3RD ANNUAL

IT SERVICE MANAGEMENT CONFERENCE

Changes In Latitudes, Changes In Attitudes

PINK

SUPERCHARGE
YOUR IT EFFORTS!

In 2011 your IT Service Management operation needs to demonstrate value to your business.

We'll show you how!

ITIL®, ISO, PRINCE2®, CobiT®, Lean IT... and more!

FEATURING WORLD RENOWNED EXPERTS

David Ratcliffe

George Spalding

Early Bird Discount Ends 8 July, 2011 – Get 35% Off The Regular Fee

The World's Premier IT Service Management Conferences

12-13 September
Kuala Lumpur

15-16 September
Singapore

19-20 September
Hong Kong

About Pink Elephant

Founded in 1980, Pink Elephant is the leader in providing IT Service Management best practice services.

Operating in many locations across the globe including the USA, Canada, Mexico, Brazil, the UK, Netherlands, South Africa, Hong Kong, Malaysia and Singapore, Pink Elephant is the world's #1 service provider of ITIL and IT Service Management conferences, education and consulting services.

Conference Learning Objectives

At Pink Elephant we have four primary objectives for this conference, derived from business expert and visionary Professor Dan Kirkpatrick. Each of his "4 Levels Of Education Effectiveness" needs to be present in every education experience, and each one builds on the success of the previous level. So, for this year's conference we promise to:

1. Deliver an enjoyable learning experience! Our aim is to stimulate **positive REACTIONS** from every attendee!

2. Provide **valuable take-aways** to use immediately back at work! By providing valuable new **LEARNING opportunities** through the most in-depth education experience you'll have all year!

3. Inspire practical and **relevant ACTIONS** for you to take back to the workplace and implement immediately!

4. Generate valuable and visible **RESULTS** – relevant to the goals and objectives of your organisation!

"No other IT conference matches Pink's for speakers and in-depth meaningful content... Very worthwhile of my time and money."

Conference Highlights

Pink Elephant's annual events are globally recognised as *the* world's premier IT Service Management conferences.

Our holistic program of highly relevant and compelling subjects are specially developed and presented so that EVERYONE can adapt and implement immediately on your return to the workplace. Whether you're looking for a strategic, tactical, or operational perspective – we've got you covered! In fact, this is one main reason why so many organisations bring entire teams!

Join us for *Changes in Latitudes, Changes in Attitudes* – our next conference theme. We'll show you how to navigate through today's ever changing IT landscape to achieve true business value and outcomes.

Attend "the best conference in the industry"

Pink has the undisputed reputation for developing meaningful subject matter. As a result of our unwavering commitment, we are very proud to present what is widely acknowledged as the most content rich program in the industry.

Who Should Attend?

There's something for everyone in the comprehensive and power-packed program.

- IT Directors, VPs
- IT Service & Support Managers
- Service Desk Managers
- IT Infrastructure Managers
- ITIL Process Owners
- Senior Support Analysts
- Quality Managers
- Service Level Manager
- Project/Program Directors and Managers
- IT Suppliers/Vendors
- Anyone seeking to understand why and how to implement best practices according to ITSM and ITIL
- And, anyone who is interested in building and managing a truly business focused IT organisation

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Featured Speakers

David Ratcliffe, President, Pink Elephant

David Ratcliffe is the President of Pink Elephant, an international IT Service Management company. With over 30 years of IT experience, David is considered one of the leading authorities in the area of ITSM. In 1997, David was responsible for developing and delivering the first ITIL Foundations course in North America, and later the same year, the first International IT Service Management Conference. A regular presenter at conferences around the world including North America, Europe, the Middle East, Asia, Australia and New Zealand, David offers insightful and practical solutions to real life issues in IT management.

George Spalding, Executive Vice President, Pink Elephant

George Spalding is co-author of ITIL V3's *Continual Service Improvement* core volume, and is one of the world's most insightful and engaging IT Service Management and Support experts. In addition to his extensive commitment to improving the industry, George spent several years as a consultant to the White House on technical presentations and White House conferences. He also coordinated technical presentations for members of the President's cabinet, the Smithsonian Institute, and the Federal Bureau of Investigation. George is an ITIL Service Manager, a regular author of IT articles and white papers, and a presenter at global ITSM conferences and events.

