



2022 Community Prospectus
**Digital Government
and CX**

Transforming Services for Citizens

Digital Government and CX

Transforming Services for Citizens

One of the pillars of Canada's Digital Operations Strategic Plan aims to improve services to citizens and ensure "individuals and businesses are satisfied with and trust GC services, which are reliable, secure, timely, accessible and easy to use from any device".

To realize this goal, the government of Canada is investing in information management and information technology systems to create open and collaborative digital operations that provide improved digital-first, user-centred services and programs.

All levels of government are investing in emerging technologies to digitalize services, with a citizen-centric approach to design and development. As government moves into an almost wholly virtual realm, strong digital transformation strategies across jurisdictions are paramount.

The public sector needs to develop digital solutions to identify the needs of citizens, gain trust through reliable and secure services, and find the right balance between innovation and practicality.

Get involved in our Digital Government & CX community events to directly speak to decision makers, influencers and users and help them overcome their challenges. By showcasing your solutions as a partner at Public Sector Network's events, you can:

- Get your offering in front key executives, over 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

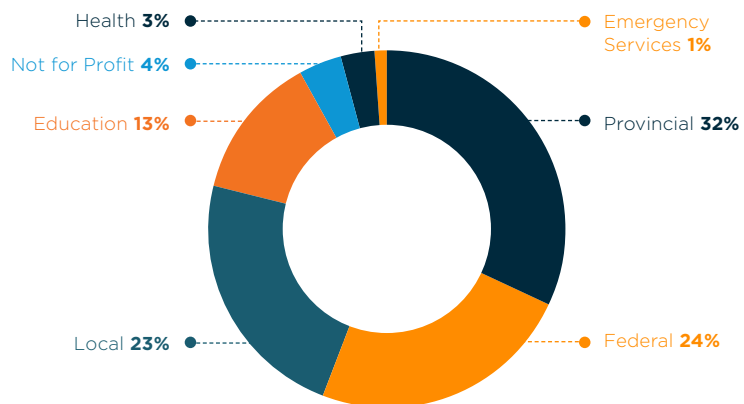
COMMUNITY DATABASE

7,500+
Contacts

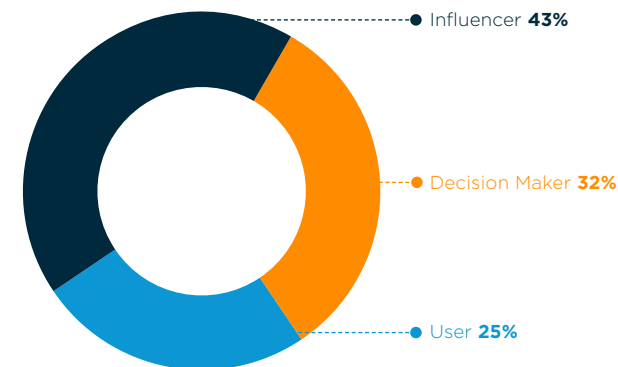
JOB FUNCTION BREAKDOWN

- Digital Transformation
- Citizen Engagement
- Citizen Experience
- Service Delivery
- Contact Centers
- User Experience
- Service Design
- Inclusion/Accessibility
- Marketing and Communications

