

Prospectus  
**Data Management  
& Analytics**

Cutting through Complexity to  
Deliver Clarity for Actionable Insights

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 PUBLIC  
SECTOR  
NETWORK

Certified  
  
Corporation

## Data Management & Analytics

### Cutting through Complexity to Deliver Clarity for Actionable Insights

**Data is increasingly becoming vital for the future delivery of services and the effectiveness of government operations in Canada. It is through the strategic management and analytics of data, and leveraging their use with information technology, that will allow governments to best fulfill their mandates of enhanced and more accessible relationship with their citizenry.**

As Canada's digital economy continues to grow and increase in importance, the need for trusted, high quality and competent data stewardship has never been greater.

Recently the public sector has become increasingly aware of the potential value that can be gained from leveraging data as a strategic asset, but the sector still struggles with effective methods to extract true value from insights, while maintaining privacy and security. However, with robust support structure and comprehensive frameworks in place, public sector information can be transformed into tangible insights that deliver cost savings and better citizen services.

By showcasing your solutions as a partner at Public Sector Network's Data & Analytics events you can:

- Get your offering in front of key executives, 70% of which are either decision makers or direct influencers
- Promote your brand as an industry leader and forge lasting relationships
- Understand key challenges and obstacles of your potential clients to help refine your approach



# Audience Profile

COMMUNITY DATABASE

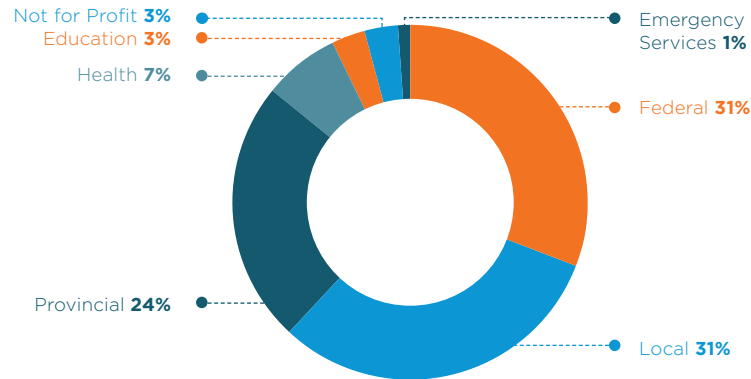
# 5,500+ Contacts

## JOB FUNCTION BREAKDOWN

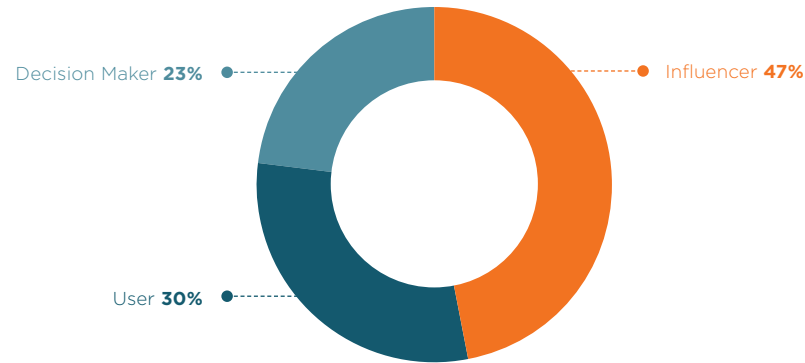
- Data Management and Analytics
- Information Management
- Business Intelligence
- Business Insights
- Robotic Process Automation
- Machine Learning
- Artificial Intelligence
- Data Ethics
- Data Privacy
- Citizen Records
- Data Visualization