Garry Rogers, Senior Consultant, Pink Elephant

Garry Rogers is an experienced IT consultant with over 30 years in ITSM. Garry has managed IT Services Strategy, Design, Transition, Operation, and Continual Improvement projects for some of the largest companies worldwide, including in Australia and the Asia Pacific region. Garry is known for his appreciation of people and their unique differences as well as his innovative approach to continuous improvement. Garry is an experienced Business Operations, Project and Infrastructure manager; however, his primary area of expertise is in Service Desk and Operational management.

Kerry Gilmore, Senior Consultant, Pink Elephant

A highly in-demand consultant and trainer, Kerry Gilmore is a professional with more than 20 years of IT experience. Kerry holds the ITIL Expert Certification, currently the highest ITIL certification available. During his illustrious career, Kerry has specialised in ITSM, project management and process implementation for clients such as BASF Petronas, Universiti Tenaga Nasional, Maybank and Heitech. Living in Asia for the past 15 years, Kerry has developed a deep understanding of the culture and a talent for cross-cultural communication.

Top 10 Reasons Why You Should Attend this CONFERENCE

1. You won't leave empty handed – walk away with numerous example documents, checklists and tips that **you can use right away when you return to work.**

2. Authors & Experts – spend face-to-face time with the **world's leading industry thought leaders.**

3. Learn how your understanding and management of the **ABCs of IT – attitude, behavior and culture** – will make or break your project.

4. **Bring it on!** Get your most pressing questions answered by the world's foremost authorities on ITSM – **it's like getting FREE consulting.**

5. **From case studies to expert discussions to practical guidance**, no other event this year will match our program!

6. Keep everyone in sync – it's a **great team building experience!** And, the more you bring, the **more money you save.**

7. Don't just take our word for it – our customers – your peers – tell us **our conferences are the industry's best!**

8. Pink only uses top class venues – we believe it's important for you to have a **comfortable and convenient learning environment.**

9. **Learn by doing** – this year's conference program includes **participative sessions** where we help you to grasp the challenges YOU face and the actions YOU can to take to deal with them.

10. **"Call To Action!"** – we will not rest until we know you've become inspired to return to work and take action to improve results!

Time	Day 1 Sessions	Day 2 Sessions
8:30am	Registration & Welcome Refreshments	Welcome Refreshments
9:00am - 10:30am	Session 1 Conference Welcome & Opening Remarks – "Is IT Ready? Are YOU Ready?" **David Ratcliffe**, President, Pink Elephant	Session 5 Frameworks That Add Value & Should Be Present In EVERY IT Organisation! **George Spalding**, Executive Vice President, Pink Elephant
10:30am - 10:50am	Networking Refreshment Break	Networking Refreshment Break
10:50am - 12:20pm	Session 2 Understanding The Power Of Attitude, Behavior & Culture – Part I **Garry Rogers**, Senior Consultant, Pink Elephant	Session 6 Why Do ITSM Projects Fail? ... & How To Make Sure They Succeed! **David Ratcliffe**, President, Pink Elephant; **George Spalding**, Executive Vice President, Pink Elephant
12:20pm - 1:35pm	Networking Lunch	Networking Lunch
1:35pm - 3:05pm	Session 3 ITSM Diaries: Stories From The Real World Of ITSM **George Spalding**, Executive Vice President, Pink Elephant	Session 7 Eliminating The Primary Resistors For Change (ABC Part II) **Garry Rogers**, Senior Consultant, Pink Elephant
3:05pm - 3:25pm	Networking Refreshment Break	Networking Refreshment Break
3:25pm - 4:55pm	Session 4 Pink's Expert Recommendations **David Ratcliffe**, President, Pink Elephant; **George Spalding**, Executive Vice President, Pink Elephant; **Garry Rogers**, Senior Consultant, Pink Elephant; **Kerry Gilmore**, Senior Consultant, Pink Elephant	Session 8 Pink's Expert Recommendations For ITSM Process Optimisation **David Ratcliffe**, President, Pink Elephant; **George Spalding**, Executive Vice President, Pink Elephant; **Garry Rogers**, Senior Consultant, Pink Elephant; **Kerry Gilmore**, Senior Consultant, Pink Elephant
4:55pm	Closing & Networking	Prize Giveaway, Closing & Networking
5:00pm	End Of Day 1	End Of Conference

Here's what Pink Elephant conference attendees are saying:

"The presentations are always worth their weight in gold...I always feel energised with new ammunition on my return to work."

