplace, what today's employees want, and specific examples, best practices and techniques that can be applied back on the job to enhance employee performance, morale and motivation.

Dr. Nelson has authored 19 books on management, including *1001 Ways to Reward Employees*, which has been on Business Week's bestseller list for more than seven years and has sold in excess of one million copies worldwide.

Top 10 Things IT Managers Should Know About Implementing ITIL



**GARY CASE,
MANAGING CONSULTANT,
PINK ELEPHANT**

Are you an IT professional tasked with managing and leading an ITIL best practice implementation? Then don't miss this valuable opportunity to take away a top 10 list from an experienced professional.

Gary provides you with valuable insight, do's and don'ts, and proven techniques to get the job done. With more than three decades of experience, Gary has specialized in process consulting, strategic business alignment, project management, and training. He has served as a strategic advisor on numerous ITIL implementation projects helping IT managers from all areas of business, industry and the public sector.

Gary has seen the good, the bad and even the ugly! There's no need to repeat the mistakes of others, or reinvent the wheel. Attend this insightful session about what it really takes to implement ITIL best practices and hear directly from one of the world's most knowledgeable ITIL experts.

IT Leadership Reloaded At Nationwide



**JACK PROBST,
VP ENTERPRISE IT PROCESS
INTEGRATION,
NATIONWIDE INSURANCE**

Nationwide Insurance was the 2002 ITIL Project of the Year Winner. The IT team has been recognized for their outstanding efforts in implementing IT service management process improvements. Today, they are in the fourth year of their ITIL journey. Jack and other members of his IT team have presented many informative and worthwhile sessions at past conferences on how to implement service support and service delivery processes. In these presentations, team work, management and leadership have often been cited as strong contributing factors for Nationwide's successful implementation of ITIL best practices. But exactly how has this been achieved? Here's a unique opportunity for you to learn about the leadership and people management side of their continuous improvement efforts.

In this presentation, Jack will spend an entire session diving into the very important area of leadership. He will use a unique and entertaining approach to highlight exactly how team work, management practices and leadership have contributed to Nationwide's success - but, not from his own words! Instead, Jack will show video clips of interviews with numerous managers from his organization, a la Michael Moore documentary style. He has promised that no one will escape his scrutiny - not even his corporate CIO!

IT Leadership Best Practices At Lockheed Martin



**RICHARD HANKE,
DIRECTOR,
ENTERPRISE SERVICE DESK,
LOCKHEED MARTIN**

With over 130,000 employees world wide, Lockheed Martin is one of the world's biggest organizations. Lockheed Martin's IT organization - the US government's premiere systems integrator and information technology services provider - specializes in providing enterprise-wide information solutions to government agencies worldwide in support of their critical infrastructure, business system, and mission system computing needs. Their service offerings range from total program outsourcing and performance-based services to designing and deploying e-government and information assurance solutions.

As Director, Enterprise Service Desk, Richard oversees a complex, multi site IT support function. In this case study presentation, he will provide examples of best practices used in his IT organization to manage, motivate, and lead employees in a very large, global environment. Richard will review successful people management practices including reward and recognition programs, communication practices, and employee training and education. In addition, Richard will share details of best practices used to foster team work and cement a strong service culture.

Richard and his colleagues are moving through the first leg of their ITIL journey. During this session, he will also discuss the steps taken to develop and deploy an awareness and communication campaign.

The Leadership Role Of The ITIL Service Desk Manager



PIERRE BERNARD,
SENIOR CONSULTANT
&



MATTHEW BOWLES,
DIRECTOR,
SERVICE SUPPORT,
PINK ELEPHANT

Many IT organizations are working to turn their "help desk" into a true IT Service Desk. A well managed and organized service desk function provides a vital day-to-day contact point between customers/users, IT services and third party organizations. The service desk is a multi faceted, complex function that provides an interface for many other activities and processes.

For these reasons, one of the highest profile roles within IT is that of Service Desk Manager. It is a unique job that calls for a wide range of management and leadership skills. What exactly are the skills and competencies needed to excel in this key role? During this session, Pierre and Matt will outline key responsibilities of the Service Desk Manager according to ITIL best practices. They will discuss the management techniques for managing support teams, and also review the leadership and communication processes required for establishing and maintaining strong links with customers/users, suppliers and other areas of IT.

