

October 23 – 24, 2018 • Ottawa, Ontario

& **BIG DATA** **Analytics** for the Public Sector

YOUR FACILITY CONFIRMED PARTICIPANTS INCLUDE:



Martin McGarry, Partner and Chief Data Scientist, **BRONSON ANALYTICS**



Shahina Perveen, Programmer Analyst - Data Services, Chief Information Officer Branch, **GOVERNMENT OF CANADA**



Mandeep Flora, Strategic Data Manager, **MINISTRY OF COMMUNITY & SOCIAL SERVICES**



Frédéric Papillon, Business Planning Analyst, **CANADIAN INTELLECTUAL PROPERTY OFFICE (CIPO)**



Kyle Ertl, Director, Kyle Ertl, Director of Business Development, **DIMENSIONAL STRATEGIES INC.**



Ken Holmes, Board Member, **CANADIAN MILITARY INTELLIGENCE ASSOCIATION**



Bilyana Anicic, Enterprise Architect, Principal Consultant, **AURORA CONSULTING**



Christos Sarakinos, Manager, Digital Technologies, **NATIONAL RESEARCH COUNCIL OF CANADA**



Alireza Bakhshi, Senior Data Scientist and Big Data Specialist, **ETICO INC.**



Marina Drizhachenko, Senior Information Architect, Director, **MGD IM&KM CONSULTING GROUP**



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



Greg Furlong, Deputy Chief, **OTTAWA PARAMEDIC SERVICE**

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

- ✓ Address the challenges in cross-jurisdictional data sharing
- ✓ Hear the latest in tools to enhance data-driven decisions
- ✓ Implement business information analysis to public service programs
- ✓ Protect privacy while meeting your objectives
- ✓ Explore how to incorporate blockchain in the way government functions today
- ✓ Learn approaches to procurement to support improved data sharing
- ✓ Discuss the enthusiasm behind visualization and identify where data visualization can be adopted
- ✓ Examine value creation for transactions, assets, contracts, voting, compliance, identity management, supply chain traceability, healthcare, and taxation
- ✓ Hear case studies from Canada, the U.S., all levels of government, and various spheres for application
- ✓ Learn what artificial intelligence means for big data
- ✓ Explore the implications of big data and behavioral science on policy-making

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Big Data & Analytics for the Public Sector

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DAY ONE PROGRAM AGENDA: TUESDAY, OCTOBER 23, 2018

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:45

Welcome and Opening Remarks from the Chair
Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics

8:45 – 9:45

A Model for Value Creation from Big Data in the Public Sector

Sorana Ionescu, Director, Smart Marketing, Independent Electricity System Operator

- How to create a new value-chain from big data and analytics
- How to engage with various stakeholders to build support and drive decisions
- Why is it important for the public sector to treat data as an asset?
- How to build a big data monetization model
- Implications for organizational relevance and progress in the public sector

9:45 – 10:30

Better Public Engagement Through Analytics
Rupen Seoni, Senior Vice President and Practice Leader, Environics Analytics

Nader Shureih, Consultant, Environics Analytics

- Learn who your audience is and how to reach them.
- Build an intelligent approach to connecting the right stakeholder
- Understand the diversity within the population and tailor a strategy.
- Learn about real world applications of how data and analytics is improving public engagement in the public sector

10:30 – 10:45

Networking Break



10:45 – 11:30

Artificial Intelligence (AI): Risk, Threats and How to Mitigate Them

Frederic Papillon, Business Planning Analyst, Canadian Intellectual Property Office, Government of Canada

- What are the known and unknown risks & threats of AI
- Learn how to identify and prevent risks and threats
- Striking the right balance between privacy and Big Data
- Learn how to overcome challenges in Big Data and AI
- 5 essentials to predicting failures that might occur

11:30 – 12:30

Smart Cities Challenge - Transforming Canadian Health Care

Stephane Contre, Director, Chief Analytics Officer, Analytics Centre of Excellence (ACE)

- Introduce Edmonton — our City, and its journey to become smarter and more open
- Talk about Edmonton's Analytics Centre of Excellence — the methodology it employs to solve problems
- Share tangible use cases — real world stories of municipal problems and how we used data and analytics
- Highlight the Smart Cities Challenge — a brief introduction of the Challenge and how Edmonton is proposing to use data, analytics and connected technology to impact health

12:30 – 1:30

Luncheon Break

1:30 – 2:30

Designing and Delivering a New Way of Doing Analytics for Ontario's Community and Social Services

Mandeep Flora, Strategic Data Manager, Ministry of Community & Social Services

- Executing a data and analytics strategy across an organization to deliver change and results
- Designing and implementing new data governance and new infrastructure to improve data quality and access
- Using collaborative and agile processes to deliver more efficiently and better serve business needs
- Leveraging the value of strategic data partnerships and integrating data across government and partners.