**42%**  
are actively exploring new technologies & solutions

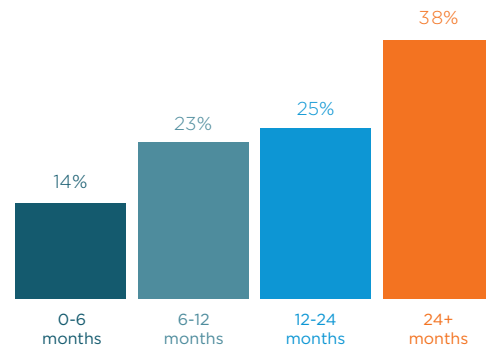
## TIER OF GOVERNMENT



## ATTENDEE ROLE

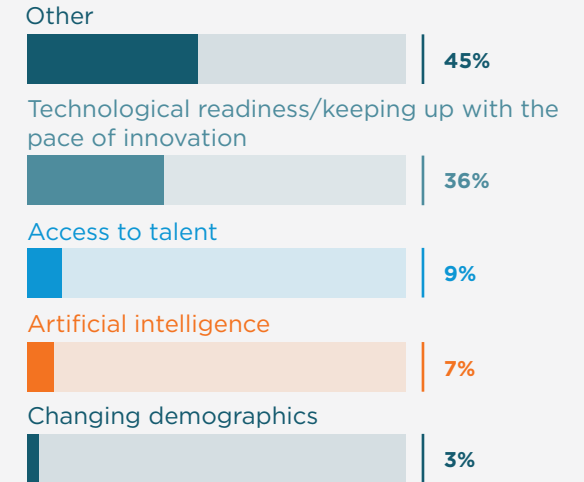


## INVESTMENT TIMEFRAME

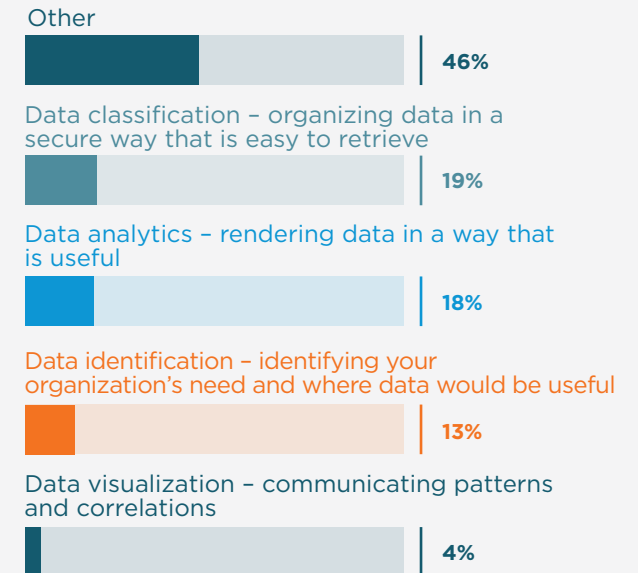


# Audience Polling

What is the greatest challenge that will have to be managed to prepare your organization for the future?



At which stage in the data life cycle do you encounter the most challenges?



# Snapshot of Key Accounts & Speakers 2021

## ORGANIZATIONS

Agriculture and Agri-Food Canada	Global Affairs Canada
Alberta Health Services	Health Canada
Alberta Office of the Auditor General	HealthLinkBC
Bank of Canada	Human Resources Canada
BC Government Digital Experience Division	Immigration, Refugees and Citizenship Canada
BC Public Service Agency	Infrastructure Canada
Canada Border Services Agency	Innovation, Science and Economic Development Canada
Canada Energy Regulator	Manitoba Ministry of Agriculture and Resource Development
Canada Mortgage Housing Corporation	National Research Council
Canada Revenue Agency	Natural Resources Canada
Canadian Food Inspection Agency	Office of the Chief Information Officer
Canadian Intellectual Property Office	Office of the Librarian and Archivist of Canada
Canadian Radio-television and Telecommunications Commission	Office of the Superintendent of Financial Institutions
City of Vancouver	Ontario Municipal Property Assessment Corporation
City of Winnipeg	Parks Canada Agency
Consumer Protection BC	Public Service Commission of Canada
Credit Valley Conservation	Public Services and Procurement Canada
Crown Indigenous Relations and Northern Affairs	Royal Canadian Mounted Police
Department of Finance Canada	Saskatchewan Ministry of Agriculture
Department of National Defence and Canadian Armed Forces	Shared Services Canada
Edmonton Police Service	Statistics Canada
Elections Canada	Transport Canada
Employment and Social Development Canada	Treasury Board of Canada Secretariat
Environment Canada	University Health Network
Fisheries and Oceans Canada	