Pierre and Matt will draw upon their experiences as practitioners - both have held management positions in a service desk environment. They will also share success stories from their Consultants' Case Books based on their work helping others to build a world class support function.

The Leadership Role Of The ITIL Change Manager



PARMJIT SANGHA,
SENIOR CONSULTANT,
PINK ELEPHANT
&



KAREN HUGHES,
CHANGE MANAGER,
BMO FINANCIAL GROUP

For the Change Management process to work most effectively, clearly a Change Manager role needs to be filled. This role is a critical success factor to achieve successful integration between service support and service delivery processes.

Whether you are just embarking on implementing Change Management or mid-implementation, this session will help you create a check and balance for your change management process and help you in designing your implementation project; specifically the roles and responsibilities section of your project plan.

Parm and Karen will offer an excellent balance between theory and real life experience. Parm has assisted many organizations with the implementation of Change Management, including defining the role of Change Manager. Karen has direct hands on experience with this role in her organization - Bank of Montreal. Together, they will walk you through the key management activities, and leadership and communication processes needed to establish and maintain strong ties to the Service Desk and the Incident, Problem, Configuration, and Service Level Management processes.

The Leadership Role Of The ITIL Service Level Manager



CHAR LABOUNTY, PRESIDENT,
LABOUNTY & ASSOCIATES
&



JENNIFER WELS,
SENIOR CONSULTANT,
PINK ELEPHANT

Planner, Coordinator, Monitor, Negotiator, Communicator, Administrator, Analyzer, Tactician, Statistician, Listener, Director, Technical Expert, Customer Service Expert, and more - the Service Level Manager has to do it all! But often organizations make the mistake of not assigning an appropriate

level of authority and seniority to this key role. One reason for not giving the role the recognition it deserves is that the Service Level Management process is often mistaken for the single activity of developing SLA's. But, it is so much more than just that! SLM actually involves many steps and activities of which the development of SLA's is just one component.

Join Jennifer and Char as they define for you the role of the Service Level Manager, and the essential management and leadership skills required of the incumbent. They will also review the best practices for the SLM process according to ITIL best practices, with focus on integration with other key service support and service delivery processes.

Jennifer and Char are very seasoned professionals who are viewed as two of North America's foremost experts on SLM. This is a not-to-be-missed session for those IT managers seeking to gain a more in-depth understanding of the SLM process and leadership role of the Service Level Manager.

Leading Verses Managing



GEORGE SPALDING,
EXECUTIVE CONSULTANT,
PINK ELEPHANT

What is the difference between managing and leading? Is there a difference? The words are often used interchangeably, and, after all, they're just words, right? Does it really matter if we make a distinction? One view is that, yes, it is important to make a distinction because there are different skill sets involved, different expectations and different outputs. Some people are able to manage processes and tasks and get the job done. But, may not be able to lead people (influence and inspire others).

Managing is about maintaining control, consistency, predictability, and efficiency. It's about making sure every thing runs the way it's supposed to by demonstrating planning, organizing, budgeting and controlling skills. Managing things (processes, systems, tasks) is vital to the success of your organization.

Leaders are the heart of a business. The essence of leadership means inspiring a group to come together for a common goal. Leaders do not lead things - they lead people. They must therefore

SESSION DESCRIPTIONS

demonstrate the ability to influence, motivate, and work with people to keep them bonded and eager to move forward. That means setting a direction, communicating it to everyone who will listen (and probably many who won't) and keeping people psyched when times get tough.

Join George as he leads you through this highly informative and revealing session. If you're striving to be a better and stronger leader than understanding the critical elements of leading versus managing is a must. George will make reference to the teachings of Professor John Kotter of the Harvard Business School, who has conducted extensive research on the actions of those who "lead" versus those who "manage". In his book - What Leaders Really Do - Kotter states, "managing" is not necessarily "leading", and it is primarily "leading" that successfully encourages the change that is necessary for businesses to survive in the highly competitive world today.

What IT Managers Need To Understand About Process Maturity



GERRY GEDDES,
DIRECTOR,
STRATEGIC PROJECTS,
PINK ELEPHANT

Are you in "control" of your processes? Or, are you fully "optimized"? Do you know what these mean, or why it's important to find out?

One of the first steps involved in undergoing change is to determine: Where are we now? In order to answer this question, an assessment of your current situation must take place. This means understanding the existing level of maturity for key processes so that realistic goals, targets and project plans can be developed.

