

# YOUR REALITY

## CONFIRMED PARTICIPANTS INCLUDE:



**Guillaume Charest**,  
Advisor, Open Source Software,  
**TREASURY BOARD CANADA SECRETARIAT**



**Jason Blackwell**, CanDev Leadership Team,  
Strategic Advisor, Spectrum Licensing and  
Policy Branch of Innovation, **SCIENCES AND  
ECONOMIC DEVELOPMENT CANADA**



**Heidi Boles**, CanDev Leadership Team,  
Project Support Officer, Human Resources  
Planning and Business Transformation  
Division, **STATISTICS CANADA**



**Sara-Maude Bossé**, CanDev Leadership  
Team, Economist, Industry Accounts  
Division, **STATISTICS CANADA**



**Olivier Godard**,  
CanDev Leadership Team, Economist,  
Environment, Energy and Transportation  
Statistics Division, **STATISTICS CANADA**



**Mark Bilawchuk**,  
Leader, Web & Digital Content, Customer  
Service & Communications,  
**THE CITY OF CALGARY**



**Sarry Zheng**,  
Innovation and Engagement Consultant,  
**CANADA'S FREE AGENTS**



**Robert M. Gerbrandt**,  
Robert M. Gerbrandt, Managing Director,  
Information Governance Consulting,  
**IRON MOUNTAIN**



**Diana Esparza**,  
Data Scientist,  
**EXPORT DEVELOPMENT CANADA**



**Dan Batista**,  
Executive Director,  
**INSTITUTE FOR CITIZEN-CENTRED SERVICE**



**Melanie Gilbert**,  
Business Development Executive,  
**IBM SERVICES CANADA**



**Scott Connery**,  
Senior Analyst, Web & Performance  
Measurement,  
**NATURAL RESOURCES CANADA**



**Jonathan Rath**,  
Chief Experience Officer,  
**CITIZEN EXPERIENCE DESIGN**



**Sukhjit Singh Sehra**,  
Data Scientist,  
**ELOCITY INC.**



**Norman Mendoza**, Manager, Business and  
Technology Innovation, Digital Enablement,  
Financial and Corporate Services, Open City  
and Technology, **CITY OF EDMONTON**



**Amy E. Yee**,  
Chief Digital Officer,  
**HEALTH STANDARDS ORGANIZATION &  
ACCREDITATION CANADA**



**Jennifer van der Valk**,  
Managing Director, Marketing and Digital  
Strategy, Cabinet Office,  
**GOVERNMENT OF ONTARIO**



**Ted Tritchew**,  
CTO Cloud Consulting,  
**IBM SERVICES**



**Yafet Tadesse**,  
Vice President, Innovation,  
**PROXY PROJECT INC.**

February 19-20, 2019 • Ottawa, Ontario

# Transformation Through Innovation!

# Digital Government

Hear from leaders throughout Canada, from municipal, provincial, and federal levels of government!

- ✓ Build More Customer-Centric Organizations
- ✓ Explore the redesign project experience
- ✓ Set performance benchmarks for top transactions
- ✓ Attract and nurture the best digital talent
- ✓ Learn strategies for implementing a common approach to digital identity
- ✓ Find out how government is making access to information easier
- ✓ Explore design research in a digital delivery team: design to build stage
- ✓ Improve the usability of your online platforms

PLATINUM SPONSOR



**REGISTER TODAY!**  
Email: [register@infonex.ca](mailto:register@infonex.ca)

CALL 1.800.474.4829 or  
[www.infonex.ca](http://www.infonex.ca)

# Digital Government: Transformation Through Innovation!

February 19-20, 2019 • Ottawa, Ontario

## DAY ONE PROGRAM AGENDA: TUESDAY, FEBRUARY 19, 2019

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:40

### Welcome and Opening Remarks from the Chair

**Guillaume Charest, Advisor, Open Source Software, Treasury Board Canada Secretariat**

8:40 – 9:25

### Leveraging Large-Scale Hackathons to Create Innovation Vehicles

**Jason Blackwell, CanDev Leadership Team, Strategic Advisor, Spectrum Licensing and Policy Branch of Innovation, Sciences and Economic Development Canada**

**Heidi Boles, CanDev Leadership Team, Project Support Officer, Human Resources Planning and Business Transformation Division, Statistics Canada**

**Sara-Maude Bossé, CanDev Leadership Team, Economist, Industry Accounts Division, Statistics Canada**

**Olivier Godard, CanDev Leadership Team, Economist, Environment, Energy and Transportation Statistics Division, Statistics Canada**

- What are codeathons, hackathons or datathons?
- A proven and tested framework for digital effervescence
- Why our design produces the highest value for digital transformation
- An excellent tool for brand awareness on the national and international scale
- Developing a partnership ecosystem to increase collaboration (currently 17 partner organizations in academia and government)
- Strengthened long-term recruitment strategy
- Building developer mindshare with respect to government business cases
- Accumulate new solutions to real problems
- What's next for CanDev?