"I found this to be the most valuable conference I've attended in years...Well done!"

"Really a world class conference and one of the best content that I've been to for years. Pink staff were great, keynote speakers fantastic, fun, and informative."

"...Thank you, for yet, another well done conference... your conference delivered everything that I expected and more..."

Session 1: Conference Welcome & Opening Remarks – "Is IT Ready? Are YOU Ready?"

David Ratcliffe,
President,
Pink Elephant

David will begin this year's Conference with some provocative statements about the evolving ITSM organisation, its role in the future of the business and how IT managers and leaders need to ensure that corporate IT stays relevant. Relevancy for corporate IT is a real issue, especially in the face of stable and affordable cloud-based services, a consumerised workforce and hyper-connected customer communities. IT users are not just sitting back and taking what they're given – they're more demanding than ever, and more independently resourceful. And the vendor community is happy to service their needs directly – without involving IT!

So what does this mean for corporate IT?

David will discuss the balance that needs to be struck between the traditional IT role of managing policies and controlling assets, and the new opportunities to provide guidance on strategy and direction as well as recommendations on how to seize and develop new opportunities for enabling the business with social media.

Corporate IT is evolving rapidly and in many organisations this evolution is happening organically with no time for IT to sit back and re-define itself. Are YOU Ready?

Round-Table-Discussion
Pink's expert facilitation team – George Spalding, Garry Rogers and Kerry Gilmore – will lead a number of group discussions with the goal to answer and document the following:

- Our biggest concerns about the relationship between corporate IT and the business
- Our biggest concerns about our relationship with IT service providers
- Our biggest concerns about the relationship between management and staff; and relationships between internal teams

We will use a combination of surveys, questionnaires and documented discussions to assemble a state-of-the art picture of IT Service Management in your specific location (Malaysia, Hong Kong and Singapore) in 2011. The data will include a view of typical projects, priorities, challenges, achievements, valued metrics and more. The results (separated by location as well as consolidated for Southeast Asia) will be published immediately after the conference and made available to YOU at no charge.

Session 2: Understanding The Power Of Attitude, Behavior & Culture – Part I

Garry Rogers,
Senior Consultant,
Pink Elephant

Everyone says that people are the most important enabler for IT success. But what aspects of people should we focus on? ABC stands for Attitude, Behavior and Culture within your IT organisation. In the area of "People" this is what will have the biggest impact on determining the success or failure of your ITSM initiatives. Successfully addressing ABC will ensure buy-in, commitment, involvement, ownership, continual improvement and, more importantly, an ITSM organisation that can realise true value to the business.

At the end of this session you will have a valuable take-away! Not only an understanding of the current state of ABC within our own IT organisation, but ALSO we will teach you the unique and practical method used by Pink consultants to identify the specific primary bottlenecks and risk factors related to ABC that exist in your organisation. We will actually show you how this method can be used when you return to work – becoming an essential tool for you to regularly validate the primary objectives and priorities of your IT Service Management operation.

Session 3: ITSM Diaries: Stories From The Real World Of ITSM

George Spalding,
Executive Vice President,
Pink Elephant

"Those who do not study history are condemned to repeat it." While we may learn some things from success we often learn even more by listening to those who have overcome adversity. As organisations embark upon their IT Service Management journey they understand that the destination is worthwhile and believe that their efforts will be rewarded. But the path is not necessarily straight and the road is seldom smooth. Changing an organisation, even for the better, is not an easy task. This session will focus on real-life ITSM experiences and actual stories from the Asia-Pacific market. It will include:

- Interviews with local ITSM professionals
- Interviews with local ITSM solutions providers
- Case study presentations from Pink's Consultant casebook

Make sure you don't repeat the mistakes of others! At the end of this session you'll have a list of valuable peer-generated activities you can adapt and use yourself.