Attend Gerry's session and you will learn about the key concepts of process maturity, and assessment tools including CMM (the Capability Maturity Model from the Software Engineering Institute). Gerry will explain why understanding

the maturity level of your IT service management processes is a necessary step in implementing best practices according to ITIL. He will also take you through the details, objectives and types of questions required to determine a level of maturity for key processes. You will walk away with a good understanding of what specific areas are important to explore for each process and how to determine whether you really have full "control".

Gerry brings with him a wealth of knowledge and ITIL implementation experience. He combines a mix of theory, experience and real life examples to illustrate the methods and techniques used in performing an effective ITIL process maturity assessment.

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

BMO FINANCIAL GROUP -
2003 ITIL PROJECT OF THE
YEAR AWARD WINNERS



- A demonstrated and significant commitment to ITIL best practices with involvement of certified staff
- Documented, measurable project benefits

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

The Winner's Circle

NATIONWIDE INSURANCE -
2002 ITIL PROJECT OF THE YEAR
AWARD WINNERS



Stream 3 is dedicated to past recipients of Pink Elephant's ITIL Awards.

Hear how they applied ITIL successfully in their organizations.

Submissions can be completed online at www.pinkelephant.com and are due by January 16, 2005.

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.

IT Service Management Education & Certification Path

CERTIFICATION	COURSES	PAGE #	EXAMINATION	PREREQUISITE	DURATION	WHO SHOULD ATTEND?
The Foundation Level is the prerequisite to the Practitioner Level. At the Executive Level, the prerequisite is holding a senior IT management position.						
Foundation Level - This level has one course and is the prerequisite for all other ITIL certification courses.						
Foundation Certificate In IT Service Management	ITIL IT Service Management Essentials	25	<ul style="list-style-type: none"> • 60 minute exam • 40 multiple-choice questions • 65% pass mark required 	None	Two days	Anyone working in IT services.
After you complete the Foundation Level you can move to the Practitioner Level.						
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	26	<ul style="list-style-type: none"> • 90 minute exam • 40 multiple-choice questions • 65% pass mark required 	It is mandatory to have the Foundation Certificate In IT Service Management	Three days each	Leaders or anyone working in the practical application of these particular processes.
	Establishing & Managing IT Services According To ITIL Best Practices	26				
	How To Implement ITIL: Integrating People & Tools With Processes	26				
	Managing The Changing IT Infrastructure According To ITIL Best Practices	27				
	Measuring, Reporting & Improving The IT Infrastructure According To ITIL Best Practices	27				
Executive Level - A four level certification program that begins with this course.						
IT Executive Management Certificate	IT Executive Management Certification	27	<ul style="list-style-type: none"> • 60 minute exam • Multiple-choice questions • 65% pass mark required 	Individuals should hold a senior IT management position	Three days	Senior IT Managers

ITIL IT Service Management Essentials

FEBRUARY 3-4

FEBRUARY 10-11

A detailed introduction to the concepts, terms, definitions, goals, benefits and relationships within the core IT service management processes and function, according to the ITIL best practice framework.

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

An independent examination body facilitates and marks the examination, which is scheduled on the last day of the course.

Who Should Attend

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, participants 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 IT Service Management examination

Curriculum

Introduction to ITIL:

- Structure of the library
- ITIL's key concepts and objectives
- Overview of ITIL certifications: Foundation, Practitioner and Service Manager
- Outline of relationships between the ITIL processes

Detailed descriptions of the goals, benefits, 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; closed book.

Certification Criteria

An independent examination body awards the Foundation Certificate In IT Service Management after participants receive a passing grade of 65% on the examination.

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

*Eric J. Lefebvre, Manager,
Enterprise Management*

Get Certified!

PINK ELEPHANT IS THE WORLD LEADER IN ITIL EDUCATION

Change The World: Join The ITIL Revolution www.pinkelephant.com Register today! 1-888-273-PINK

Establishing A Service Desk According To ITIL Best Practices

FEBRUARY 2-4

Learn 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. 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 is a certification course that includes an exam on the third day.

Who Should Attend

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 to turn a "help desk" into an ITIL Service Desk.

Curriculum

- Benefits of the Service 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
- Identify different Service Desk models and the advantages and disadvantages of each

Examination

- 90 minutes; 40 multiple-choice questions; closed book

Establishing & Managing IT Services According To ITIL Best Practices

FEBRUARY 2-4

At their core IT organizations are service providers. As such the need to identify promote and cost services has never been more important. Key processes that help do this well are: Service Level Management and Financial Management

This three-day certification course provides practical guidance on defining promoting and costing of IT services in relationship to the business.

