



Self-Paced Learning
Learn at your pace at your own time



Live, Instructor-Led Online
Learn from your home or office in a regularly scheduled class (Central Time)



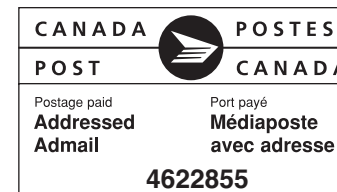
Public Classroom
Offered at a specific time, date and location

COURSES		MAY	JUNE	JULY	AUGUST	SEPTEMBER
ITIL Foundation Certification						
ITIL Foundation		Central Time (20-22) San Francisco (27-29)	Toronto (3-5) Chicago (22-24) Central Time (24-26)	Ottawa (8-10) San Francisco (13-15) New York (20-22) Central Time (27-29)	Vancouver (5-7) Toronto (10-12) Scottsdale (19-21) Central Time (24-26)	San Francisco (9-11) Washington (14-16) Boston (21-31) Central Time (28-30)
ITIL Capability Certification						
ITIL Operational Support & Analysis		Central Time (11-15)	Toronto (8-12)	Central Time (6-10)	Scottsdale (10-14)	
ITIL Release, Control & Validation				San Francisco (13-17)	Scottsdale (10-14)	Central Time (14-18)
ITIL Service Offerings & Agreements			Central Time (1-5)	Central Time (20-24)	Scottsdale (10-14)	
ITIL Planning, Protection & Optimization					Scottsdale (10-14)	
ITIL Lifecycle Certification						
ITIL Service Strategy			Central Time (15-18)		Scottsdale (19-21)	Central Time (15-18)
ITIL Service Design				San Francisco (13-16)	Scottsdale (19-21)	
ITIL Service Transition		Central Time (19-22)		Central Time (27-30)	Scottsdale (19-21)	
ITIL Service Operation		Central Time (26-29)			Scottsdale (19-21)	Washington (14-17)
ITIL Continual Service Improvement			Central Time (8-11)		Scottsdale (19-21)	Central Time (22-25)
ITIL Expert Certification						
Managing Across The Lifecycle						Phoenix (21-25)
COBIT Certification						
COBIT 5 Foundation			Toronto (3-5)	Central Time (8-10)	Scottsdale (19-21)	
ISO Certification						
ISO/IEC 27002 Foundation: Developing Capabilities In Security Management Activities						
Lean IT Certification						
Lean IT Foundation: Using Lean Principles For Continual Service Improvement		Central Time (27-28)	Toronto (3-4) Washington (4-5)	San Francisco (16-17) Central Time (23-24)	Scottsdale (19-20)	Toronto (10-11) Central Time (24-25)
ITAM Certification						
IT Asset Management Professional			Washington (4-5) Central Time (22-23)		Scottsdale (19-20)	
Certified Software Asset Manager			Central Time (24-25)		Scottsdale (19-20)	
NEW! Certified Hardware Asset Manager			Toronto (3-4)		Central Time (10-11)	Washington (17-18)
Business Relationship Management Certification						
NEW! Business Relationship Management Professional					Scottsdale (19-20)	Washington (17-18)
"How To" Instructional Workshops						
How To Define & Implement A Service Catalog		Central Time (11-12)			Scottsdale (19-20)	
How To Define & Implement A CMDB According To ITIL Best Practices		Central Time (13-14)			Scottsdale (19-20)	
Problem Management: Root Cause Analysis Workshop				Washington (4-5)	Scottsdale (19-20)	
Service Catalog Implementation Overview						
Implementing IT Service Management Boot Camp			Central Time (8-10)		Scottsdale (19-21)	
IT Service Management Strategic Roadmap						
The ITSM Leadership MasterClass					Scottsdale (19)	
How To Measure, Improve & Manage The Effectiveness Of Your Service Level Management Processes					Scottsdale (19)	
Conferences & Special Events						
2nd Annual International IT Service Management Conference & Exhibition – North Regional – "PinkNORTH15"			Toronto (1-2)			
1st Annual Pink Elephant Cyber Risk & Resilience Summit – "PinkCYBER15"			Washington (2-3)			
4th Annual IT Service Management Leadership Forum – "PinkFORUM15"		Early Bird Ends (29)			Scottsdale (16-18)	
20th Annual IT Service Management Conference & Exhibition – "Pink16"				Early Bird Ends (31)		
Breakfast With Pink			Webinar (25)			

Bring us onsite. All of Pink's courses can be delivered at your location. For course descriptions and more details, visit www.pinkelephant.com or call 1-888-273-PINK. PinkNORTH15 Post-Conference Courses
ITIL® is a Registered Trade Mark of AXELOS Limited. COBIT™ is a trademark of ISACA registered in the United States and other countries.



