

# National Insights – Winter Edition

## Transforming Citizen-Centric Services

Online → Tuesday, January 25, 2022 | 12:00pm – 2:35pm EDT

### Your Inspiring Speakers



**HON. KALEED RASHEED**  
Associate Minister of Finance  
Digital Government



**DR. ALEX VUKOVIC**  
Senior Director, Automotive, Transportation, Digital and Industry Skills Branch, Industry Canada  
Innovation, Science & Economic Development Canada



**JENNIFER STUBBS**  
Director, Technology & Insights  
Destination Ontario



**MARK WEIR**  
Director, Strategic Planning & Community Engagement,  
Woodstock Hospital & Co-Chair, Oxford and Area Ontario Health Team Coordinating Committee



**ROY THOMAS**  
(A) Director, Transfer Payment Ontario Branch, Enterprise Financial Services, Ontario Shared Services  
Ministry of Government and Consumer Services



**CHRIS MOORE**  
Community Advisor  
Public Sector Network



**JAMES MCKEE**  
Director of Research, Digital Innovation Office  
Government of Alberta



**LIZ MCKEOWN**  
Director General, Digital Strategy  
Immigration, Refugees and Citizenship Canada



**JON WARD**  
Director General, Strategic Communications  
Health Canada



**MICHAEL JAY**  
Director, Measurement Canada Digital Office  
Innovation, Science and Economic Development Canada



**CATHERINE CROFTON**  
Digital Market Development Leader, Canada  
GHD Digital



**ALI CARDEN**  
Global Practice Director, Products and Platforms  
GHD Digital

### Benefits of Attending



Find ways to ensure that digital accessibility is built into, rather than tacked onto, your strategy and plan



Get the tips and tools you need to build your digital strategy and adoption toolkit



Hear about the latest in human-centred design and ways to collaborate directly with your constituents



Take advantage of this annual opportunity to share knowledge and engage with other champions of digital engagement

[CLICK HERE TO REGISTER](#)

## Transforming Citizen-Centric Services

Government services are the primary way in which citizens engage with the public sector. As such, a citizen-centric approach to design, development and delivery is critical to facilitate trust and increase access to essential services constituent's value most.

As service delivery moves further into the virtual era, embracing a digital strategy and culture is critical for all government agencies. Identifying the changing needs of citizens, gaining confidence and trust and through reliable, accessible and secure services, and finding the right balance between innovation and practicality are essential for the successful adaptation and transition across all levels of government to a new digital model.

Public Sector Network's **Digital Gov and CX National Insights - Winter Edition** brings together public servants from across Canada with a goal of ensuring all Canadians benefit from today's digital age. Join us at this essential event to discover ways to tap into the power of digital tools to advance citizen engagement and to build a better public service across all levels of government.



### Who You'll Meet

#### Chiefs/Directors/Heads/Managers of :

- Digital Transformation
- Citizen Experience & Services
- Corporate Services
- Service Innovation
- Business Delivery
- Digital Experience
- Innovation
- User Experience
- Service Design & Delivery
- Workplace Accessibility
- Regulatory Affairs

12:00pm ET **Welcome from Public Sector Network**

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12:05pm ET **Welcome from Chair**

**Chris Moore**, Community Advisor, **Public Sector Network**

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12:20pm ET **Ministerial Address**

**Hon. Kaleed Rasheed**, Associate Minister of Finance, **Digital Government**

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12:35pm ET **Government Case Study:  
Accelerating Digital Transformation towards Data-Centric Operation and Decision Making**

- Digital Transformation Myths & Must-known Truths
- Transition towards digital economy
- Overcoming barriers to digital transformation and potential policy initiatives

**Dr. Alex Vukovic**, Senior Director, Automotive, Transportation, Digital and Industry Skills Branch, Industry Canada, **Innovation, Science and Economic Development Canada**

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12:50pm ET **Panel Discussion 1  
Making Digital Engagement a Reality from a Citizen Perspective**

- How can you ensure your digital engagement strategy meets the most pressing needs and demands of your citizens in a time of rapid change?
- What are some examples and best practices as you implement and upgrade new technologies and tools into your department's engagement toolkit?
- What are some strategies for measuring performance and staying on track to meet your engagement goals? How can you ensure you are continuing to meet the public's needs as they change?
- How do you ensure you continue to put people at the center of your roadmap and engagement strategy as you roll it out?

**John Ward**, Director General, Strategic Communications, **Health Canada**

**Liz Mckeown**, Director General, Digital Strategy, **Immigration, Refugees and Citizenship Canada**

**Catherine Crofton**, Digital Market Development Leader, Canada, **GHD Digital**

**Moderated by: Chris Moore**, Community Advisor, **PSN**

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1:20pm ET **Break**

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1:25pm ET

## Panel Discussion 2

### Building a Better Citizen Experience for Tomorrow's Public Sector

- What are the key trends shaping the future of citizen experience that can help guide governments with their service delivery models?
- How can you identify and overcome some of the internal barriers when it comes to delivering your digital services strategy?
- What are some examples of challenges that had to be addressed in your departments digital transition?
- How do we ensure that our CX delivery platforms are being inclusive and equally accessible to all? How can departments properly anticipate their accessibility needs?

**Michael Jay**, Director, Measurement Canada Digital Office, **Innovation, Science and Economic Development Canada**

**Jennifer Stubbs**, Director, Technology & Insights, **Destination Ontario**

**James McKee**, Director of Research, Digital Innovation Office, **Government of Alberta**

**Roy Thomas**, Director, Transfer Payment Ontario Branch, Enterprise Financial Services, **Ontario Shared Services, Ministry of Government and Consumer Services**

**Mark Weir**, Director, Strategic Planning & Community Engagement, **Woodstock Hospital & Co-Chair, Oxford and Area Ontario Health Team Coordinating Committee**

**Ali Carden**, Global Practice Director, Products and Platforms, **GHD Digital**

**Moderated by: Chris Moore**, Community Advisor, **PSN**

2:25pm ET

Closing Remarks from the Chair

2:30pm ET

PSN Closing & Virtual Event Adjourns

Thank you to our **Event Partners**

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What's On **Next**



**National Digital Insights:  
Spring Edition**

**Online**

**May 4, 2022**

For partnership opportunities, contact [Andrew Cowan](#) for more information.