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Sessions recorded LIVE at The Mandalay Bay Resort · March 25-27, 2015 · Las Vegas, Nevada USA

GENERAL SESSIONS

- Keynote 2:** Turning Wine to Water (**Doc Hendley**) © 2015 All Rights Reserved
- Keynote 4:** Engagement 2.0 (**Scott Stratten**) © 2015 All Rights Reserved

CONCURRENT SESSIONS

- Session 101** Senior Leadership: The View from Session 30,000 Feet, **Gregg Gregory**
- Session 102** Leading Change: Kotter's 8-Step Model, **Gary Case**
- Session 103** Problem Solving: Are You Asking the Right Questions?, **Fancy Mills**
- Session 104** You Don't Need a TV Show to Be an Undercover Boss, **James Walker**
- Session 105** Multidimensional Metrics: Measuring Efficiency, Quality, and Value, **Rae Ann Bruno**
- Session 106** Self-Service and Other Customer Support Myths, **Brandon Caudle**
- Session 107** Benchmark Session 2014: Global Results for Desktop Support, **Jeff Rumburg**
- Session 108** Control Shift: How Cloud Computing Is Changing Everything, **Hank Marquis**
- Session 109** Reinforce Your Company's Brand: Brand Your Customer Service, **Martha Brooke**
- Session 110** I Love This Place!, **Stacey Morales**
- Session 201** Introducing Level 1.5, **Jeff Ridge**
- Session 202** ITSM for Multinationals, **Frederieke Winkler Prins**
- Session 203** Put the Quality into Your Quality Monitoring Scorecard, **Fancy Mills**
- Session 204** Coaching Is Job One, **Mary Cruse**
- Session 205** Tying Service Desk KPIs to Business Outcomes, **Donna Knapp**
- Session 206** Leaving a Legacy: Transforming the Customer Experience, **Manley Feinberg**
- Session 207** Performance Metrics for Desktop Support, **Mike Hanson**
- Session 208** Combining Science and KCS to Change Behavior, **Phil Verghis**
- Session 209** Implementing Remote Work in Your Support Organization, **Joe Arechederra**
- Session 210** Where Is "Single-Job Bob"?, **Michael McGaughey**
- Session 301** Making IT a Strong Strategic Business Partner, **Troy DuMoulin**
- Session 302** The New Basics, **Ivor Macfarlane**
- Session 303** Secrets of a Scrum Master: Agile Practices for the Service Desk, **Donna Knapp**
- Session 304** Building a Dynamic Global Team, **Jeanette Nabozny, Taffany Van Rossen**
- Session 305** Is That Fact or Opinion? Using Metrics for Continual Improvement, **Michael Cardinal**
- Session 306** Team-Based Service: Providing a More Effective Experience, **Gregg Gregory**
- Session 307** Does IT Have a Crystal Ball? A Case Study on Student Technology Use, **Jill Beckman, Mike Javorsky**
- Session 308** Service Desk and Big Data: What's Expected From You, **Judy Benda-Schnurr, Robin Bell**
- Session 309** LinkedIn: How to Build Brand YOU, **Brandon Caudle**
- Session 310** High Speed: Rolling Out a New Service Desk in Record Time, **Sarah Flint, Mike Tessier**
- Session 401** The Role of IT Leadership in Service and Support, **Jeff Rumburg**
- Session 402** Changing the Game: Failure Is Not an Option, **Julie Mohr**
- Session 403** Our Road Trip Down the Self-Service Highway, **Kelly Doherty**
- Session 404** Becoming a Leader That Others Will Follow, **Lea Brovedani**
- Session 405** Mastering the Mystery of IT Support Metrics, **John Custy**
- Session 406** Starting from Scratch: The Path to Success, **Aran McFarland**
- Session 407** The Best of the Best in Desktop Support, **Mark Fitzgerald**
- Session 408** The Future of Work, **Patrick Bolger**
- Session 409** How Do I Tell the Story?, **Phyllis Drucker**
- Session 410** Improving the Customer Experience Through Desktop Support, **Rae Ann Bruno**
- Session 501** CULTURE LEADER – CULTURE WARRIOR – CULTURE YOU, **Kirk Weisler**
- Session 502** Banishing the Heroes from Your IT Kingdom, **Kristie Magowan**
- Session 503** KCS Is the Gold Standard, but My Organization Has a Tin Cup, **John Coles**
- Session 504** Big Impact, Low Cost: Show Me the Love!, **Beth Jacobsen**
- Session 505** By the Dashboard Light, **Mike Hanson**
- Session 506** Customer Experience and the Cloud: Managing the Experience, Risks, and Challenges, **Julie Mohr**
- Session 507** Desktop Support and Data Breaches: The Unknown Dangers, **Bryan Hood**