5575 North Service Road, Suite 200
Burlington, Ontario L7L 6M1



LOTS OF NEWS INSIDE!
New Events. New Courses. New Products.
READ ALL THE EXCITING DETAILS!



2ND ANNUAL IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION NORTH REGIONAL TORONTO, ON ► JUNE 1-2, 2015

"PinkNORTH15"

"Pink's conferences are the very best – always excellent value. And you've done it again with PinkNORTH14 – my team and I are leaving with numerous actionable ideas to take back."

LAST CALL!

– PinkNORTH14 Attendee

Welcome To Another Issue Of PinkLINK

This quarterly newsletter from Pink Elephant provides valuable information about current industry trends and updates about our products and services.

SPRING 2015

Pink Elephant is the world's #1 IT Service Management consulting, conference and training service provider.



For more details about all Pink Elephant services, visit www.pinkelephant.com or call 1-888-273-PINK.

2ND ANNUAL IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION NORTH REGIONAL

TORONTO, ON ► JUNE 1-2, 2015

"PinkNORTH15"

Last December we hosted the 1st North Regional IT Service Management Conference & Exhibition, and it was a HUGE success! This year, we're doing it again.

Learn how to successfully drive business change using many best practice frameworks, models and standards such as ITIL®, COBIT®, ISO, Lean IT, Cyber Risk, Resilience and Security and more. Our program is content-rich and comprehensive covering many subjects from across the IT Service Management (ITSM) spectrum. Strategic, tactical, operational – there's something for everyone!

A Line-Up Of Courageous & Inspirational Keynote Speakers!



TOM FLICK
President of Tom Flick Communications & Leadership Speaker for Kotter International
At The Heart Of Leadership: Leading People To Excellence



DR. KARYN GORDON
Best-Selling Author & Founder, dk Leadership
Understanding, Leading & Motivating Gen Y's



RON FOXCROFT
President, Fluke Transportation
Winning Against The Odds



STUART KNIGHT
Critically Acclaimed Author, Award Winning Entrepreneur & Expert Communicator
Four Conversations For Success

And, many more insightful speakers! Check our website and the inside pages of this newsletter to look at the exciting program.

NEW! ITIL Planning, Protection & Optimization Certification Course – Self-Paced Online

Continue your ITIL certification journey from the comfort of your own home. Our ITIL Planning, Protection & Optimization Certification Course is now online!

Adding to our broad list of computer-based learning options you will learn how to:

- Build a tactical Availability and Capacity plan to support IT Strategy and Service Portfolio investment and implementation decisions
- Move IT Service Continuity from a sporadic project to an embedded process approach
- Integrate Information Security Management into the full Service Lifecycle
- Move Risk Management from a reactive audit perspective to a proactive strategic planning process
- Use technical capacity and availability data for Service and System planning and reporting

Why All IT Managers Need To Know About COBIT 5

COBIT (Control Objectives for Information and related Technology) is designed to be an information technology governance aid to management. COBIT's business-orientated framework identifies 34 information technology processes, grouped in 4 domains, and is supported by over 200 detailed control objectives. Each one of the 34 processes leverages IT resources, and is aimed at the quality, fiduciary and/or security requirements for information. The 34 IT processes guide management to selecting Critical Success Factors – the most important issues or actions that management need to achieve control over, so that IT can be effective in enabling the entity's business objectives.

Join us for one of our upcoming deliveries!

