Pink Elephant IT Management Expert Forum

- Singapore Grand Hyatt; January 21-22, 2010
- Pink's best Experts on hand to educate you, including:
    - David Ratcliffe
    - George Spalding
    - Gary Case
    - Troy DuMoulin
- Plus:
    - Certification Partner – Loyalist Certification Services
    - Specially invited tool vendors

Operational & Strategic Topics:
Something For Everyone!

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1. "How To Succeed At ITIL & ITSM Without Really Trying!"
2. "5 Things You Must Do To Turn Your Help Desk Into An ITIL/ITSM Service Desk"
3. "Defining IT Success Through The Service Catalog"
4. "Risk Management: The Art Of NOT Living Dangerously"
5. "Exploiting Web 2.0 In Today's Service Desk"
6. "How To Design & Deploy A Change Management Process That Really Works"
7. "Developing & Managing ITSM Programs & Projects"
8. "Principles Of Good IT Service management"
9. "The Good, The Bad & The Ugly Of Service Desk Metrics"
10. "The 5 Essentials Of Problem Management"
11. Disaster Recovery & Business Continuity Explained"
12. "Incident Management Process Clinic"
13. "How To Conduct Your Own ITSM Self-Assessment"
14. "Developing An ITSM Road Map"
15. "Continual Service Improvement: From Strategies To Management"

The Pink Think Tank:
Today's IT Service Management Challenges & What We Might Want To Do About Them

Today's Challenges For IT Service Management

- Mobile Computing
- The Cloud
- Social Media

Mobile Computing

The issues:

- Security of data
- Support of non-standard hardware & software

PinkPOLL:

- Is this an area of concern for you and/or your organization? YES/NO
- Does your organization have policies in place to control use of memory sticks? YES/NO
- Does your organization have policies in place to control use of digital cameras and/or camera phones? YES/NO

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The issues

- Corporate data hosted off-site
- Lack of control of essential infrastructure and/or IT services

PinkPOLL

- Do you regard cloud computing as an area of concern or opportunity? CONCERN/OPPORTUNITY/BOTH
- Does your organization have policies in place to restrict, or prevent, use of cloud computing services? YES/NO

Social Media

The issues:

- Staff distracted while on-the-job
- Potential for easy and immediate wide disclosure of sensitive corporate information

PinkPOLL

- Does your organization have policies in place defining if and how social media tools can be used? YES/NO?
- Has your organization already deployed social media tools proactively? YES/NO?

Pink Perspective
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