Listing continued on page two....

- Session 508 Services Made Clear, from Start to Service Catalog, **Steve Smith**
- Session 509 Service Management Is a Competitive Advantage...If You Do It Right, **David Moskowitz**
- Session 510 Halliburton Achieves 98% Self-Service User Adoption Eliminating Help Desk Requests, **O'Shola Anjous, Bruce Lebitz**
- Session 601 What You Don't Know Can Hurt You, **John Reed, Mary Cruse**
- Session 602 From Cost Center to Investment Center, **John Custy**
- Session 603 An Agile Approach to Creating Your Request Catalog, **Phyllis Drucker**
- Session 604 Visualize, Energize, Mobilize: Building a Successful Team, **Adrienne Du Brul**
- Session 605 Managing Cloud Service KPIs, **Hank Marquis**
- Session 606 How to Have High-Quality Chats with Customers, **Leslie O'Flahavan**
- Session 607 Mobility Changes Everything, **Mark Fitzgerald**
- Session 608 Foresight Is Session 20Session 20: The State of the Technical Service and Support Industry, **Craig Baxter**
- Session 609 Delivering the Ultimate User Experience, **Judy Benda-Schnurr**
- Session 610 SPOC: The Key to Service Desk Success, **Bren Boddy**

- Session 701 Should the Service Desk Report to the Business Manager?, **Malcolm Fry**
- Session 702 Radical Incident Reduction: The Session 40-40-40 Program, **Randy Steinberg**
- Session 703 Intelligent Swarming: Collaboration on Steroids, **Greg Oxtan**
- Session 704 The Culture Crux: Increasing Engagement, Innovation, and Accountability, **Manley Feinberg**
- Session 705 Past and Present: 25 Years of Service Desk KPIs, **Jeff Rumburg**
- Session 706 STEEL Pancakes, Lollipops, and Raving Fans: Creating the Ultimate Customer Experience, **Kirk Weisler**
- Session 707 Operation Transformation: Delivering Efficient and Effective Concierge Services at Emory Healthcare, **Mary Kay O'Brien, Lionel Clark**
- Session 708 Service Desk Mobility: Who Needs a "Desk"?, **Dewayne Dillard**
- Session 709 Service Management Beyond ITIL, **Mart Rovers**
- Session 710 Who Is Your Team?, **Jacque Rowden**
- Session 801 The Future Business Model...Does IT Support Exist, **Matt Hooper**
- Session 802 We're Not in Kansas Anymore: ITIL and ITSM in the Age of the Cloud, **Lou Hunnebeck**
- Session 803 At the Service Desk, Good Enough Isn't Nearly Enough, **Julie Lemke**
- Session 804 Live with Randy and Fancy: Exposing the Workforce Management Process, **Fancy Mills, Randy Celaya**
- Session 805 Metrics: Change Agents in IT Service and Support, **Roy Atkinson**
- Session 806 Humanizing IT Support, **Mark Fitzgerald**
- Session 807 How to Reduce Costs While Maintaining Client Satisfaction, **Stacy Gianoulis, Jill Beckman**
- Session 808 KCS: Beyond IT and into the Business Environment, **Stephanie Gloden, Steve McMillan**
- Session 809 The "O" Word: Why Outsourcing May Be Viable, **Skip Goodwillie**
- Session 810 The Power of Positive Influence, **George Diorio**

The listed sessions are scheduled to be recorded; however, some changes may occur due to circumstances beyond our control.

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