Education Format	Dates & Locations
Instructor-Led Online (Central Time)	July 8 - 10
Public Classroom	June 3 - 5, Toronto August 19 - 21, Scottsdale

Get Lean With Lean IT

Help your IT department become customer and value oriented, removing waste, inflexibility and variability with our two-day Lean IT Certification Course. Learn from the best in the industry on how to apply lean principles to every part of your organization. Attendees will learn to:

- Identify the concept of waste
- Learn how to apply Lean analytical tools including A3 Thinking / PDCA, Go Look and See (fact not emotion), Value Stream Mapping, Kaizen (System, Process, Activity), Standardize Work Practices, and much more!
- Define Key Performance Indicators (KPIs) for your organization
- Initiate, document, and implement process improvements
- Reduce costs by eliminating waste and inefficiencies in your IT infrastructure and processes
- Increase productivity through improved resource management
- Increase customer satisfaction by focusing on delivering value

Join us for one of our upcoming deliveries!

Education Format	Dates & Locations
Instructor-Led Online (Central Time)	May 27 - 28 July 23 - 24 September 24 - 25
Public Classroom	June 3 - 4, Toronto June 4 - 5, Washington July 16 - 17, San Francisco August 19 - 20, Scottsdale

NEW! Business Relationship Management Professional Course

Perfect for individuals and organizations who are looking to have a solid baseline of knowledge regarding Business Relationship Management (BRM) and how it can have a positive impact on overall business results. This new course will teach the foundational knowledge necessary to write the accredited Business Relationship Management Professional Certification exam. This course will teach you:


- The characteristics associated with a Business Relationship Manager
- What it means to be a strategic partner, contribute to the business strategy and to formulate demand for a provider's services
- How to use Portfolio Management to maximize business value
- Business Transition Management and how to minimize value leakage
- The BRM role in aligning service levels with business needs

Join us for one of our upcoming deliveries!


Education Format	Dates & Locations
Public Classroom	August 19 - 20, Scottsdale September 17 - 18, Washington

LAST CALL! Join us for PinkNORTH15! 2nd Annual IT Service Management Conference & Exhibition – North Regional

Our 2nd annual conference will feature many sessions ranging from case studies, to panel discussions, facilitated peer groups and much, much more. Hear from a variety of industry experts including:




JIM CLEMMER
President,
Clemmer Group
Jim, a best-selling author, will shed light on effective leadership and team-building skills.




LISA ROWE
Senior Pre-Sales Consultant,
Pangea System
Lisa will help you demonstrate and communicate the business value IT provides to your organization.




DEBORAH DIXON
Senior Manager, Client Services,
McMaster University
Deborah will let you in on her department's story about how service management enabled them to achieve higher levels of customer satisfaction.



UWE HELMER
Head, Service Management, I &
IT Land & Resources Cluster,
Province of Ontario
Uwe will describe the steps taken and lessons learned, about what it takes to create a centralized shared services organization.



ANDREW MOSES
Senior ITIL Consultant,
Freshdesk Inc.
Andrew will provide a practical approach to finding the key metrics that both improve service levels and communicate ROI.



SCOTT WALLING
Co-founder,
Monitor 24-7
Scott will teach you how to set up service catalogs that show a direct dollar contribution and how to interpret Service Desk statistics.



DAVID MAINVILLE
CEO & Co-Founder,
Navvia
David will offer insight on how to effectively "sell" service management to your organization.



JOHN MITSILIO
Senior Manager, Implementations,
Interac Association
John shares where and how his organization started their ITSM program.



JEAN-FRANCOIS GINGRAS
Director, Enterprise Service Management Office,
The Co-operators
Jean-Francois will share how service management moved an IT/Business relationship fraught with friction to a trusted partnership.