Check our website for details – names posted on website.

Session 4: Pink's Expert Recommendations

David Ratcliffe, President, Pink Elephant
George Spalding, Executive Vice President, Pink Elephant
Garry Rogers, Senior Consultant, Pink Elephant
Kerry Gilmore, Senior Consultant, Pink Elephant

After discussing a series of very important topics in the day's previous sessions we now have the opportunity to hear Pink's strong expert recommendations for key activities, actions and solutions. These include:

- Organising and motivating your staff and teams
- Dealing with senior management
- Really finding out what your business needs from IT
- Measuring business value of IT
- Creating a checklist and process for validating the reliability and integrity of cloud-based IT services
- Creating a checklist and process for assessing the vision, depth, commitment and true customer focus of ITSM software and service providers

At the end of this session you can expect to have answers to your most troublesome "people" related problems. You will take away advice and recommendations you can begin sharing and working with your team as soon as you're back at work. Also, we will introduce a new Pink Elephant approach for thoroughly evaluating and verifying the integrity of cloud-based services on behalf of corporate IT. We will share with you the results of our research and recommendations for key criteria that need to be addressed. You will also be able to return to the workplace and conduct your very own internal assessment of externally hosted IT services. PLUS Pink's 10 Point Checklist for assessing and selecting IT Service Management tools.

Pink Elephant Has The ITIL Experts The Industry Is Buzzing About!

Session 5: Frameworks That Add Value & Should Be Present In EVERY IT Organisation!

George Spalding,
Executive Vice President,
Pink Elephant

Beginning with a "Round-Table-Discussion" where Pink's expert facilitation team – David Ratcliffe, George Spalding, Garry Rogers & Kerry Gilmore – lead a number of group discussions with the goal to answer and document the following questions:

- What frameworks are you using today?
- What frameworks are you planning for tomorrow?
- Where do you think you'll get the "biggest bang for your buck" and greatest value for your effort?
- What are your most vexing questions about frameworks and processes?

Then, George will take us through a lightning quick review of ITIL, ISO 20000, ISO 27000, COBIT, MOF, ISO 15504, ISO 38500, CMMI, PMI, PRINCE2, etc. Concluding with the view that there are just too many frameworks, standards, models, methodologies, etc. to fully comprehend, let alone implement and utilise to their full potential. So let's get down to the business of helping YOU decide which ones – and which PARTS of which ones – need to be the "must-haves" for your IT Service Management in your environment.

At the end of this session you'll take away a list of the absolute essential reference models you need to make use of, plus a list of options for very specific purposes. At Pink we want to help you search through the apparent mire of "bodies of knowledge" and make some decisions about what will work best at helping you deliver reliable, consistent and valuable IT services.

Session 6: Why Do ITSM Projects Fail? ... & How To Make Sure They Succeed!

David Ratcliffe,
President,
Pink Elephant
&
George Spalding,
Executive Vice President,
Pink Elephant

In the last decade independent studies have shown that even in 2011 the majority of IT projects fail. John Kotter is a world-renowned professor of business from Harvard University who has, over the past two decades, conducted significant research with hundreds of organisations hoping to answer the question: "Why Do Projects Fail?" His ground-breaking conclusions have resulted in several best-selling books on this topic. In this session David and George will explain John Kotter's eight critical steps to project/program success and how they have been adopted by real ITSM organisations around the world. They will utilise the lessons learned from the past in actual Pink Elephant engagements to zero in on the true causes of ITSM project failure and the specific actions that were taken to resolve them.

The session concludes with a checklist of what you should do as soon as you go back to work to validate that your IT projects do not run into the bottlenecks and risks outlined by Kotter.

