Unlock the Value in Your Data to Enhance Evidence-Based Decision-Making in Your Organization

- Learn different approaches for identifying useful information that can influence organizational strategy and decision making.
- Evaluate the effectiveness of your data-collection tools and techniques: are you tracking the right metrics?
- Learn about different data visualization tools.
- Hear lessons learned from early adopters and leaders in digital government services.
- Determine your objectives for collecting business intelligence data – key steps in strategic planning.
- Understand how a talent cloud could improve your operations as an effective means of recruiting in-demand skills and investing in tech talent.
- Ensure your data governance procedures are up to date and effective – ensuring proper privacy and collection techniques are utilized.

HEAR FROM EXPERIENCED LEADERS

Abe Greenspoon, Program Lead, Free Agents, NATURAL RESOURCES CANADA'S INNOVATION HUB

Ken Holmes, Treasurer, CANADIAN MILITARY INTELLIGENCE ASSOCIATION

James Knox, Technical Authority, GPHIN Renewal Project, PUBLIC HEALTH AGENCY OF CANADA

Hussain R. Usman, Executive Director, Public Health Surveillance and Infrastructure, ALBERTA HEALTH SERVICES

Michele Lajeunesse, Vice-President, Digital Governance, INSTITUTE ON GOVERNANCE

Stephane Contre, Chief Analytics Officer, Open City and Innovation, CITY OF EDMONTON

Sorana Ionescu, Director, Smart Metering, INDEPENDENT ELECTRICITY SYSTEMS OPERATOR

Randy Reynoso, Director, Business Intelligence and Analytics, CANADA REVENUE AGENCY

Marc Levesque, VP, Wireless Technologies, COMMUNICATIONS RESEARCH CENTRE CANADA

Rene Alvarez, Sessional Lecturer, Modeling and Simulation, UNIVERSITY OF TORONTO

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Case Study: Using Data Visualization in Public Health Surveillance

Hussain R. Usman, Executive Director, Public Health Surveillance and Infrastructure, Alberta Health Services
- How new technology simplifies data visualization
- Data preparation for effective data visualization
- Use of data management tools for flexibility and automation
- Demonstration of data visualization in public health surveillance

Dr. Hussain Usman comes with a diverse and unique set of experience and educational background consisting of degree in medicine (MBBS), MSc in Epidemiology, DrPH in Public Health, and Fellowship in Public Health Informatics from the Centers for Disease Control and Prevention (CDC), Atlanta. With over 15 years of public health experience and significant accomplishment, Dr. Usman has authored many high impact peer reviewed articles and is a well-known speaker on the topic of data visualization and public health surveillance.

Day One Agenda: Tuesday, October 17, 2017

7:30 – 8:30  Registration and Continental Breakfast

8:30 – 8:40  Welcome and Opening Remarks from the Chair

8:40 – 9:40  Using Data Visualization in Public Health Surveillance
Hussain R. Usman, Executive Director, Public Health Surveillance and Infrastructure, Alberta Health Services
- How new technology simplifies data visualization
- Data preparation for effective data visualization
- Use of data management tools for flexibility and automation
- Demonstration of data visualization in public health surveillance

9:40 – 10:30  Predictive Analytics Supported by Computer Simulation
Rene Alvarez, Sessional Lecturer, Modeling and Simulation, University of Toronto; Manager, Business Intelligence, Ministry of Government and Consumer Services
- Understand the “flaw” of averages
- Learn the Monte Carlo simulation
- Predicting the future when historical data is not available

Rene Alvarez extensive knowledge and varied experience in engineering, business intelligence, strategic planning, operations effectiveness, and change management. Rene brings his executive and leadership experience from a number of senior leadership roles held in Government, private sector, and educational institutions, with proven track record of adding value to organizations through his solid principles, integrity, and fact-based decision making approach.

10:30 – 10:45  Networking Break

10:45 – 11:45  Internal Partnering and Operationalizing Analytics within Canada Revenue Agency
 Randy Reynoso, Director, Business Intelligence and Analytics, Canada Revenue Agency
 - Best practices for ensuring data quality
 - Learn how to operationalize your analytics
 - Managing potential legal issues in relation to privacy
 - Addressing privacy implications, PII, and citizen privacy concerns

11:45 – 12:30  Special Presentation by Environics
Rupen Seoni, Senior Vice-President and Practice Leader, Environics Analytics
Rupen Seoni leads a practice area that includes government, non-profits, energy and consumer goods. He brings over twenty years of experience in market analytics, working with market leaders to unlock the value of information in decision-making and business strategy. His practice area specializes in helping public-sector organizations understand population trends, segmentation and performance benchmarking. Rupen appeared on CTV’s 2015 federal election coverage as a commentator on voter demographics in key riding races.

12:30 – 1:30  Luncheon Break

1:30 – 2:30  Exploring Best Practices in Data Visualization
Adam Jacobs, Senior Quantitative Economist, Ontario Ministry of Infrastructure
- Common data visualization errors and how to (quickly) fix them
- Government-specific obstacles and blind spots
- Common tensions: Simplicity vs completeness, precision vs readability
- Working with space and time
- Examples of best-in-class visualizations: creative, metaphorical, surprising

2:30 – 2:45  Networking Break

2:45 – 3:45  Data Vis 101: Interactive Workshop
Eman El-Fayomi, Design and User Experience, Canadian Digital Service (CDS)
- Be led through a data visualization workshop
- Understanding different data visualization principles and best practices
- Methods and platforms for creating and sharing your visualizations

With over 10 years experience in the realm of web/communication design and information visualization, Eman chooses projects with underpinnings of community impact and empowerment. Eman believes that people are most compelling when they join forces and collectively create positive ripple effects for change.