2:30 – 2:45

Networking Break



2:45 – 3:45

At the Crossroads of Big Data and Information Management: Win-Win Collaboration

Marina Drizhachenko, Senior Information Architect, Director, MGD IM&KM Consulting Group

- Aligning your Big Data Strategy with your Information Management Strategy - "nice to have" or "must"
- What are the core components of the win-win collaborations
- Achieving "quick wins" while building for a long-term sustainable success - myth or reality
- Integrating agile mindset and delivery planning into the Corporate IM Program - necessity or essential innovation supporting successful data implementation

3:45 – 4:30

Artificial Intelligence. Homelessness, Crime, as well as Public Safety

Kyle Ertl, Director of Business Development, Dimensional Strategies Inc.

- From descriptive analytics to the artificial neural network.
- Using A.I. to predict human behavior
- Looking for patterns within the social fabric of society
- Can A.I. tackle crime, gang violence, and homelessness? Yes it can
- How to address social and public safety issues using an artificial neural network

4:30

End of Day One

OTTAWA, ONTARIO
EVENT LOCATION: OTTAWA, ONTARIO

Big Data and Analytics for the Public Sector will be held at a convenient downtown location in Ottawa, Ontario Detailed venue information will be forthcoming as it becomes available.

Register Now!

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Big Data & Analytics for the Public Sector

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DAY TWO PROGRAM AGENDA: WEDNESDAY, OCTOBER 24, 2018

7:30 – 8:30 Continental Breakfast

8:30 – 8:45

Opening Remarks from the Chair

Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics

8:45 – 9:45

Predictive Analytics in Action

Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics

- Modern self-service predictive analytic and visualization tools.
- Martin will demonstrate examples of predictive tools in action.
- Logistics company was able to use advanced simulation.
- The presentation will be highly visual and interactive. The objective is to give participants insights into new technologies

9:45 – 10:30

Artificial Intelligence: Through the Mind of a Joseph Stalin

Ken Holmes, Board Member, Canadian Military Intelligence Association

- The IT community advanced considerably, over the past decades, in the development of cyber protection for systems and big data
- Public confidence in IT systems is either skeptical or eroding.
- Is the IT community ready?
- IT world must be cautious in our exuberance on the potential for AI and take these threats seriously

10:15 – 10:30

Networking Break



10:30 – 11:15

Informed Decision-Making: Does Bigger Data Lead to Better Decisions?

Bilyana Anicic, Enterprise Architect, Principal Consultant, Aurora Consulting

- How open collaboration can help you drive value from Big Data
- Better decisions and creating better business outcomes
- How combining diverse sources of data.
- Role of enterprise architecture (EA) in reducing the complexity.
- Practical examples: common platform of data.

11:15 – 12:00

Identifying the Right Technology to Solve Your Big Data Problem

Alireza Bakhshi, Data Scientist, Etico Inc.

- Big data applications for the public sector
- Technical requirements that are derived from these applications
- Big data technologies that are applicable to the technical requirements
- Real life examples of using the right technology to manage data.

12:00 – 1:00

Luncheon Break

1:00 – 1:45

The Seven Must-Haves of Highly Effective Projects and Other Tales of AI Adventure

Christos Sarakinos, Business Management, Digital Technologies, National Research Council Canada

- What is AI, seriously?
- What to expect when you're analyticsing?
- The seven must-haves of highly effective projects
- NRC analytics projects for public sector clients

1:45 – 2:30

Challenges to Implementing Big Data Analytics

Somaieh Nikpoor, Operations Planning and Performance, Immigration, Refugee and Citizenship Canada

- Challenges to implementing big data analytics: Volume, Variety and Velocity
- Key elements for success in machine learning projects
- Machine learning application in private sector vs. public sector
- What are areas where machine learning cannot be applied

2:45 – 3:30

2:30 – 2:45

Networking Break



Going Agile: Developing Agile Analytics for Government

Shahina Perveen, Business Intelligence Programmer Analyst, Government of Canada

- Why make analytics agile?
- Transforming people's mindset to adapt to agile ways
- Aligning delivery with strategy
- Building a team to deliver agile analytics
- Challenges in implementing agile in analytics projects

3:30 – 4:30

When Seconds Matter: Using Real-Time Data in the Ottawa Paramedic Service

Greg Furlong, Deputy Chief, Ottawa Paramedic Services

- Implementing a real-time dashboard in a public safety organization
- Understanding digital transformation in the Paramedic Service
- How real-time data can improve response times and hospital offload delays
- Predicting live response time performance

4:30

End of Day Two

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Big Data and Analytics for the Public Sector*. A limited number of sponsorship options are available.

For more information or to check availability, contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at sponsorship@infonex.ca.

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WHO SHOULD ATTEND THIS EVENT

- CTOs and CIOs
- Managers and senior executives of analytics, business intelligence and IT
- Information analysts, data analysts and data scientists
- Business intelligence analysts and marketing analytics specialists
- Directors of information management
- IT auditors, performance auditors and audit managers
- Program and project managers with analytics and BI responsibilities
- Architects, designers, and developers of analytics systems
- Big Data researchers
- Analytics and business intelligence consultants

REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

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GST/HST No. R134050012

LOCATION:

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:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

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 9, 2018**. 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.

Registrants who cancel after **October 9, 2018**, will not be eligible to receive any credits and are liable for the entire registration fee.

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