Session 7: Eliminating The Primary Resistors For Change (ABC Part II)

Garry Rogers,
Senior Consultant,
Pink Elephant

Even though you may think IT Service Management is the best idea that ever happened to IT Operations, there are others in your organisation who will disagree. Following on from yesterday's session, here we will help you deal with the risk factors you have uncovered and the resistance to change that exists in your organisation. Believe it or not, there is a definitive list of only a few risk factors – at most! We know what they are and how to deal with them. The session concludes with specific advice for what you should do once you uncover the most common – and dangerous – risk factors in your own organisation.

Don't miss this session! It will provide you with very specific, practical and valuable take-aways you will be able to put into practice immediately. The result will be a more effective ITSM operation where risk is minimised allowing you to focus on value.

Session 8: Pink's Expert Recommendations For ITSM Process Optimisation

David Ratcliffe, President, Pink Elephant
George Spalding, Executive Vice President, Pink Elephant
Garry Rogers, Senior Consultant, Pink Elephant
Kerry Gilmore, Senior Consultant, Pink Elephant

Pink's expert consulting team will present an action-packed series of mini-sessions with the goal to provide practical and usable advice for the following core activities needed in every IT Service Management operation:

- Establishing an Incident Management process optimised for your precise needs
- Establishing a bureaucracy-free Change Management process that rolls out changes quickly and reliably
- Separating reactive and proactive activities in Problem Management
- Defining roles that support the core IT Service Management processes
- Building productive working relationships between corporate IT and its networking of supporting vendors and suppliers

Next Steps On Your First Day Back At Work
Not just a summary of the last two days, but definitive concrete steps you can take to get moving on all of the important and necessary activities highlighted by Pink's Expert Team, including:

- A recommended approach for how you and your team can get started immediately with a customer-focused Incident Management process
- A checklist of the Top 8 activities you need to either implement or re-verify as soon as you return to work in order to remove any hint of bureaucracy from your Change Management process and allow it to make a positive contribution to the quality of IT services provided to your business
- Whether you are new to ITIL or have already taken steps to implement Problem Management you will walk away today with the quick steps you can take immediately to establish separate reactive and proactive activities in support of your Problem Management functions. This will be invaluable for understanding how to turn the knowledge in the books and certification courses into positive outcomes and results
- Examples of RACI matrices for how the roles and responsibilities described in all sessions at this year's conference can be assigned to the right positions within your existing It organisation

Regular Conference Fee

The regular conference fee is MYR 1,795/SGD $795/HKD $5,995. Payment must be received with registration. Your place is not confirmed until full payment is received.

All fees include a light breakfast, lunch and refreshments each day.

Combination Discounts

Check out the list of Pre- & Post-Conference courses below.

Register and pay for the conference and a pre- or post-conference course and save 10% off the pre- or post-conference course.

Substitutions & Cancellations

You can cancel until 1 August, and get a full refund. After this date, no refunds allowed; only substitutions.

Substitutions can be made at any time.

Pink Elephant reserves the right to cancel or reschedule courses or events.

To Register

Choose one of the following options:

- Phone: 60 3 9207 9638 (Malaysia) / 65 6734 2744 (Singapore) / 800 96 8197 (Hong Kong)
- Email: information.asia@pinkelephant.com
- Online: www.pinkelephant.com/PinkAsia11

Questions

Please call (numbers listed above) or e-mail us at information.asia@pinkelephant.com.

Venues

12-13 September,
Kuala Lumpur
JW Marriott Hotel Kuala Lumpur

15-16 September,
Singapore
Raffles Singapore

19-20 September,
Hong Kong
Kowloon Shangri-La, Hong Kong

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

Pre- & Post-Conference Courses	
Kuala Lumpur	
ITIL Practitioner: Operational Support & Analysis	5-9 September
ITIL Foundations	19-21 September
ISO/IEC 27002 Foundation	22-23 September
Singapore	
ITIL Practitioner: How To Define & Implement A CMDB According To ITIL Best Practices	5-6 September
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices	7-9 September
ITIL Manager: Continual Service Improvement	12-15 September
ITIL Foundations	26-28 September
Managing Across The Lifecycle	26-30 September
Hong Kong	
ITIL Practitioner: How To Define & Implement A Service Catalog According To ITIL Best Practices	21-23 September
ITIL Foundations	17-19 October
ISO/IEC 27002 Foundation	20-21 October

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