This is a 3-day certification course that includes an exam on the third day.

Who Should Attend

IT account managers or IT professionals responsible for developing or maintaining customer relationships, maintaining quality IT services, making strategic and tactical decisions about the quality of IT services and/or implementation or reengineering Service Level Management within an organization.

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.

Curriculum

- Defining IT Services and SLA structure
- Modeling of IT Services within Configuration Management
- Identifying costs related to services
- Managing Service Level Agreements
- Service Negotiation, Review, and Reporting
- Continuous Improvement of service

Examination

- 90 minutes; 40 multiple-choice questions; closed book

How To Implement ITIL: Integrating People & Tools With Processes

FEBRUARY 2-4

Learn the key steps to developing re-engineering and improving IT Service Management processes in this comprehensive program. This three-day workshop teaches you how to do it, so there will be a consistent and effective means of developing Service Management processes. Effective processes will increase IT efficiency.

This is a 3-day certification course that includes an exam on the third day.

Who Should Attend

Process owners, project sponsors, project managers, process design team members, quality audit and assurance staff, managers, directors or consultants involved in developing IT service management processes.

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 develop a process framework - such as ITIL. Participants will have an understanding of:

- The importance of gaining management commitment for process implementation or improvement initiatives
- Concepts for managing organizational change
- Key phases of Process Development
- The three main components of process implementation: people, process and technology
- The importance of continuous process improvement

Curriculum

- The case for service management
- Gaining management commitment
- Manage it like a project
- Managing organizational change
- Key phases of process development
- Creating an implementation strategy
- Continuous Process Improvement

Examination

- 90 minutes; 40 multiple-choice questions; closed book

Managing The Changing IT Infrastructure According To ITIL Best Practices

FEBRUARY 2-4

Discover how to minimize the adverse effects of the changing IT infrastructure through ITIL.

This is a certification course that includes an exam on the third day.

Who Should Attend

IT managers, supervisors, team leaders, as well as network, website, and systems 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

- Understand how your role interacts with the key ITIL processes for managing the evolving IT infrastructure. Also receive guidance about how to:
 - Define key deliverables in establishing and improving Change, Release and Configuration management processes
 - Define roles and responsibilities for process implementation and ongoing process activities
 - Reduce RFC related incidents
 - Use ITIL to track IT assets practically
 - Overall, learn about the most important activities and processes for improving the quality and cost effectiveness of IT services

Curriculum

- Assessment of the current situation
- Define a project plan as well as each process to be implemented
- Review key activities for your role in supporting ITIL's Change, Configuration, and Release Management processes
- Embedding improvements in the organization; assessing the new situation
- Options and recommendations for starting an ITIL implementation

Examination

- 90 minutes; 40 multiple-choice questions; closed book

Measuring, Reporting & Improving The IT Infrastructure According To ITIL Best Practices

FEBRUARY 2-4

Learn about improving the IT infrastructure's overall performance using key activities defined within ITIL as well as methods for measuring and reporting IT results from a business perspective.

This is a certification course that includes an exam on the third day.

Who Should Attend

IT managers, supervisors, team leaders, as well as project, network, Service Desk, 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

Be able to use data generated by effective ITIL processes to improve the management decision-making quality, in turn, stimulating improvement initiatives.

Curriculum

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

Examination

- 90 minutes; 40 multiple-choice questions; closed book

Visit
www.pinkelephant.com
for full course
descriptions.

IT Executive Management Certification

FEBRUARY 2-4

This intense three-day workshop is designed to provide participants with the knowledge necessary to become a successful senior IT manager, including the essentials of IT Executive Management. The course is based on the teachings of the ITIL Enhanced Management Series books. In addition, we've included insight from Pink Elephant's own extensive experiences.

Who Should Attend

The course is designed for tactical and strategic IT professionals seeking to understand what it takes to succeed as a senior IT manager and those who want to learn about how to have a successful IT management career.

Prerequisites

It is recommended that participants should hold an IT leadership/management position with a minimum 5 years experience in IT.

Benefits

Through case studies, homework, and group assignments, attendees will understand the specific competencies, knowledge and skills needed for a strategic IT business perspective. And, what IT business alignment really means.