**ON**  
**JOHN ROBERTS**  
 Chief Privacy Officer, Archivist of Ontario & Chief Information Security Officer  
**Ontario Public Service**



**ON**  
**JEFF BALL**  
 Director of Open Government & Data Governance  
**RCMP**



**MB**  
**JENNIFER BODNARCHUK**  
 Senior Data Scientist  
**City of Winnipeg**



**ON**  
**RANDY REYNOSO**  
 Director General, Data & Business Intelligence Directorate  
**Canada Revenue Agency**



**ON**  
**SUZANNE MONNETTE**  
 Director, Enterprise and Information Services  
**Shared Services Canada**



**ON**  
**DOUG KEEFFE**  
 Director of Application Management  
**Veterans Affairs Canada**



**BC**  
**STEPHEN GORDON**  
 CIO  
**Office of the Auditor General of British Columbia**



**BC**  
**MARCELA HERNANDEZ**  
 CDO  
**University of British Columbia**



**BC**  
**SID TOBIAS**  
 Director, Digital Standards  
**BC Ministry of Advanced Education & Skills Training**



**BC**  
**CERI SANDERSON**  
 Assistant Chief Data Steward & Director, Agreements & Health Data Provisioning & Policy  
**BC Ministry of Health**



**BC**  
**MICHAEL MCEVOY**  
 Information and Privacy Commissioner  
**Office of the Information & Privacy Commissioner for British Columbia**



**ON**  
**MANDEEP FLORA**  
 Director, Data Strategy & Solutions Platform, Business Intelligence & Practice Division  
**Ministry of Children, Community & Social Services, Ontario**

## How We Help

**Digital events provide a unique platform for public servants — across different tiers, provinces, agencies and departments — to meet and discuss innovative case studies and solutions.**

They also provide a fantastic opportunity for vendors to identify, engage and educate a diverse group of buyers that are typically difficult to reach.

Our audience profile is typically made up of mid-level managers to senior executives who are responsible for major projects, supplier selection and spend.

Public Sector Network runs four events per quarter – ensuring a regular touchpoint in the market.



**Great event! Very interesting speakers and discussions.**

City of Calgary



At **Public Sector Network** we help our customers with

### Thought Leadership

Demonstrate your capabilities and share your stories and case studies via our high-impact physical events and digital channels.



### Brand Awareness

Raise the visibility of all your services by promoting your brand message via our high-impact channels.



### Lead Generation

Develop targeted leads and turn them into sales opportunities through detailed audience profiling and polling.

## Event Schedule

### Canada Virtual

**Q1: National Insights - Spring Edition**

5 April 2022

**Q2: National Insights - Summer Edition**

16 June 2022

**Q3: National Insights - Fall Edition**

29 September 2022

**Q4: National Insights - Winter Edition**

17 November 2022

### Canada Roadshow

**Q1: Data Management & Analytics Roadshow**

**Toronto**

7 February 2022

**Ottawa**

8 February 2022

**Vancouver**

10 February 2022

**Edmonton**

11 February 2022

## 2022 Themes



**Data Governance,  
Security and Privacy**



**Data Visualization  
and Storytelling**



**Intelligent  
Automation and AI in  
Government**



**Optimizing Data  
Outcomes**



**Open Data and  
Public Sector  
Collaboration**



# Data Management & Analytics Virtual Events

## National Audience

CANADA: 5 Apr | 16 Jun | 29 Sep | 17 Nov

### Agenda Overview

Virtual events take place quarterly, bringing together 200+ key influencers and technology users from a range of federal and provincial departments.

Delegates participate online to share ideas, benchmark, and network on a national scale — providing a unique opportunity to digitally engage and educate a national audience.

The program will feature key current projects and updated strategies, with three presentations and two high-level panel discussions providing critical industry updates.





### Who Should Attend?

These programs are designed for the entire community, bringing together 200+ key influencers and technology users to benchmark, network and share ideas on a national scale.