9:25 – 10:10

### Enabling Digital Government Transformation Through Cloud

**Ted Tritchew, CTO Cloud Consulting, IBM Services**

- Approaches for enabling both multi cloud and hybrid cloud migration in government
- What organizations often underestimate and struggle with during their cloud transformation journey
- Pitfalls to avoid for successfully migrating applications to the cloud
- Key considerations for modernizing and building on the cloud

10:10 – 10:30

Networking Break



10:30 – 11:15

### Nurturing Digital Culture

**Mark Bilawchuk, Leader, Web & Digital Content, Customer Service & Communications, The City of Calgary**

In order for digital initiatives to succeed, your organization requires progressive digital literacy. Digital government is not simply about delivering products and services, but rather creating the conditions for these products and services to flourish. Based on what the City of Calgary has experienced over the past few years of digital transformation, you will hear about:

- What motivates decision makers, finding a balance between business and user needs
- How to remove digital from the conversation, helping clients define problems and understand user journeys
- Setting up organizational structures and programs to facilitate digital adoption
- Understanding digital maturity, how to efficiently and effectively introduce new technology into projects
- Ways of being efficient and effective with fewer resources

11:15 – 12:00

### Open First as a Foundation for Digital Government

**Guillaume Charest, Advisor, Open Source Software, Treasury Board Secretariat, Government of Canada**

- Canada's international commitments
- Current direction
- Role of Open Standards & Open Source Software in enabling a digital government
- The opportunities and challenges of an Open Culture and an Open Market
- Capturing the essence of a community in a digital government

12:00 – 1:00

Luncheon Break

1:00 – 1:45

### Digital Innovation for People Powered Health

**Amy E. Yee, Chief Digital Officer, Health Standards Organization & Accreditation Canada**

- Digital is well-established as a disruptive enabler of new behaviors. Learn about how Health Standards Organization (HSO) is applying this force to drive and strengthen a culture of continuous quality improvement in hospitals
- Beyond quality improvement, learn about some of the ways in which digital is impacting healthcare at large, as well as within our own personal experience. What's the digital innovation imperative in healthcare?
- Hear a Chief Digital Officer's perspective and approach on creating the right conditions within an organization to digitally transform
- Understand the benefits of assuming your organization is a source of infinite capacity and imagination, and why this is key to digital innovation

1:45 – 2:30

### Using Data to Transform Business in Government Communications

**Sarry Zheng, Innovation and Engagement Consultant, Canada's Free Agents**

- Case studies to improve communication functions
- Using data to set performance benchmarks and inform decisions
- Insights into the use of digital and traditional communications tools to deliver services efficiently to citizens
- Carry out audience research through primary and secondary research

2:30 – 3:15

### Smart Cities Challenge - Transforming Canadian Health Care

**Norman Mendoza, Manager, Business and Technology Innovation, Digital Enablement, Financial and Corporate Services, Open City and Technology, City of Edmonton**

- 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 to positively impact them
- 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
- Showcase Edmonton's pilot project for the Challenge - showing how we intend to use a tried, tested and true method to make a real difference

3:15 – 3:30

Networking Break



3:30 – 4:15

### Igniting Innovation in the Enterprise

**Yafet Tadesse, Vice President, Innovation, Proxy Project Inc.**

- Igniting innovation
- Redefining research
- Creative courage
- Failing forward
- Curating culture

4:15 – 5:00

### Digging for Gold in Your Digital World: Creating Value From Your Information

**Robert M. Gerbrandt, Managing Director, Information Governance Consulting, Iron Mountain**

Drawing from Iron Mountain's expertise in managing information and records for over 230,000 global customers, Rob will present on how Digital Transformation must embrace all information aspects - from electronic to physical. This will include:

- Pitfalls and risks of focusing only on one medium of information
- Opportunities for creating value from information
- Finding gold nuggets in your physical and digital information
- Approaching information strategically
- Building communities of digital champions across an enterprise

5:00

End of Day One

Register Now!

Call 1.800.474.4829

www.infonex.ca

# Digital Government: Transformation Through Innovation!

February 19-20, 2019 • Ottawa, Ontario

## DAY TWO PROGRAM AGENDA: WEDNESDAY, FEBRUARY 20, 2019

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:40

### Welcome and Opening Remarks from the Chair

**Guillaume Charest, Advisor, Open Source Software, Treasury Board  
Canada Secretariat**

8:40 – 9:30

### Leveraging Data to Build More Customer-Centric Organizations

**Diana Esparza, Data Scientist, Export Development Canada**

- The need for advanced analytics in Government
- Evolution of Big Data Business Models & Maturity Index
- Learn about the leading trends in data-driven marketing and loyalty for today's digital economy
- How does Big Data & Analytics enable marketers to generate real customer centricity and loyalty to drive marketing performance
- Big Data Case Studies: Learn how government institutions are leveraging data and analytics to power their business models

9:30 – 10:30

### What do Canadian Citizens Want and Expect from Their Public Services? Insights from Citizens First 8

**Dan Batista, Executive Director, Institute for Citizen-Centred Service**

Citizen First 8 (CF8) looks at how citizens and clients assess government services from all levels of government in Canada and provides actionable data for public sector service executives and managers. CF8 delves into service reputation, client experience and expectations. CF8 takes an innovative approach that offers new insights on key issues facing the public sector today, including the use of behavioral science, and draws on other relevant research that provides a fresh perspective on government services and new technologies.