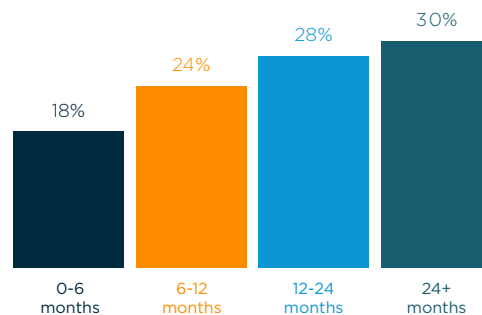
TIER OF GOVERNMENT



ATTENDEE ROLE



INVESTMENT TIMEFRAME

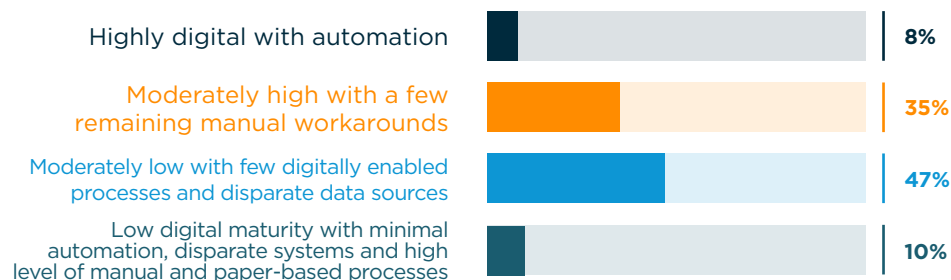


50%

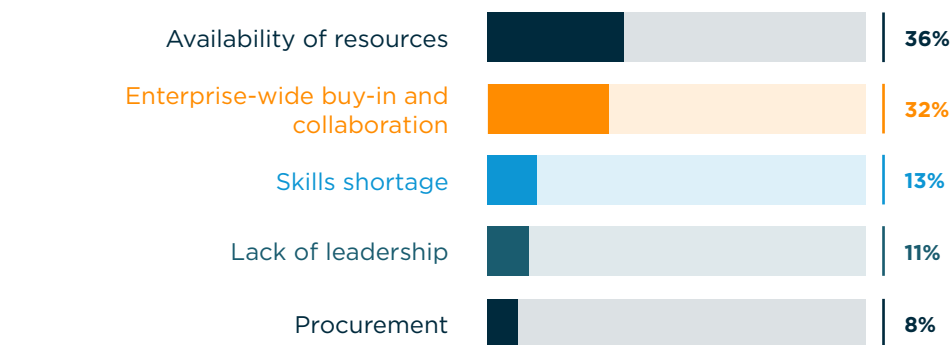
are actively exploring new technologies & solutions

Audience Polling

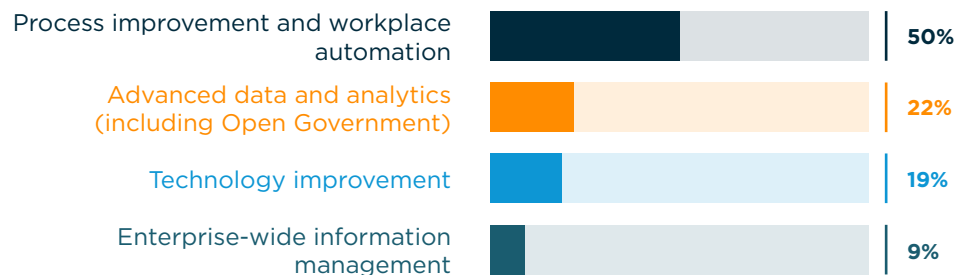
What is your current digital maturity level?



What is the top challenge you face in your digital transformation efforts?



Where are you focusing your digital transformation efforts?



As a public sector employee working in the Virtual Assistant field, it was **very useful to me to see what other organizations are doing. I am coming away with **new ideas about opportunities** for our own organization.**

Government of British Columbia

Snapshot of Key Accounts & Speakers 2021

ORGANIZATIONS

Agriculture Canada

Alberta Digital Innovation Office

Alberta Justice and Solicitor General

Alberta Ministry of Education

BC Government Digital Experience

BC Ministry of Health

BC Ministry of Social Development and Poverty Reduction

BC Ministry of Transportation & Infrastructure

British Columbia Institute of Technology

Canada Border Services Agency

Canada Energy Regulator

Canada Revenue Agency

Canada School of Public Service

Canadian Digital Service

Canadian Intellectual Property Office

City of Burlington

City of Edmonton

City of Kelowna

City of Ottawa

City of Toronto

Defence Research and Development Canada

Department of National Defence

District of North Vancouver

Elections Canada

Employment and Social Development Canada

Environics Analytics

Environment and Climate Change Canada

Financial Consumer Agency of Canada

Financial Services Regulatory Authority

Fisheries and Oceans Canada

Immigration, Refugees and Citizenship Canada

Infrastructure Canada

Innovation, Science and Economic Development Canada

Ontario Digital Service

Ontario Employment Contact Centre

Ontario Treasury Board Secretariat

Parks Canada

Provincial Health Services Authority

Public Services and Procurement Canada

Regional Municipality of York

Royal Roads University

Saskatchewan Municipal Board

Shared Services Canada

Statistics Canada

The Ontario Cabinet Office

Toronto Public Library

University of British Columbia

University of Toronto

University of Victoria



AB

KARI RASMUSSEN
Director, Digital Content Management & Delivery
Alberta Ministry of Education