Curriculum

The Role Of IT In The Organization

- The senior IT manager: Skills, knowledge and leadership traits required to achieve optimum success

ITIL Executive Overview

- Executive overview of ITIL
- How to use ITIL as a strategy for delivering quality, business-driven IT services

ITIL Enhanced: The Business Perspective On Your IT Infrastructure

- Process of aligning IT capabilities with business strategy
 - Process of developing and implementing an IT improvement strategy
 - Measuring IT's performance
 - Using the Balanced Scorecard in IT
- IT Business Excellence Framework*
- Business model overview
 - Details of each component and how to use it as a process improvement tool
 - How to conduct an assessment

Examination

- 60 minutes; multiple-choice questions; closed book

SUNDAY KICK-OFF ONE DAY WORKSHOPS

CHOOSE FROM 8 WORKSHOPS!

Jump start your conference learning experience with these unique, information packed one-day workshops on Sunday, February 6, 2005.

Learn how to manage all facets of implementing ITIL service support and service delivery processes.

Visit www.pinkelephant.com for full course descriptions!

Space is limited for these exclusive courses.

Register Today!

How To MANAGE CULTURAL REVOLUTIONS



KIRK WEISLER,
CULTURAL & TEAM BUILDING GURU

One of the biggest mistakes leaders make in implementing change is not “unfreezing” and then “refreezing” the desired culture. It is not enough to implement new processes or new technologies. For change to stick, attention must be given to the cultural and climactic aspects of organizations and teams.

Join Kirk – one of the IT support industry’s leading cultural gurus for successful techniques for building and cementing positive corporate and team cultures.

How To IMPLEMENT CONFIGURATION MANAGEMENT BEST PRACTICES



STEWART CRYMBLE, SENIOR CONSULTANT, PINK ELEPHANT & CHERYL SIMPSON, IT MANAGER, BMO FINANCIAL GROUP



Implementing Configuration Management can be a daunting task. Where do you begin? How do you begin? If these are some of the questions you are struggling with, then this is the workshop for you.

Stewart and Cheryl provide an excellent balance between ITIL theory and real life practitioner experience. Stewart brings in-depth ITIL implementation know-how and Cheryl shares details of her own journey implementing Configuration Management at Bank of Montreal.

ESSENTIAL PROJECT MANAGEMENT PRACTICES



STANLEY PORTNY, AUTHOR, PROJECT MANAGEMENT FOR DUMMIES

Gain insight - from one of North America’s foremost authorities - into beginning a project, supporting it throughout its life, and bringing it to a successful closure.

Whether you are about to embark on an ITIL best practice implementation project or are currently in the midst of another IT or business project, you will be able to return to your workplace armed with project management techniques and a new found appreciation of “the project plan”.

How To IMPLEMENT SERVICE LEVEL MANAGEMENT BEST PRACTICES



CHAR LABOUNTY, PRESIDENT, LABOUNTY & ASSOCIATES & JENNIFER WELS, SENIOR CONSULTANT, PINK ELEPHANT



Developing and implementing a Service Level Management (SLM) process - to include Operational Level Agreements (OLAs) and Service Level Agreements (SLAs) - can be among the most challenging, time-intensive activities that you undertake.

Jennifer and Char are seasoned professionals who are viewed as two of North America’s SLM experts. Never before have you been presented with the opportunity to learn about SLM in such a dedicated and focused manner.

SUNDAY KICK-OFF ONE DAY WORKSHOPS

BEST PRACTICES FOR LEADING ORGANIZATIONAL CHANGE



GERRY GEDDES, DIRECTOR, STRATEGIC PROJECTS & GEORGE SPALDING, EXECUTIVE CONSULTANT, PINK ELEPHANT



Learn why implementing major ITIL transformations can fail. In this interactive and entertaining expanded version of one of our most highly rated presentations, George and Gerry – two of the most knowledgeable ITIL and change consultants in the world – use the movie, *The Guns of Navarone*, to demonstrate eight steps for success.

Take away sample ITIL communication strategies and awareness campaign plans, sample vision and mission statements, and guidance about how to create your own.

HOW TO IMPLEMENT AN INTEGRATED SECURITY MANAGEMENT PROCESS



PARMJIT SANGHA, SENIOR CONSULTANT & GARY CASE, MANAGING CONSULTANT, PINK ELEPHANT



Now more than ever, security is not just a “nice to have” – it is expected. But, faced with security risks of all flavors, where do you begin? How do you integrate Security Management best practices with all of your processes, including IT Service Continuity Management and Availability Management?

