

National Insights – Winter Edition

Transforming Citizen-Centric Services

Online → Tuesday, January 25, 2022 | 12pm – 2:15pm EDT

Your Inspiring Speakers



MARNIE CLUCKIE
Chief Administrative Officer
Town of Niagara-on-the-Lake



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



NATASHA JETTÉ
Head, Exploration and R&D, Digital Innovation Network
Public Services and Procurement 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



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, Innovation
Science and Economic Development Canada

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

12:05pm ET Welcome from Chair

12:20pm ET **Government Keynote:**
Ensuring Citizen Accessibility of Services in the Digital Era

- Enhancing the experience across all generations with any device at any time
- Accessibility to citizens from all socio-economic positions and age groups

Marnie Cluckie, Chief Administrative Officer, **Town of Niagara-on-the-Lake**

12:35pm ET **Platinum Keynote:**
Topic TBD

12:50pm 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 and Digital Technology Branch, Industry Canada, **Innovation, Science and Economic Development Canada**

1:05pm ET **Government Case Study:**
Next-Gen Engagement: Leveraging Technology, Processes & Driving Collaboration

- Identifying the right technologies that can help boost operational efficiency for a more seamless service journey across the entire agency
- Key drivers of the next generation of citizen engagement

1:20pm ET **Break**

1:25pm ET **Gold Spotlight:**
Topic TBD

1:40pm 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**

Natasha Jetté, Head, Exploration and R&D, Digital Innovation Network, **Public Services and Procurement Canada**

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, **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**

2:25pm ET

Closing Remarks from the Chair

2:30pm ET

Virtual Event Adjourns

Thank you to our **Event Partners**

Silver



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

What's On **Next**



**National Digital Insights:
Spring Edition**

Online

May 4, 2022