

CONFERENCE PREVIEW

LAS VEGAS ▶ BELLAGIO HOTEL ▶ FEBRUARY 17-20, 2013



17TH ANNUAL INTERNATIONAL

IT SERVICE MANAGEMENT CONFERENCE & EXHIBITION

PINK¹³



**Register
Today!**
LAST Early Bird
Ends
October 26th!

Attend The Industry's #1 Event!

Our Most Powerful Line-Up Of Speakers Ever!



Captain "Sully" Sullenberger
"Miracle On The Hudson"
Hero Pilot



Matt Ridley
Takes A Provocative Look
At When Ideas Have Sex

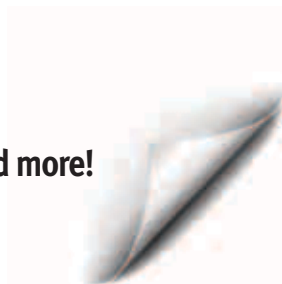


Sally Hogshead
Captivating, Persuasive &
Definitely Fascinating!



Chester Elton
Mr. "Carrot" – The Apostle
Of Appreciation!

...and more!



Pink's annual conference is recognized as the industry's #1 event!

Now in its 17th hugely successful year, our annual event is globally recognized as the world's premier IT Service Management conference.

Our program is content-rich and comprehensive – 15 tracks, 160+ sessions, covering a vast array of subjects including: IT leadership and people management, leading change, ITIL®, ISO, Lean IT, Six Sigma, PRINCE2®, PMBOK, COBIT® – and more!

There is something for everyone – strategic, tactical, operational – we've got you covered! In fact, this is one main reason why so many organizations bring entire teams!

This is the industry's must-attend conference!

Who Should Attend?

Whether you're new or well advanced in your knowledge of ITIL and IT Service Management – there's something for everyone in the dynamic program:

- C-Level, including CIOs/CTOs/CSOs
- IT Directors, VPs
- IT Service and Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Managers
- Project/Program Directors and Managers
- IT Auditors, IT Consultants
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to ITSM, ITIL, ISO, Lean IT, Six Sigma, PRINCE2, PMBOK, COBIT
- And, anyone who is interested in building and managing a truly business focused IT organization

About Pink Elephant

A global company with a proud and pioneering 30 year history, we're the world's #1 provider of IT Service Management and ITIL education, consulting and conferences.

Visit www.pinkelephant.com for more information.



"Awesome! Pink Elephant always features the most interesting, inspiring and entertaining speakers..."



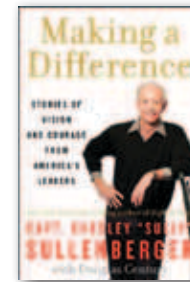
Captain Chesley B. "Sully" Sullenberger, III

"Miracle on the Hudson" Hero Pilot; Contributor For CBS News & Best-Selling Author

Making A Difference: Stories Of Vision & Courage From America's Leaders

A true American hero whose expertise and actions saved the lives of his passengers and countless souls on the ground, Captain Chesley B. "Sully" Sullenberger shares his inspirational story while showing how preparation, leadership and focus are the keys to overcoming any obstacle – both in business and in life.

At a time of political polarization and economic turmoil, we yearn for superior leadership. Few have demonstrated this trait better than Captain Sullenberger, a man who embodies the core values of leadership: responsibility, optimism, integrity, loyalty, and compassion. In his new book, which is a follow-up to his best-selling memoir, Sullenberger engages nearly a dozen distinguished Americans to explore the nature of leadership, what it means, what it takes, and how it can be fostered and developed in all of our lives. They are asked the important questions: Where do the best leaders come from? And how do the most successful and creative truly lead, motivate, and inspire? Captain Sullenberger talks to men and women from diverse fields, including space exploration, business, government, education, sports, finance, medicine, and the military, all of whom embody, in the truest sense, moral courage and leadership by personal example.



Sally Hogshead

The 7 Triggers Of Fascination & Personal Branding

In her best-selling book, *FASCINATE: Your 7 Triggers to Persuasion and Captivation*, Sally Hogshead shares details of her scientific research, which uncovered the average attention span is now only nine seconds, and that the brain is hardwired to focus on seven specific types of messages. Covering both business and personal scenarios, Sally tells you what these seven triggers are and how to use her science-based "Fascinate" system, to instantly persuade and captivate in today's very fast-paced world.



