



FOR IMMEDIATE RELEASE

**COMMUNICATIONS & BEHAVIOR EXPERT MARK BOWDEN
ANNOUNCED AS PINKNORTH16 KEYNOTE SPEAKER**

*TED Speaker, Best-Selling Author & World's #1 Body Language Professional
To Kick Off Event*

Burlington, ON – February 24, 2016 – Pink Elephant, a premier global training, consulting and conference service provider, today announced that Mark Bowden, body language, human behavior and communication expert, will be the opening keynote speaker at their 3rd Annual IT Service Management Conference & Exhibition – “PinkNORTH16”, which will take place in Toronto, Canada, June 6-7, 2016.

“PinkNORTH is an event that is very close to our hearts and homes in Toronto, and we want to bring the very best to our conference attendees,” said Fatima Cabral, CEO, Pink Elephant. “As opening keynote, Mark Bowden will explain to the audience not just what to say, but how to say it in order to translate knowledge into results.”

Mark, renowned trainer to Fortune 500 CEOs and G8 political leaders, will demonstrate how perceptions can be completely altered by a simple gesture or action. He will coach the audience on how to confidently convey a powerful leadership and executive presence through world class communication skills that capitalize on instinctual processes of the brain. The best-selling author was also voted #1 in the World's Top 30 Body Language Professionals¹, is in the TED community, and is a business presentation trainer for the #1 ranked Kellogg-Schulich Executive MBA².

The event will also include:

- 3 tracks covering everything from IT and thought leadership to best practices
- 5 post-conference courses, including Lean IT Foundation, as well as the new Leading The Organizational Change Process, Organizational Change Management Foundation, Business Relationship Management Professional and ITIL[®] Practitioner courses

PinkNORTH16 will be held in downtown Toronto at the Hilton Toronto. Attendees who register before March 28, 2016 are eligible to save \$200 and receive one hotel room night for free with the Early Bird Offer. For further details about PinkNORTH16 and this special offer, or for information about any of Pink's upcoming events, please contact 1-888-273-PINK or info@pinkelephant.com.

¹ GlobalGurus.org, 2014

² The Economist

About PinkNORTH16

Each year, Pink Elephant presents must-attend IT Service Management conferences and leadership forums that bring industry experts and IT professionals from around the world. At the 3rd Annual IT Service Management Conference & Exhibition North Regional – “PinkNORTH16” – in Toronto, June 6-7, Pink Elephant has an unsurpassed line up speakers and sessions.

PinkNORTH16 is content rich and comprehensive covering a vast array of subjects from all across the IT Service Management spectrum. Attendees at this dynamic event will learn how to successfully drive business change using many best practice frameworks, models and standards such as ITIL[®], COBIT[®], ISO, Lean IT and more.

About Pink Elephant

We Lead The Way! A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

For more information and to check out our full list of products and services, visit www.pinkelephant.com and follow Pink Elephant on Twitter @theitilexperts.

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