### Agenda

<b>12:00pm ET</b>	PSN Opening	<b>1:05pm ET</b>	Government Keynote
<b>12:05pm ET</b>	Chair Welcome	<b>1:20pm ET</b>	Break
<b>12:20pm ET</b>	Government Keynote	<b>1:25pm ET</b>	Vendor Keynote (Gold Partner)
<b>12:35pm ET</b>	Vendor Keynote (Platinum Partner)	<b>1:40pm ET</b>	Panel Discussions (Silver Partners)
<b>12:50pm ET</b>	Government Keynote	<b>2:15pm ET</b>	Close

### Reasons to Attend

-  Hear from leading executives about their current projects
-  Digitally engage and educate a national audience
-  Demonstrate thought leadership and share your value proposition
-  Generate qualified sales leads for post-event follow up

# Virtual Packages

SPONSORSHIP PACKAGES	CHAIR	PLATINUM	GOLD	SILVER
AVAILABILITY	1	1	1	2
 <b>EVENT CHAIR</b>	Elevate your brand as the event chair, introducing all speakers, and delivering closing remarks	-	-	-
 <b>KEYNOTE PRESENTATION</b>	Provide the opening keynote address (15 minutes)	Elevate your brand with the first partner speaker slot (15 minutes)	-	-
 <b>SPOTLIGHT PRESENTATION</b>	-	-	Elevate your brand with the second partner speaker slot (15-minutes)	-
 <b>PANEL INVOLVEMENT</b>	Moderate the closing panel discussion	-	-	Influence the conversation by participating on the closing panel discussion
 <b>DEMAND GENERATION</b>	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads	Receive all opt-in leads for all live attendees
 <b>BRANDING</b>	Sponsor's logo identified as <b>Event Chair Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Platinum Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Gold Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Silver Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 <b>MARKETING</b>	Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter)	Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter)	Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter)	Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter)
 <b>RESOURCES</b>	3 x Downloadable Resources available for delegates	2x Downloadable Resources available for delegates	1x Downloadable Resource available for delegates	1x Downloadable Resource available for delegates
 <b>SPOTLIGHT INTERVIEW</b>	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 500 words	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 400 words	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 300 words	-
 <b>CONTENT</b>	<ul style="list-style-type: none"> <li>Post-show Report</li> <li>Exclusive branding &amp; promo of event insights</li> </ul>	<ul style="list-style-type: none"> <li>Infographic</li> <li>Co-branded content highlighting key polling statistics</li> </ul>	<ul style="list-style-type: none"> <li>Infographic</li> <li>Co-branded content highlighting key polling statistics</li> </ul>	-
<b>PRICE</b>	<b>\$17,500</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>





# Data Management & Analytics Roadshow

<b>Toronto</b>	<b>Ottawa</b>	<b>Vancouver</b>	<b>Edmonton</b>
<b>7 Feb</b>	<b>8 Feb</b>	<b>10 Feb</b>	<b>11 Feb</b>

## Agenda Overview

Roadshows are the annual in-person events bringing together senior stakeholders across the community, heading to the capital cities across Canada.

These events are designed to address key challenges each province and territory face, with local speakers and audiences at each location.

The half-day format and interactive program provides partners with an opportunity to gain critical face time with key decision makers and influencers, who are actively working on relevant programs and projects.

A maximum of four sponsors are permitted per location, to ensure a healthy buy to sell ratio onsite and a great experience for speakers, delegates, and partners.





## Who should attend?

These programs are designed for senior executives from major agencies and departments with active projects who are seeking solutions.

### Agenda

<b>9:00am</b>	PSN Opening	<b>10:20am</b>	Vendor Keynote (Gold Partner)
<b>9:10am</b>	Chair Welcome	<b>10:40am</b>	Refreshments and Networking Break
<b>9:20am</b>	Government Keynote	<b>11:00am</b>	Roundtable Discussions
<b>9:40am</b>	Vendor Keynote (Platinum Partner)	<b>12:00pm</b>	Panel Discussion (Silver Partners)
<b>10:00am</b>	Government Keynote	<b>12:40pm</b>	Closing Remarks and Networking Lunch

## Reasons to Attend

-  Hear from leading executives about their current projects
-  Get face time with hard-to-reach decision makers
-  Demonstrate thought leadership and share your value proposition
-  Generate qualified sales leads for post-event follow up