Matt Ridley

When Ideas Have Sex

Popular TED speaker, and British author, scientist, and successful business man, Matt Ridley knows one thing – through history, the engine of human progress and prosperity has been, and still is, the mating of ideas. The sophistication of the modern world, says Ridley, lies not in individual intelligence or imagination; it is a collective enterprise. It is our habit of trade, idea-sharing and specialization that has created the collective brain which set human living standards on a rising trend. This, he says, "holds out hope that the human race will prosper mightily in the years ahead – because ideas are having sex with each other as never before."



Chester Elton

The Orange Revolution

Called the "Apostle of Appreciation," Chester Elton is the co-author of several successful leadership books and is a highly in-demand motivational speaker the world over. Chester's books, *The Carrot Principle* and *24-Carrot Manager*, have been called a "must read for modern-day managers" by Larry King of CNN. And his best-selling, *The Orange Revolution*, was the number one selling business book in the United States according to the *Wall Street Journal*. As a hugely respected motivation expert, Chester has been featured in *The Financial Times*, *Washington Post*, *Fast Company* and *The New York Times*. He has been featured on 60 Minutes, CNN, ABC's *Money Matters*, MSNBC and National Public.

Exhibition Showcase

Pink13 includes another exciting Exhibition Showcase! Here is a list of confirmed exhibitors so far. For an up-to-date listing, visit our website.



Consulting-Portal
<http://www.itoptimizer.com>



Cherwell Software
<http://www.cherwellsoftware.com>



EasyVista
<http://www.easyvista.com>



TeamQuest
<http://www.teamquest.com>



Hornbill
<http://www.hornbill.com>



Marval North America
<http://www.marval.co.uk/>



Loyalist Certification Services
<http://www.loyalistexams.com>



Maryville Technologies
<http://www.maryville.com>



PureShare
<http://www.pureshare.com>



TÜV SÜD America Inc.
<http://www.tuvam.com>

Year after year, our attendees tell us: *Pink's conference is the industry's best!*

ITSM, ITIL, ISO, Lean IT, Six Sigma, PRINCE2, PMBOK, COBIT, Social IT, Cloud Computing, and more – we cover it all!

15 tracks, over 160+ dynamic sessions!

- KNOWLEDGE TRANSLATED INTO RESULTS**
 We'll show you how practitioners actually go beyond the theory in the certification courses to achieve results. Numerous lucrative case studies are on hand to share details of their success stories.
- THE WORLD'S BEST EXPERTS!**
 We gather the world's best and challenge them to give you tried and true practical guidance – not just theory from the books!
- WE RAISE THE BAR – OTHERS FOLLOW**
 We have the most content-rich, compelling conference program in the industry! From team case studies to industry experts to academics, no other event can match Pink's electrifying program.
- UNIVERSITY BUSINESS SCHOOL PROFESSORS**
 A unique offering that brings fresh perspectives on today's most pressing IT management challenges and business trends.
- NON-STOP LEARNING!**
 Choose from pre- or post-conference courses, breakfast clubs, pre-conference optimizers, general sessions, team case studies, open forum discussions – from early morning until evening – the learning never stops.
- FREE HALF-DAY WORKSHOPS**
 That's right – we offer a variety of free half-day workshops as part of our conference program.
- PINK'S CONSULTANTS ARE TOP NOTCH!**
 Our program includes many sessions with unbeatable content from Pink's world renowned expert consultants, considered by many to be #1 in the industry!
- WORLD-CLASS INSPIRING KEYNOTES**
 The world is full of dynamic people who make a difference, and we bring them to you!

Pink's annual conference has the undisputed reputation for being "the best program in the industry!" There are numerous speakers and sessions already confirmed for Pink13, including these below. For a complete list, visit our website.



Kirk Weisler
Chief Morale Officer, Team Dynamics
Always one of Pink's highest rated and inspirational speakers, Kirk is back to present multiple sessions about leadership and teamwork.



Brian Newcomb
Associate Director, Ohio State University
Award winner, Brian, presents updates about his organization's IT Service Management and how they're using the Balanced Scorecard for continual improvement.



Samad Aidane
Founder, Guerrilla Project Management
A project management expert, Samad's insightful session reveals very interesting facts about the neuroscience of leading change.



Brian Fricke
IT Service Management Branch Manager, US Navy
ITIL on warships! Yes – 100's of them! In this unique case study, Brian tells you the US Navy's smooth sailings with Release Management.



Bob Strong
Manager, Technology Services, Assurant Inc.
Cementing change includes changing behaviors by linking metrics and KPIs to performance reviews. Bob will share his organization's 10-year ITIL journey starting with the void resulting from the Empirical reorganization.