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BRIAN STEWART
Deputy CIO, Information Services & Technology - Executive Director
University of Alberta



AB

AMMNEH AZEIM
Digital Experience Lead
Alberta Health Services



BC

LEANNE THAIN
Executive Director, Digital Health Strategy
BC Ministry of Health



BC

RUSSEL LOLACHER
Director, Web & Social Media Services
BC Ministry of Transportation



BC

ANDREW DURNIN
Project Manager
Digital Transformation District of North Vancouver



ON

DAVID YOUNG
Director General, Data & Business Intelligence Directorate
Canada Revenue Agency



ON

MARCO PALERMO
Director, Digital Government & Modernization
City of Toronto



ON

LINDA HAZZAN
Director (CMO), Communications, Programming & Customer Engagement
Toronto Public Library



ON

MEGAN YOUNG
Director, Automation Integration & Emerging Technologies Division
Canada Border Services Agency



ON

URVASHI DHAWAN-BISWAL
Senior Director, Design & Digital Innovation Directorate
Innovation, Science & Economic Development Canada



QC

KRISTEN LOFFLER
Director, Information, Innovation Technology Branch
Employment and Social Development Canada

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.



I always look forward to learn from the industry peers and apply it to our organizational initiatives to make our ride a bit less bumpy! Appreciate everything that PSN team does to put together these events especially during COVID times. PSN events is my positive light that help me better handle challenges thrown by pandemic.

Technical Safety BC



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 - Winter Edition

25 January 2022

Q2: National Insights - Spring Edition

4 May 2022

Q3: National Insights - Summer Edition

24 August 2022

Q4: National Insights - Fall Edition

10 November 2022

Canada Roadshow

Q4: Digital Government & CX Roadshow

Toronto

24 October 2022

Ottawa

25 October 2022

Vancouver

27 October 2022

Edmonton

28 October 2022

2022 Themes



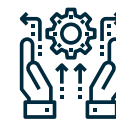
**Enhancing citizen trust
of services**



**Data-informed service
design and delivery**



Seamless CX



**Digital culture
innovation**

Digital Government and CX Virtual Events

National Audience

CANADA: 25 Jan | 4 May | 24 Aug | 10 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

12:00pm ET	PSN Opening	1:05pm ET	Government Keynote
12:05pm ET	Chair Welcome	1:20pm ET	Break
12:35pm ET	Government Keynote	1:25pm ET	Vendor Keynote (Gold Partner)
12:50pm ET	Vendor Keynote (Platinum Partner)	1:40pm ET	Panel Discussions (Silver Partners)
12:50pm ET	Government Keynote	2:15pm ET	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
 EVENT CHAIR	Elevate your brand as the event chair, introducing all speakers, and delivering closing remarks	-	-	-
 KEYNOTE PRESENTATION	Provide the opening keynote address (15 minutes)	Elevate your brand with the first partner speaker slot (15 minutes)	-	-
 SPOTLIGHT PRESENTATION	-	-	Elevate your brand with the second partner speaker slot (15-minutes)	-
 PANEL INVOLVEMENT	Moderate the closing panel discussion	-	-	Influence the conversation by participating on the closing panel discussion
 DEMAND GENERATION	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
 BRANDING	Sponsor's logo identified as Event Chair Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Platinum Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Gold Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Silver Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 MARKETING	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)
 RESOURCES	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
 SPOTLIGHT INTERVIEW	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	-
 CONTENT	<ul style="list-style-type: none"> Post-show Report Exclusive branding & promo of event insights 	<ul style="list-style-type: none"> Infographic Co-branded content highlighting key polling statistics 	<ul style="list-style-type: none"> Infographic Co-branded content highlighting key polling statistics 	-
PRICE	\$17,500	\$15,000	\$10,000	\$7,500

Digital Government and CX Roadshow

Toronto	Ottawa	Vancouver	Edmonton
24 Oct	25 Oct	27 Oct	28 Oct

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 state 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: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