Gary and Parmjit will use their extensive knowledge and experience to show you how to gain success. They'll explain how Security Management, using a process-based approach, interacts with ITIL processes in all avenues of your organization.

HOW TO INTEGRATE INCIDENT, PROBLEM & CHANGE MANAGEMENT



TROY DU MOULIN, MANAGING CONSULTANT & RON BEALS, SENIOR CONSULTANT, PINK ELEPHANT



Often compared to a “three sister act”, Incident, Problem and Change Management go hand in hand. In fact, many IT organizations initially embark on a three pronged ITIL implementation approach involving these vital support processes, as opposed to a single process implementation project.

Join Troy and Ron - two of the most experienced ITIL consultants in the industry - as they explain why and how integrating Incident, Problem and Change Management will give you quick wins by addressing many high profile pain points in your organizations.

GETTING PAST ITIL THEORY

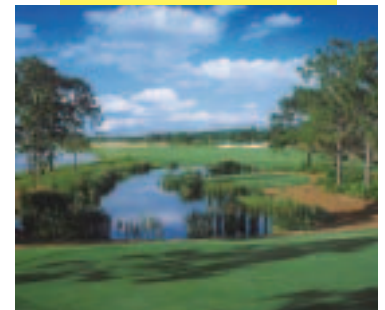


PIERRE BERNARD, SENIOR CONSULTANT & GLEN NOTMAN, MANAGING CONSULTANT, PINK ELEPHANT



You've got your ITIL Foundation Certificate and you've been wondering how you can use all this new knowledge back at the workplace. Sound familiar? Taking the correct next steps forward is vital. But, what is the correct next step? Tackling the wrong task at the wrong time can spell immediate disaster in your vision for improving IT service management. So, how do you decide WHAT to do first? And, HOW do you ensure success?

Pierre and Glen show you how to find out! And, you'll take away numerous samples to help you move your ITIL projects ahead successfully.



Pink Elephant Golf Tournament!

Whether you're a novice or an expert, you're going to enjoy this day of golf and networking.

To sign up and play on Sunday, February 6, 2005 contact Niki Seppanen at 1-888-273-PINK, ext. 268.

ITIL Jeopardy

You think the TV show is great - wait until you play ITIL Jeopardy with George Spalding and Kirk Weisler!

Don't miss out on your daily dose of laughter and fun! Plus, this is a great educational and networking opportunity.

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Early Bird Special

Register and pay before November 30, 2004 for \$1,295.

Send A Team & Save

Benefit from the power of teamwork. For multiple registrations from the same organization, if you register and pay before November 30, 2004 the first two registrations are at full fee and every registration there after receives a 50% discount.

Combination Discounts

Pre & Post Conference Workshops

After November 30, 2004, register and pay for the conference and a pre- or post-conference workshop and save 10% off the pre- or post-conference workshop.

Sunday Kick-Off Workshops

Register and pay for the conference and a Sunday Kick-Off Workshop and pay only \$295 for the Workshop.

Fees & Payment

Pink Elephant must receive payment with registration.

No discounts 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 14, 2005. 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 course credit is provided, and no refunds are made, in the case of "no shows".

To Register Or For Questions

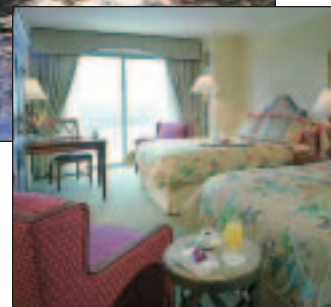
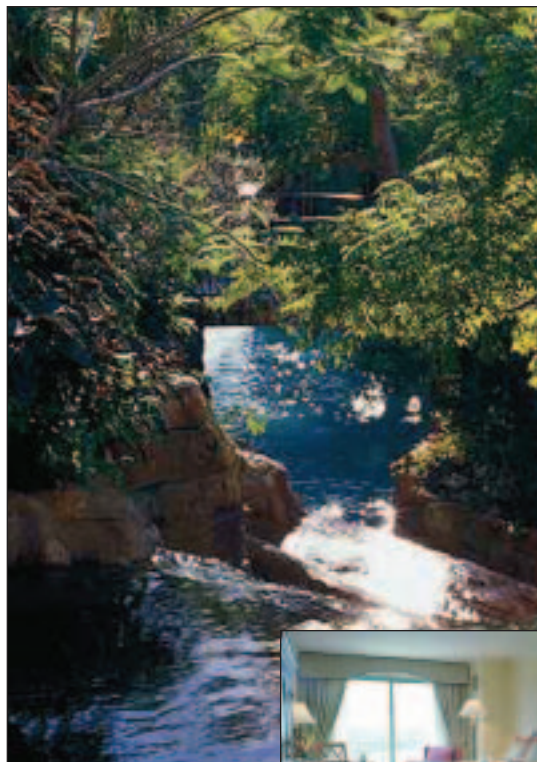
Please call us at 1-888-273-PINK (7465) from 8:30 a.m. to 5:30 p.m. Eastern Standard Time, Monday through Friday. Or e-mail us at registrations@pinkelephant.com.