10:30 – 10:45

Networking Break



10:45 – 11:30

### The Metrics and the Magic: Embracing Digital to Drive Communications

**Jennifer van der Valk, Managing Director, Marketing and Digital Strategy,  
Cabinet Office, Government of Ontario**

- Learn how the Government of Ontario is transforming this Communications approach and leveraging an array of digital channels to engage and connect with the public.
- This session will use two marketing campaign case studies to explore:
  - the opportunities for using data to demonstrate value and ROI
  - the role that customer experience plays in the digital marketing mix
  - how careful targeting can ensure you get the right message to the right audience
  - how a balance of digital and traditional strategies can improve reach and effectiveness

11:30 – 12:30

### Blockchain: Not Just a Buzzword in Government

**Melanie Gilbert, Business Development Executive, IBM Services Canada**

- What is blockchain
- How blockchain is disrupting traditional business and operating models
- Determining if blockchain is right for your organization
- Exploring some common use cases in government
- How to get started in implementing blockchain applications

12:30 – 1:30

Luncheon Break

1:30 – 2:30

### The Value Isn't the (Big) Data

**Scott Connery, Senior Analyst, Web & Performance Measurement,  
Natural Resources Canada**

- Looking at getting the context right to get value out of the data you have before you 'go big'
- Avoid the latest buzzword: Big Data
- Plan for data driven success
- Plant the seeds to grow the data culture
- Don't go it alone: success requires department-wide buy-in

2:30 – 3:30

### Personas, Journey Maps and the User Centred Design (UCD) Process

**Jonathan Rath, Chief Experience Officer, Citizen Experience Design**

- The Canada Revenue Agency is applying UCD to ensure projects and User Experience (UX) deliverables are properly planned, prioritized and delivered in the right phases of software and content development
- Application of a structured User Experience research and design practice can be transformational (in a good way).
- Personas, Journey maps, and Usability testing are critical research tools which provide the evidence, insight and context to create meaningful change
- As services, technology and applications in governments and businesses evolve, it's important to ensure that user needs are properly understood and prioritized. If you don't care about the user, why should they care about you?
- Government departments are mandated to be 'user-centric'; UX and UCD are the tools to make this a reality for citizens

3:30 – 3:45

Networking Break



3:45 – 4:45

### OpenStreetMap - A Crowdsourced Movement

**Sukhjot Singh Sehra, Data Scientist, Elocity Inc.**

- What is Volunteered Geographic Movement
- Why OpenStreetMap
- How you can map
- What are spatial quality indicators for VGI
- Assessing the quality of OSM data

4:45

End of Day Two

**OTTAWA, ONTARIO**  
**EVENT LOCATION: OTTAWA, ONTARIO**

*Digital Government: Transformation Through Innovation!* will be held at a convenient downtown location in Ottawa, Ontario Detailed venue information will be forthcoming as it becomes available.

# Digital Government: Transformation Through Innovation!

February 19-20, 2019 • Ottawa, Ontario

## WHO SHOULD ATTEND THIS EVENT

- Executives, Directors, CIOs, CDOs, VPs, Directors, Managers, and Senior Advisors of: Digital Service, Open Data, Digital Government
- Policy, Planning, and Program Analysts
- Deputy Ministers
- Strategic Policy Analysts
- Civic Innovation Officers
- Digital Communications Managers
- Business Intelligence Analysts
- Data Analysts

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

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Ext \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email address \_\_\_\_\_

Name of Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Company's main line of business \_\_\_\_\_ Number of Employees: \_\_\_\_\_

### 2 SELECT YOUR PREFERRED PAYMENT METHOD

Prices subject to HST.	FULL PRICE
Cost per registrant	\$799 + HST

**Method of Payment:**  VISA  MasterCard  Cheque enclosed, payable to INFONEX Inc.

Cardholders Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

CVV/CSC: \_\_\_\_\_ Signature: \_\_\_\_\_

Please check box if you are GST/HST exempt Exemption # \_\_\_\_\_

### 3 SEND US YOUR REGISTRATION

GST/HST No. R134050012

@ **EMAIL:** register@infonex.ca

🌐 **WEBSITE:** www.infonex.ca

☎ **TELEPHONE:** 1.800.474.4829

✉ **MAIL:** INFONEX INC.  
360 Bay Street, Suite 900  
Toronto, Ontario M5H 2V6

## LOCATION:

*Digital Government: Transformation Through Innovation!* will be held at a convenient location in Ottawa, Ontario. 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:

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Digital Government: Transformation Through Innovation!*. A limited number of sponsorship options are available.

Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

## 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](mailto:register@infonex.ca) or fax to 1-800-558-6520 **no later than February 5, 2019**. 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 **February 5, 2019**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by February 5, 2019** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1329-W**

**INFONEX**  
Professional Development