9:00am	PSN Opening	10:20am	Vendor Keynote (Gold Partner)
9:10am	Chair Welcome	10:40am	Refreshments and Networking Break
9:20am	Government Keynote	11:00am	Roundtable Discussions
9:40am	Vendor Keynote (Platinum Partner)	12:00pm	Panel Discussion
10:00am	Government Keynote	10:40am	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
 SPEAKING	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	-
 ROUNDTABLE	60 min roundtable	60 min roundtable	60 min roundtable	60 min roundtable
 BRANDING	Sponsor's logo identified as Platinum Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Gold Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Silver Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Bronze Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 LEADS	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
 TICKETS	4 (including speaker)	3 (including speaker)	2 (including speaker)	2 (including roundtable facilitator)
 WISHLIST	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	-
PRICE	\$12,500	\$10,000	\$7,500	\$5,000

“
Appreciated hearing from other public sector experiences and widening my network circle through these events. Thank you!”

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, 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



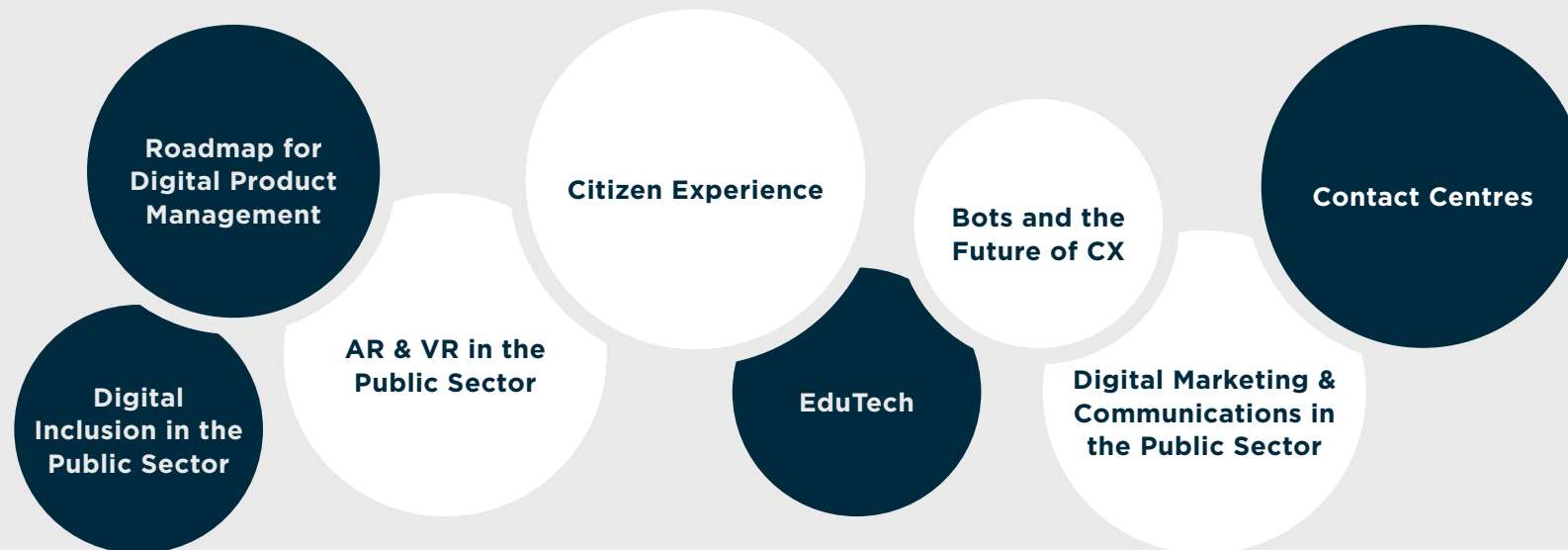
Industry
Specific



Invitation
only



Peer-to-peer
discussion



2021 Partners



“

I like the range of expertise on display. The programming is effective as one presentation dovetails into another sweetly. And the technology interface is awesome.

Ontario Public Service

“

Loved hearing from the panel to learn how speak about leadership, product management at a high level and with such passion and positive. I can tell they all love what they do and are resilient enough to see their visions through. Nice!

BC Public Service

About Public Sector Network



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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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