Conference Location:

The conference is to be presented at the JW Marriott Grande Lakes, 4040 Central Florida Parkway, Orlando, FL 32837, phone: 1-800-576-5750. A block of rooms are reserved for attendees at a special rate of USD\$229 per night. To obtain this special rate, attendees must book before January 7, 2005 and make reference to Pink Elephant's event. Room rate is subject to availability.

Make Your Stay An Experience

As Marriott's highest measure of luxury, the 1000-room JW Marriott Orlando, Grande Lakes invites you to experience Orlando like never before. Situated on 500 acres with lush, tropical landscaping, the Orlando resort ensures an experiential feast for business, meeting, and leisure guests alike. JW Marriott Orlando, Grande Lakes offers a vacation experience to you and your family that, until now, was simply not available in Central Florida. From superbly appointed guest rooms to services delivered with superior style, the accommodations represent the highest level of luxury. And for your convenience, all of this comfort and style is located just minutes from the airport and the major attractions of Orlando, Florida. Guest rooms and suites provide comfort, ambiance, and a long list of amenities - including an on-site Starbucks.



Event Name	Date	Regular Fee	Early Bird
9th Annual International IT Service Management Conference & Exhibition	Feb. 6-9, 2005	\$1,595	\$1,295
Sunday Kick-Off Workshops:		Sunday Workshop Only	Conference Attendee Fee
How To Implement An Integrated Security Management Process	Feb. 6, 2005	\$595	\$295
Essential Project Management Practices	Feb. 6, 2005	\$595	\$295
How To Implement Configuration Management Best Practices	Feb. 6, 2005	\$595	\$295
How To Implement Service Level Management Best Practices	Feb. 6, 2005	\$595	\$295
Best Practices For Leading Organizational Change	Feb. 6, 2005	\$595	\$295
Getting Past ITIL Theory	Feb. 6, 2005	\$595	\$295
How To Manage Cultural Revolutions	Feb. 6, 2005	\$595	\$295
How To Integrate Incident, Problem & Change Management	Feb. 6, 2005	\$595	\$295

Pre- & Post-Conference Workshops:	Date	Fee
ITIL IT Service Management Essentials	Feb. 3-4, 2005	\$1,395
ITIL IT Service Management Essentials	Feb. 10-11, 2005	\$1,395
Establishing & Managing IT Services According To ITIL Best Practices	Feb. 2-4, 2005	\$1,695
How To Implement ITIL: Integrating People & Tools With Processes	Feb. 2-4, 2005	\$1,695
Managing The Changing IT Infrastructure According To ITIL Best Practices	Feb. 2-4, 2005	\$1,695
Measuring, Reporting & Improving The IT Infrastructure According To ITIL Best Practices	Feb. 2-4, 2005	\$1,695
Establishing A Service Desk According To ITIL Best Practices	Feb. 2-4, 2005	\$1,695
IT Executive Management Certification - Level One	Feb. 2-4, 2005	\$2,695

"...ready to sell
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 influence.
 Thanks, PINK!"
 Brad Higgins
 Anthem Blue Cross &
 Blue Shield



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- Tips For Implementing ITIL
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To sign up for PinkLink, visit www.pinkelephant.com or call 1-888-273-PINK.



IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

ORLANDO
FEBRUARY 6 - 9, 2005

Join us at the spectacular JW Marriott Orlando Grande Lakes - the new jewel in the Orlando landscape.

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