## Roadshow Packages

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
AVAILABILITY	1	1	1	1
 <b>SPEAKING</b>	Elevate your brand with the first partner speaking slot (20 minute)	Elevate your brand with the second partner speaking slot (20 minute)	Influence the conversation by participating on the panel discussion	-
 <b>ROUNDTABLE</b>	60 min roundtable	60 min roundtable	60 min roundtable	60 min roundtable
 <b>BRANDING</b>	Sponsor's logo identified as <b>Platinum Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Gold Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Silver Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Bronze Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 <b>LEADS</b>	Receive all opt-in leads, including delegate polling	Receive all opt-in leads	Receive all opt-in leads for attended delegates	Receive opt-in leads for roundtable attended delegates only
 <b>TICKETS</b>	4 (including speaker)	3 (including speaker)	2 (including speaker)	2 (including roundtable facilitator)
 <b>WISHLIST</b>	Provide PSN with a list of your 20 most desired accounts	Provide PSN with a list of your 10 most desired accounts	Provide PSN with a list of your 5 most desired accounts	-
<b>PRICE</b>	<b>\$12,500</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>



**You did great. This session had many topics of interest.  
Well organized to a couple of hours.**

# Bespoke Packages

## Guaranteed Route-to-Market

Public Sector Network's Digital Media portfolio combines custom content creation and top-level online lead generation to support your specific marketing initiatives.

Public Sector Network is able to research, design and deliver your content directly to our engaged government audience that has been built via our complimentary events, editorial and online training.

This enables you, our partner, to identify your target demographic and get your message to our communities at a national, regional, themed or vertical level. Take advantage of this engaged community to create an integrated online program that gives you maximum visibility to a wide target audience.



### Whitepapers (From \$15,000)

Our audience are increasingly looking to knowledge-led solution providers for answers to their business challenges.

Whitepapers - when well-written and applied - are one of the most powerful tools in the sales and marketing toolkit, as they help make companies more credible.

From your detailed brief, we engage our in-house team to research and produce the necessary content, helping position your organization as a thought leader, aiding the selling process by informing and educating the prospect base and generating qualified sales leads.



### Webinars (From \$15,000)

Webinars and on-demand webcasts are an ideal, cost-effective method to promote your brand, engage prospects nationwide and generate qualified leads through direct communication to a targeted audience.

PSN webinars feature a client executive and a customer, partner and/or analyst in an interview or open discussion format.

PSN will help you with delivering the right topic to the right audience, deliver pre- and post-production, hosting the webinar (both live and on-demand), recruiting senior-level industry speakers, and digital marketing (including email-direct) to attract an audience. You will also receive webinar reporting and analytics after the event.



### Roundtables (From \$20,000)

Private briefings help drive crucial conversations with key stakeholders, to increase brand awareness and lead generation within a particular function, or location.

Sessions typically last around two hours and put you at the center of our public sector community, enabling you to share critical insights and updates with a pre-qualified and senior audience.

This provides a fantastic opportunity to add value to our audience, who participate to solve their critical business challenges and learn from credible suppliers that can help them with difficult and critical projects.

(Available virtual and in-person)

# Bespoke Events

These invitation-only events will bring together key decision makers and influencers across Canada.

Under the Chatham House Rule, this peer-to-peer discussion enables critical updates and facilitates connection and collaboration across relevant agencies. The program will run for 60 to 90 minutes — providing significant value in a short and succinct format.



