October 1-2, 2019 • Ottawa, Ontario

BIG DATA & Analytics
for the Public Sector

Advance your knowledge in government-utilized predictive analytics, data visualization and artificial intelligence

YOUR FACULTY

CONFIRMED PARTICIPANTS INCLUDE:

Martin McGarry,
Partner and Chief Data Scientist,
BRONSON ANALYTICS

Frederic Papillon,
Senior Officer,
CANADIAN SPACE AGENCY

Sherin V Emmanuel,
Information Architect,
CANADA REVENUE AGENCY

Mark Armstrong,
Natural Resources Canada,
NATURAL RESOURCES CANADA

Eric Rancourt,
Director General of the Methodology
Branch, **STATISTICS CANADA**

Ken Holmes,
**CANADIAN MILITARY ENGINEERS
ASSOCIATION**

Mana Azarm,
Senior Data Analytics Strategist,
CITY OF OTTAWA

INFONEX
Professional Development

Benefits of attending:

☑ 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

☑ 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 for big data and behavioral science on policy-making

Plus! Get tips for going beyond predictive data and into predictive maintenance

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DAY ONE PROGRAM AGENDA: TUESDAY, OCTOBER 1, 2019

8:00 – 9:00   Registration and Continental Breakfast

9:00 – 9:10
Welcome and Opening Remarks from the Chair
Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics

9:10 – 10:10
Enabling Service in Analytics and AI
Mark Armstrong, Deputy Chief Information Officer, Natural Resources Canada
- Overview of what a CIO organization in NRCan is doing to support data analytics and AI
- Overview of four pillars that effort is going into making AI and analytics successful
- Practical examples of analytics

10:10 – 10:30   Networking and Refreshment Break

10:30 – 11:30
AI, Machine Learning & Bot Technology: Risks, Threats & How to Mitigate Them
Frederic Papillon, Senior Officer, Canadian Space Agency
- Discuss potential concerns around the road to litigation and loss of privacy
- Overcome challenges in big data and analytics
- AI's biggest risk factor: big data itself
- Learn how to identify and prevent threats and risks
- Tools to predicting failures that might occur

11:30 – 12:30
Predicting and Visualizing How Ottawa's OC Transpo Light Rail Will Change Our Daily Commute Forever
Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics
- Predicting the future impact on Ottawa's new light rail was a challenge when no timetables or the usual commuter tools existed. He will take us 5 years from now to when Ottawa has an integrated light rail system covering the entire city.
- Martin will demonstrate how to create an amazing story through the use of advanced analytical and visualization tools.
- Has your commute improved? Where should you be buying a future home? Is cycling a better commuting method? Did the city spend our money wisely?
- First he will outline the key components of a compelling data story and what were the drivers behind the analysis. Then he will show you behind the curtain on how the story was created. Using Google API's, TomTom data, Alteryx, Tableau, Mapbox and more he will explain the challenges involved in creating true business or citizen insights!

12:30 – 1:30   Luncheon Break

1:30 – 2:30
Creative IT Auditing in the Age of Uncertainty
Ken Holmes
- Cooperative audits where IT groups and the audit capacities work closely with each other
- Both would identify innovative observations through joint analysis
- They would develop creative recommendations that are implementable and have buy-in by all concerned
- Establish frameworks for management/IT/client monitoring, feedback, and reporting

2:30 – 3:30
Feed Two Birds with One Scone: A Data Management Roadmap that can Make Information Silos Invisible, Solve Business Problems and Enable Better Service to Canadians
Sherin V Emmanuel, Information Architect, Canada Revenue Agency
- Connect information across the enterprise
- Solve many common business and data problems
- Improve data analytics and business intelligence (BI)
- Establish accountability and stewardship of data
- Enable service transformation and compliance with GC strategies

3:30 – 3:45   Networking and Refreshment Break

3:45 – 4:45
Artificial Intelligence (AI): A new Era for Analytics

- Tools to achieving measurable results
- Learn why big data is an enabler for AI implementation
- Hear the latest developments in AI software
- Improved decision-making through advanced analytics
- Tips and techniques to achieving measurable results

4:45   Closing Remarks from the Chair

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DAY TWO PROGRAM AGENDA: WEDNESDAY, OCTOBER 2, 2019

8:00 – 9:00   **Registration and Continental Breakfast**

9:00 – 9:10

Welcome and Opening Remarks from the Chair

Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics

9:10 – 10:10

From Capacity to Build Statistics to Data Analytics Capacity Building

Eric Rancourt, Director General of the Methodology Branch, Statistics Canada

- Recognize the types of data available and how they can be harvested
- The power and limits of data and resulting conclusions
- The importance of questioning and assessing quality
- Anchoring the approach in a scientific and transparent framework

10:10 – 10:30   **Networking and Refreshment Break**

10:30 – 11:30

Data Visualization: A Smart Investment to Inform Better Decisions

Mana Azarm, Senior Data Analytics Strategist, City of Ottawa

- What do we mean by Data Visualization?
- Great data visualization examples
- The advantages and benefits of good data visualization
- How to find the most suitable data visualization tool(s) for your company
- Open-source tools and data

11:30 – 12:30

Creating a Data Management Roadmap to Drive Public Sector Digital Transformation

- Overcome the challenges of delivering greater value to citizens
- Implement better and more digital engagement with governments at all levels
- Learn how digital transformation will change business models, products and services that impacts organizations and governments
- Capture data and collaborate virtually
- Understand the value of digital change and transformational service delivery

12:30 – 1:30   **Luncheon Break**

1:30 – 2:30

Improving Data Strategy to Achieve Better Organizational Analytics

- Understand the importance of achieving a data-driven culture
- Learn the 4 pillars of analytics strategies
- Insights into ensuring your data strategy is aligned to deliver results
- Techniques and tools to capitalize on the blue ocean of data analytics
- Learn how to effectively implement a comprehensive data analysis foundation

2:30 – 3:30

Drivers and Constraints for Big Data in the Public Sector

- Understand the advantages and disadvantages of data analytics
- Learn about advanced analytics through automated algorithms
- Identify common strategies to reuse cross technology platforms
- Understand where and how big data can help to solve public sector challenges
- Prepare regulatory framework for effective development of big data solutions

3:30 – 3:45   **Networking and Refreshment Break**

3:45 – 4:45

Unlocking the Value of Your Data for the Benefit of the Community

- Learn the benefits of directing valuable resources towards big data
- Improve access to essential resources for decision-making
- Key insights in harnessing the power of data for large-scale social impact
- Understand why big data analysis is so challenging in the public sector
- Overcome posing risks to privacy and security when data falls into the wrong hands

4:45   **End of Seminar**

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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!

① PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs._____Title_____

Organization _____

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