Marc Levesque, Vice-President, Wireless Technologies, Communications Research Centre Canada
- Understand better spectrum management strategies
- Learn how to use big data analytics within the cloud
- Hear from the Communications Research Centre

Marc Levesque joined the CRC in 2015, with over 20 years of experience spanning engineering, technical sales, business development and management. Mr. Levesque joined the CRC from Altera Corporation, where he served as a Global Account Manager, leading an international team focusing on telecommunications customers. Earlier in his career, he worked in various engineering capacities— including hardware design, software development, system verification and field support— for companies supplying telecommunications equipment, such as Nortel.
7:30 – 8:30  Registration and Continental Breakfast

8:30 – 8:40  Opening Remarks from the Chair

8:40 – 9:40  Advanced Analytics Environment at the Canada Revenue Agency

Jean-François Ruel, Director, CRA
• Canada Revenue Agency’s Business Intelligence Strategy
• Big data on the horizon
• Challenges to fully leveraging the Canada Revenue Agency’s data
• New Analytics platform

9:40 – 10:40  Exploring Top Tech Tools

Cindy Courtemanche, Account Manager, Tableau
• Learn about the various tools, understand your options, and gain insights into how you can leverage data analytics in your work.

Cindy has been providing guidance to clients on how to leverage the power of data to make meaningful business decisions for over two years at Tableau. She is a graduate of Ryerson University with a Bachelor of Commerce.

10:40 – 11:00  Networking Break

11:00 – 11:45  Industry IoT: A New Era of Productivity and Efficiency, or a Digital Titanic?

Ken Holmes, Treasurer, Canadian Military Intelligence Association
• The vision (expectations, postmodern society)
• Unintended challenges (job losses, economic divergence, opportunity for some)
• Kaleidoscope of cyber threats (asymmetric cyber warfare, nation-state interference, commercial sabotage/threats)
• Emergence of regulatory and financial consequences (lawsuits, privacy, government intervention)

Ken Holmes, a Chartered Professional Accountant (CPA) served with the Federal Government in variety of research capacities over twenty-five years. Mr. Holmes, through his audit and evaluation experience that focused on management information systems, and through his background in financial/economic matters, conducted a wide range of complex profiling and investigative analyses.

11:45 – 12:30  Government "Free Agents" Talent Cloud Network

Abe Greenspoon, Program Lead, Free Agents, Natural Resources Canada’s Innovation Hub
• Natural Resources Canada’s “Free Agent” HR program
• How a talent cloud could improve your operations as an effective means of recruiting in-demand skills and investing in tech talent
• Innovative approaches to staffing that could transform how the Public Service organizes and deploys high-quality talent
• Based on Deloitte’s “GovCloud” model, the Free Agent pilot tests the viability of a cloud-based talent model for the Public Service

Luncheon Break

1:30 – 2:30  Superdata: Using Data and Analytics to Fight and Prevent Crime

Mike Kluh, Program Manager, Corporate Initiatives, City of Edmonton
• Examine an innovative project with the City of Edmonton
• Development of advanced analytics tools which utilize open data to look at indicators of crime within the City of Edmonton, with the goal of crime prediction and prevention
• How to apply these principles to your own organization, including the use of user friendly open-data dashboards

Mike In this role he oversees development and implementation of analytic solutions developed to optimize performance of operations and other corporate functions. He brings prior experience to the City from consulting and private industry where he delivered tailored solutions to complex business problems in strategy and operations, including supply chain distribution network optimization, organizational transformation, and numerous process optimization projects. Mike earned an MBA from the University of Alberta and is certified as a Lean Six Sigma Green Belt.

2:30 – 2:45  Networking Break

2:45 – 3:30  Thinking Big... Data: Building a Roadmap for Energy Data in Ontario

Sorana Ionescu, Director, Smart Metering, Independent Electricity Systems Operator
• Opportunities for value creation coming from the better and broader use of the electricity consumption data in Ontario
• Key activities undertaken by the IESO to build a platform for third party access to the data in the provincial data hub (the MDM/R), as per OEB Orders to the IESO
• Ensuring that the angles of privacy, ethics and fairness are properly safeguarded

Sorana Ionescu is responsible for operating Ontario’s Meter Data Management and Repository – an integrated platform that enables processing of smart meter consumption data from Ontario’s 70 local distribution companies to support time-of-use billing. She holds an Executive MBA from Richard Ivey Business School, a nuclear power engineering degree from the University of Bucharest.

3:30 – 4:30  Leveraging Business Intelligence to Manage Risks in Your Organization

• Why key risk indicators (KRIs) are some of the most powerful tools for risk management
• Finding the KRIs that are important for your organization
• Tracking KRIs using your existing IT tools and resources
• Using KRIs to support managers and the development of a risk aware culture
Big Data & Analytics for the Public Sector
OCTOBER 17 – 18, 2017 • OTTAWA, ONTARIO

WHO SHOULD ATTEND THIS EVENT
- Chief Information Officers
- Chief Operations Officers
- Architects, designers, and developers of analytics systems
- Technology architects, executives, and managers responsible for providing analytics infrastructure
- Business analysts, data analysts, and data scientists
- Program and project managers with analytics and BI responsibilities
- Data architects, integrators, and modelers
- Consultants

LOCATIONS:
Big Data and Analytics for the Public Sector will be held at a convenient downtown location in Ottawa which could include the Ottawa Conference and Event Centre or the Radisson Hotel Parliament Hill. Detailed venue information will be forthcoming as it becomes available.

YOUR REGISTRATION INCLUDES:
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SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:
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CANCELLATION POLICY:
Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 no later than October 3, 2017. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

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