60 - 90 minutes  
duration



Interactive  
format



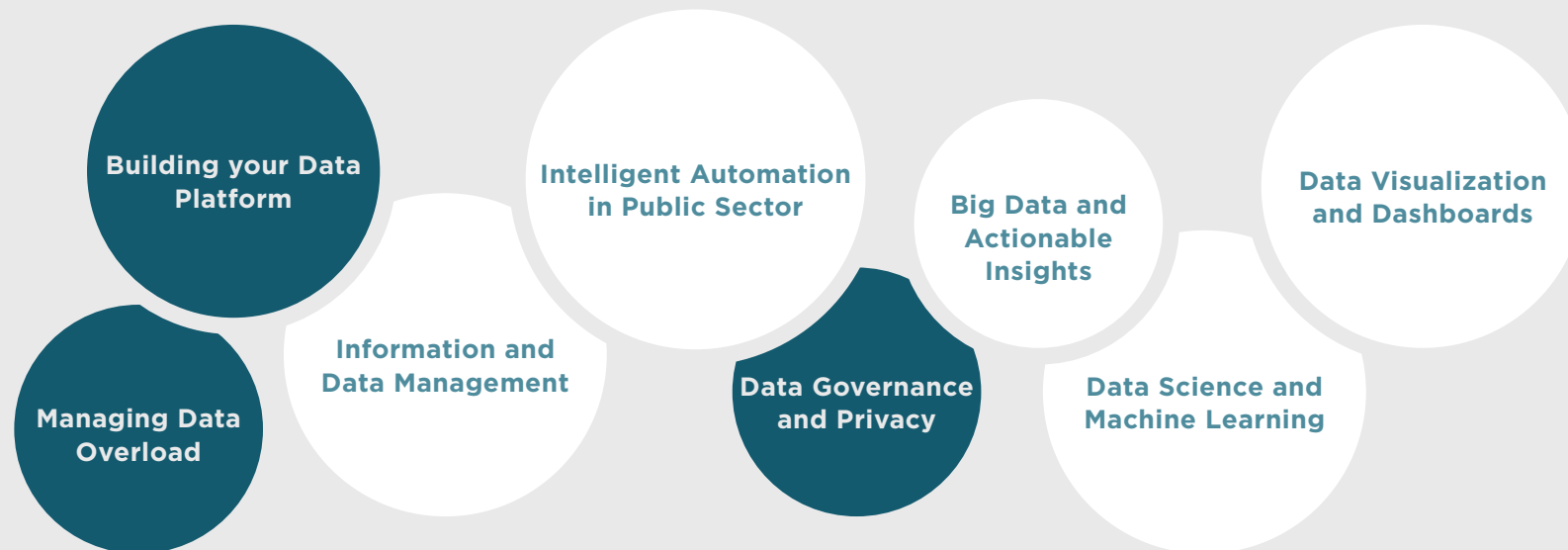
Industry  
Specific



Invitation  
only



Peer-to-peer  
discussion



## 2021 Partners



“

**I thought all the panelists were very knowledgeable and interesting. There was a nice diversity of perspectives available.**

Edmonton Oliver Primary Care Network

“

**Well organized; this was very fun to participate in.**

Employment and Social Development Canada

“

**The speakers & panelists have a wide range of responsibility and experience.**

Government of BC

“

**Really enjoyed the discussion and reinforcement across multiple organizations that are experiencing the same challenges.**

City of Ottawa

## About Public Sector Network



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*Community Director*

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**Andrew Cowan**

*Sales Director*

[andrew.cowan@publicsectornetwork.com](mailto:andrew.cowan@publicsectornetwork.com)



**Dan Pinese**

*Head of Marketing (Canada)*

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**Olivia Schreinert**

*Head of Operations (Canada)*

[olivia@publicsectornetwork.co](mailto:olivia@publicsectornetwork.co)

**Public Sector Network** is a research company that represents public sector professionals across Australia, Canada, New Zealand, and the USA. We develop research, roundtables, events, and webcasts to suit current areas of interest to government agencies and their suppliers.

The public sector consistently faces shrinking budgets and growing expectations, forcing them to be one of the most innovative and resourceful industries in the world.

Regardless of department, agency, level of government or geography, public sector employees are all striving to tackle similar challenges and priorities.

**Join Public Sector Network's communities of practice to share ideas and insights, and to access to the latest research.**

### **Public Sector Network is proudly B Corp certified**

We put equality at the top of our agenda - we wish to reduce levels of poverty, create healthier environments, build stronger communities and empower jobs with dignity and purpose. As a BCorp organization, we are committed to high standards of social and environmental performance, public transparency, and legal accountability.

Public Sector Network brings together public and industry partners, in an open forum, to help deliver fair and collaborative alliances.



CONNECTING GOVERNMENT  
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