Joseph Gallagher
VP, Deutsche Bank
2011 Project Of The Year, Joseph explains how Deutsche Bank has undertaken very progressive steps using LEAN to strengthen Problem Management across a very large organization.



Rob England
The IT Skeptic
Provocative, controversial, and highly respected industry expert, Rob has very strong views about COBIT, ITIL, ISO and governance – so, be prepared for him to call it as he sees it in his multiple sessions at Pink13!



Troy DuMoulin
Vice President, Professional Services, Pink Elephant
A conference favorite, Troy is presenting several sessions about IT Service Management strategy and business integration.



Donna Manley
Senior IT Director, University Of Pennsylvania
In this interesting case study, Donna presents how U of PA is using ISO 9001:2008 and ITIL as a winning combination for business success.



Viktor Peterman
Head of Process Office, Swedbank Group IT
You don't want to miss how Viktor's organization consolidated several processes across a large structure using ITIL, CMMI and COBIT as the main practices.



Cathy Kirch
Process Architect, Allstate Insurance Company
Multiple award winner, Cathy shares valuable insights into Allstate's 10-year IT Service Management journey, including how they are using ITIL, PMBOK and COBIT.



Ken Gillette
Knowledge Manager, Intermountain Healthcare
Many IT leaders seek to embed a learning culture within their organizations. Ken presents details about how he and his colleagues are doing it successfully using ITIL and ISO 20000.



Lou Cino
Executive Vice President & CFO &
Jack Probst
Principal Consultant, Pink Elephant



A very unique opportunity to hear directly from a corporate CFO about how to communicate in "business speak". Lou and Jack offer you two perspectives about tips for dealing with your CFO. Lou offers a financial and corporate view, and Jack gives you practical "been-a-senior-IT-manager-and-done-that" guidance.

Visit our website for detailed session descriptions of the presentations above, and many others!



Get Certified By The World's #1 ITIL & ITSM Educator!

Pre-Conference Courses	
ITIL Foundation Certification	
ITIL Foundations	February 15-17, 2013
ITIL Capability Certification	
ITIL Operational Support & Analysis	February 14-17, 2013
ITIL Release, Control & Validation	February 14-17, 2013
ITIL Service Offerings & Agreements	February 14-17, 2013
ITIL Planning, Protection & Optimization	February 14-17, 2013
ITIL Lifecycle Certification	
ITIL Service Strategy	February 15-17, 2013
ITIL Service Design	February 15-17, 2013
ITIL Service Transition	February 15-17, 2013
ITIL Service Operation	February 15-17, 2013
ITIL Continual Service Improvement	February 15-17, 2013
ITIL Expert Certification	
Managing Across The Lifecycle	February 14-17, 2013
PRINCE2 Certification	
PRINCE2 Foundation: Tools For Successful Project Management Implementation	February 13-15, 2013
PRINCE2 Practitioner: Using Case Studies To Master Project Management	February 16-17, 2013
Lean IT Certification	
Lean IT Foundations: Using Lean Principals For Continual Service Improvement	February 16-17, 2013
IT Service Management Certification	
Problem Management: Root Cause Analysis Workshop	February 16-17, 2013
IT Service Management Non-Certification	
How To Define & Implement A CMDB According To ITIL Best Practices	February 16-17, 2013
Post-Conference Courses	
ITIL Foundation Certification	
ITIL Foundations	February 21-23, 2013
COBIT	
Introduction To COBIT 5	February 21, 2013
ISO Certification	
ISO/IEC 20000 Foundation	February 21-23, 2013
IT Service Management Certification	
How To Conduct An IT Service Management Process Assessment	February 21-22, 2013
How To Define & Implement A Service Catalog According To ITIL Best Practices	February 21-22, 2013
IT Service Management Non-Certification	
IT Service Management Implementation Roadmap	February 21-22, 2013
IT Service Management Strategic Roadmap	February 21, 2013
Continual Service Improvement One-Day Workshop	February 21, 2013
ITSM In Action: The Apollo 13 Simulation Workshop	February 21, 2013
ITSM Incident, Problem & Change Clinic: How To Conduct A Gap Analysis & Develop An Improvement Plan	February 21, 2013

Visit our website for course descriptions.

"Exceptionally well planned and executed...Truly the best conference I have ever attended!"

"This was my fifth Pink conference and as always I was not disappointed"

"Excellent! This conference is first class in every way!"

"This continues to be my IT organization's conference of choice"

CONFERENCE LOCATION

Pink Elephant's 2013 conference will be held at the beautiful Bellagio Hotel in Las Vegas – one of the world's highest-rated hotels.

