







National Insights – Winter Edition

Transforming Citizen-Centric Services

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

Your Inspiring Speakers



Virtual Event

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



DR. ALEX VUKOVIC Senior Director. Automotive, Transportation. Digital and Industry Skills Branch, Industry

Innovation. Science & Economic

LIZ MCKEOWN

Director General,

Digital Strategy

Immigration, Refugees

and Citizenship

Canada



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





Technology & Insights Destination Ontario

Development Canada



JON WARD Director General. Strategic Communications Health Canada





MARK WEIR Director, Strategic

Planning & Community Engagement. Woodstock Hospital & Co-Chair. Oxford and Area Ontario Health Team Coordinating Committee



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



ROY THOMAS (A) Director, Transfer Payment Ontario Branch. Enterprise Financial Services. Ontario Shared Services

Ministry of Government and **Consumer Services**



Canada GHD Digital



CHRIS MOORE Community Advisor

Public Sector Network



CATHERINE CROFTON **Digital Market** Development Leader,



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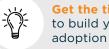
ALI CARDEN Global Practice Director, Products and Platforms



GHD Digital

Benefits of Attending

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



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

Hear about the latest in humancentred 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



Explore the Agenda



12:00pm ET	Welcome from Public Sector Network
12:05pm ET	Welcome from Chair
	Chris Moore, Community Advisor, Public Sector Network
12:20pm ET	Ministerial Address
	Hon. Kaleed Rasheed, Associate Minister of Finance, Digital Government
12:35pm ET	 Government Case Study: Accelerating Digital Transformation towards Data-Centric Operation and Decision Making Digital Transformation Myths & Must-known Trusts 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
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 publics 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
1:20pm ET	Break

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



National Digital Insights: Spring Edition

Online

May 4, 2022

For partnership opportunities, contact <u>Andrew Cowan</u> for more information.