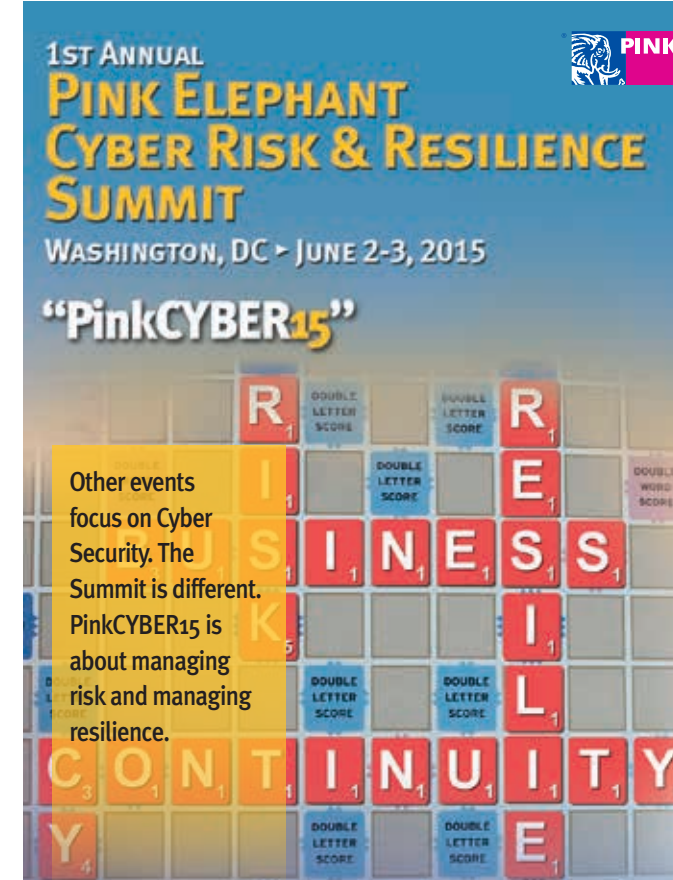


ANN PERRY
Manager, IT Client Relations & Service,
City of Brampton
Ann will share her organization's journey on how they planned and implemented their ITSM initiative.

And many, many more speakers.



See you at PinkNORTH15!



1ST ANNUAL PINK ELEPHANT CYBER RISK & RESILIENCE SUMMIT
WASHINGTON, DC • JUNE 2-3, 2015
"PinkCYBER15"

Other events focus on Cyber Security. The Summit is different. PinkCYBER15 is about managing risk and managing resilience.



4TH ANNUAL IT SERVICE MANAGEMENT LEADERSHIP FORUM
SCOTTSDALE, AZ • AUGUST 16-18, 2015
"PinkFORUM15"

A not-to-be-missed event!
Learn what IT leaders are doing to influence, inspire and "ignite" passion in others to achieve successful results.

"This is now my favorite Pink Elephant conference."
PinkFORUM14, Attendee

NEW! Certified Hardware Asset Manager Course

If your company is looking to more effectively and efficiently maintain their hardware assets, this course is for you!

Beginning this spring Pink Elephant will be offering this International Association of Information Technology Asset Managers (IAITAM) course which will cover the responsibilities in managing hardware assets and how to maintain the lifecycle, tracking, security and auditing of technology hardware assets in your organization. The course will touch on:

- How to design an IT hardware asset management program
- Evaluate IT hardware asset management processes
- Create an IT hardware asset management program roadmap and policies
- And much, much more...

Join us for one of our upcoming deliveries!

Education Format	Dates & Locations
Instructor-Led Online (Central Time)	August 10 - 11
Public Classroom	June 3 - 4, Toronto September 17 - 18, Washington

PinkATLAS: Your Consultant In A Box!

Use this amazing knowledge tool and ITIL resource center for hundreds of documents, templates, process maps, implementation how-tos, reference books, white papers, and "Ask-The-Expert" – access to Pink's highly experienced consultants.

A PinkATLAS subscription offers 12 months of 24/7 access to hundreds of downloadable and customizable documents that can be used to rapidly deploy process-specific initiatives based on ITIL, such as document templates, spreadsheets and presentations. Current processes include:

- Access Management
- Availability Management
- Business Relationship Management
- Capacity Management
- Change Management
- Continual Service Improvement Practice
- Event Management
- Financial Management
- Incident Management
- IT Asset Management
- IT Service Continuity Management
- Knowledge Management
- Problem Management
- Release & Deployment Management
- Request Fulfillment
- Service Asset & Configuration Management
- Service Catalog Management
- Service Level Management
- Service Portfolio Management
- Program Management
- Service Validation & Testing
- Service Desk (function)

Take a peek at our website for more information or contact our Customer Service Center today!

1-888-273-PINK • info@pinkelephant.com