Until October 26th, pay only \$99 per night for hotel guest rooms at the Bellagio. Call Pink Elephant to book your rooms.

After the Early Bird ends on October 26th, conference attendees are entitled to a special event rate. To obtain this special rate, attendees must call Pink Elephant at 1-888-273-PINK by January 4th, 2013. Book early, rooms are limited. Room rate is subject to availability.

CONFERENCE FEES

There are two types of passes you can purchase: Regular Pass, or Platinum Pass.

- 1) Regular Pass: US\$2,195
 - All conference materials
 - All meals (continental breakfasts, lunches and snacks at receptions)
 - Access to all conference sessions
- 2) Platinum Pass: US\$2,695
 - All Regular Pass entitlements PLUS...
 - Reserved seating in the General Session room
 - Access to the special Platinum Lounge where you can grab a beverage and relax, and network with speakers and other Platinum Pass holders
 - Dedicated Platinum Registration counter for fast check-in
 - Dedicated Platinum Concierge and Customer Service counter
 - "Front-of-the-Line Pass" for Celebrity Keynote book signings. Pink conferences are renowned for the amazing line up of keynote speakers. We set the pace that everyone else tries to follow! Now, with the Front-of-the-Line Pass, you won't have to wait in a long line to get your book signed or for a photo op!
 - Platinum Dining Room where you can have lunch, network and engage with speakers, and other Platinum Pass holders
 - Hotel room upgrade to "Dancing Fountain View" (based on availability)
 - Attendance at a series of 3 exclusive "Platinum Pass Ask-The-Expert Breakfast Club" workshops with Pink's Subject Matter Experts Troy DuMoulin, Jack Probst and Gary Case on Monday, Tuesday and Wednesday mornings

LAST EARLY BIRD SPECIAL OFFER!

Register before October 26th:

Regular Pass: US\$2,195, and all Regular Pass benefits, PLUS

- 3 hotel room nights at \$99 per night at the Bellagio Hotel (February 17, 18, 19)
- No risk! Cancel anytime until December 31, 2012

Platinum Pass: US\$2,695, and all Platinum Pass benefits, PLUS

- 3 hotel room nights at \$99 per night at the Bellagio Hotel (February 17, 18, 19)
- No risk! Cancel anytime until December 31, 2012

SUBSTITUTIONS & CANCELLATIONS

You can substitute an attendee from the same organization at anytime. All substitutions must be submitted in writing to registrations@pinkelephant.com.

No Risk! You can cancel anytime until December 31st, 2012 and get a full refund. After this date, Pink Elephant will not provide refunds or credits for cancellations.

For no-shows – if an attendee fails to attend the conference, no credit or refund is provided.

QUESTIONS?

Please call us at 1-888-273-PINK from 8:30 a.m. to 6:30 p.m. Eastern Standard Time, Monday through Friday. Or, e-mail us at info@pinkelephant.com.

TO REGISTER

Choose one of the following options:

- Phone: 1-888-273-PINK
- E-mail: registrations@pinkelephant.com
- E-mail: info@pinkelephant.com
- Online: www.pinkelephant.com

STAY CONNECTED!

Stay connected to Pink for all the latest news and updates:

- Follow us on Twitter: @theitilexperts
- Follow our event hashtag: #PINK13
- Subscribe to PinkLINK & E-Bulletins: <http://www.pinkelephant.com/ResourceCenter/PinkLink/>

IT EXCELLENCE AWARDS

SEND IN YOUR NOMINATIONS!

There are many success stories out there and we want to hear them. **Send in your nominations by December 7th!**

Pink Elephant is now accepting nominations for Project Of The Year, Practitioner Of The Year and Innovation Of The Year. These awards are presented annually at our conference to recognize individual and corporate commitment to IT excellence and IT Service Management best practices.

Project Of The Year

Recognizes an organization that has demonstrated significant commitment to best practice frameworks including ITIL, ISO, COBIT, Lean IT, and Six Sigma.

Practitioner Of The Year

Recognizes an individual who has shown commitment to best practices, continuous improvement and quality principles.

Innovation Of The Year

This award, first presented in 2008, is in recognition of a product or service developed by the vendor community that has made the greatest contribution to IT Service Management in the last calendar year.



Serena Software is the recipient of the 2011 Innovation Of The Year Award.

Visit our website for details about qualification, submission criteria, and all winners from previous years.



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Rolling Meadows, IL
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*“STILL THE
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