



APRIL 7, 2010 - METRO TORONTO CONVENTION CENTRE, SOUTH BUILDING

---

FOR IMMEDIATE RELEASE

## **ITIL® Certification, Business Analysis and Project Management Training at IT360° Conference & Expo**

February 9, 2010 (Toronto, ON)... The IT Infrastructure Library® (ITIL) best practices allow business to be more competitive today and prepared for future growth opportunities. ITIL implements a framework for IT professionals to encourage a well-functioning IT environment and contributes to an organization's management and accountability of service assets. ITIL is owned by the Office of Government Commerce (OGC), UK, and ITILv3 set of books were published in 2007. Professionals can attain their ITIL v3 foundation certification at **IT360° 2010** ([www.it360.ca](http://www.it360.ca)), April 6-8, Metro Toronto Convention Centre. IT360 is also offering two business training programs; a Business Analysis Essentials course on April 7-8 and an Introduction to Project Management course on April 6<sup>th</sup>.

All course programs and certification exams are conducted by Procept Associates Ltd. ITIL has been recognized as providing the framework of best practices for the information technology industry, which Procept adheres to in IT360's IT Service Management ITIL courses. Students will obtain the ISEB Foundation Certificate in IT Service Management, joining one of the fastest growing communities of IT professionals. ISEB is an Examination Institute with APM Group (the official ITIL accreditor by OGC) and works closely with ITIL Examination Panel, including IT Service Management Forum (itSMF) to ensure a common standard for internationally recognized certifications in IT Service Management. More information about the ITIL course can be found [HERE](#).

"ITIL best practices help companies gain a competitive edge that will help them grow as they come out of this recession, which is why we continue to successfully offer this program each year," says Bruce Cole, Show Director, IT360° Conference & Expo.

Stay ahead of the curve with business analysis and project management training. Both the disciplines continue to offer benefits for the individual and the company as a whole. More information about the Business Analysis Essentials and the Intro to Project Management can be found at:

[Business Analysis Essentials](#)  
[Project Management Training](#)

"CIO-midmarket recently placed ITIL among the top 5 strategic IT topics. With more and more IT jobs listing ITIL certification as a requirement, getting ITILv3 Foundation certificate is the first step in increasing your marketability or proving your worth in your IT organization." says Sola Oduko, VP, ITSM, Procept Associates Ltd.

All programs offered at IT360 are considerably more affordable than public sessions and online courses. Registrants attending the ITILv3 certification program offered at IT360, April 6-8, 2010, will have an in depth awareness of the entire ITIL framework and will be able to share ideas with IT professionals from varying industries. All registrants are invited to attend the IT360 tradeshow exhibits on April 7<sup>th</sup>.

### **About IT360° Conference & Expo**

IT360° Conference and Expo is an IT360 Inc. ([www.it360.ca](http://www.it360.ca)) event managed by Plum Communications working in partnership with ITWorld Canada addresses the critical issues facing the industry while providing realistic strategies to enable the implementation of the best and most cost efficient solutions. Plum Communications Inc. is a leading Canadian organizer of community-based IT events "*Cultivating Innovation in Technology*" since 1984 focusing on what companies are doing and how IT professionals are implementing new systems. IT360 Conference & Expo's upcoming event is April 7, 2010 at the Metro Toronto Convention Centre. [www.it360.ca](http://www.it360.ca)

### **About Procept Associates Ltd.**

---

#### **Plum Communications Inc.**

1136-3 Centre Street, Suite 122, Thornhill, ON L4J 3M8

(905) 695-0123 ~ [www.it360.ca](http://www.it360.ca)  
Page 1 of 2



APRIL 7, 2010 - METRO TORONTO CONVENTION CENTRE, SOUTH BUILDING

---

Procept is a premier provider of professional training programs specializing in Project Management, Business Analysis, IT Service Management, and Business Continuity Management. The training programs are available as open public sessions, through five Canadian universities, and as in-house corporate sessions. Our consulting division offers strategic consulting services to help organizations improve their maturity in our specialization areas. [www.procept.com](http://www.procept.com)

For further information contact:

**Stephanie Cole**, Event Publicist, IT360, 905.695.0123 x211, [steph@plumcom.ca](mailto:steph@plumcom.ca)

**Rohit Madan**, President, Procept Associates Ltd., 416.693.5559, [madan@procept.com](mailto:madan@procept.com)

- 30 -