PRESS RELEASE

PINK ELEPHANT KICKS OFF PINK18

World's Largest ITSM Event Takes Place In Orlando, Florida

Orlando, FL – February 19, 2018 – Today, Pink Elephant began its 22nd Annual International IT Service Management Conference & Exhibition – "Pink18" – in Orlando, at the JW Marriott. This event is the largest gathering of IT Service Management (ITSM) professionals in the world, with close to 1200 attendees coming together to learn how to effectively lead and manage people, processes and tools in today's ever-changing IT and business landscapes.

"For 22 years we've brought you all the many aspects of IT Service Management, and while ITIL® may be the star of the show, it still needs a great supporting cast," said David Ratcliffe, President, Pink Elephant, in his opening remarks. "Enter the worlds of DevOps, Agile, Lean and Organizational Change Management. The Old Way is being overtaken by the new "Integrated Service Management" way – it's the way of the future, and it's already started!"

Event host Chris Bliss helped kick off Pink18 by introducing the "intellectual can of Red Bull", Jeremy Gutsche, award-winning author and CEO of TrendHunter.com, the world's most popular trend website. Jeremy roused the audience with his inspiring keynote session, encouraging the audience to be better and faster.

This year's fully sold-out Exhibition Showcase features 40 exhibitors showing the latest innovations and sharing industry trends through their imaginative and interactive booth presentations.

Pink18 continues through to February 21, with over 120 sessions across 12 tracks for attendees to choose from, and keynote sessions by former NFL player Eric Boles, and best-selling author David Horsager. The 2017 IT Excellence Award winners will be announced during the General Sessions on Tuesday and Wednesday.

For any questions about Pink18 or any of Pink Elephant's upcoming events, please contact 1-888-273-PINK or info@pinkelephant.com.

About Pink18

Pink Elephant's Annual International IT Service Management Conference & Exhibition is globally recognized as the world's premier ITSM conference. Pink18's theme is "Adopt, Adapt & Apply!" and features 12 tracks with over 120 sessions, as well as 17 pre- and post-conference certification courses. The event will provide strategic, tactical and operational views covering a vast array of subjects including: ITSM, ITIL®, Lean IT, Agile, Scrum, DevOps, COBIT®, Organizational Change Management, Business Relationship Management, and more! To learn more about Pink18, visit www.pinkelephant.com/pink18.

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 40 years ago.

To learn more about Pink Elephant and our full portfolio of training, consulting and special events, visit www.pinkelephant.com

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