

2022 Community Prospectus **Human Resources & Future of Work**

Powering Performance in the Public
Sector

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 PUBLIC
SECTOR
NETWORK

Certified

Corporation

Human Resources & Future of Work **Powering Performance in the Public Sector**

Public sector organizations now have an opportunity to articulate the future shape and direction of their workforces, as the new reality takes hold and workplace models adopt. Building a more secure and resilient public sector workforce to achieve improved citizenship engagement and expand operational capabilities is critical for growing Canada's economy and positioning it for the digital era.

As the government workplace continues to evolve, HR sits in a strategic position to play a critical role in reimagining and recreating engaging work experiences for their employees. Rising citizen expectations combined with a global pandemic have also created new urgency for innovation in the HR space. Delivering a dynamic employee experience has become key in the public sector, placing HR at the center of driving organizational change and outcomes.

Get involved in our HR and Future of Work Community events to connect directly with decision makers and influencers and help them overcome their challenges using innovative solutions. By showcasing your solutions as a partner at Public Sector Network events you can:

- Get your offering in front of key executives, 75% 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

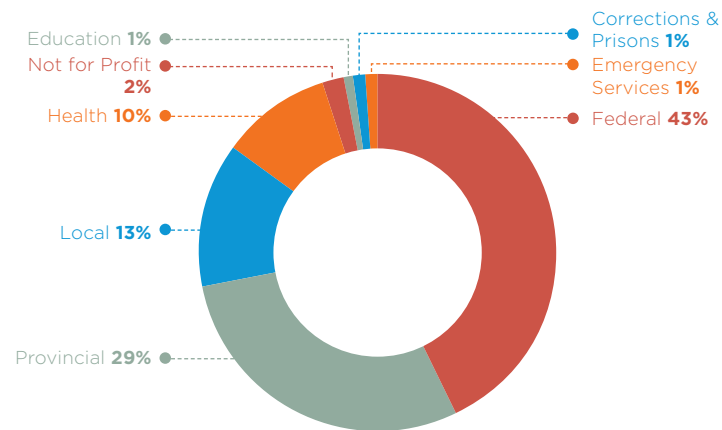
COMMUNITY DATABASE

10,000+
Contacts

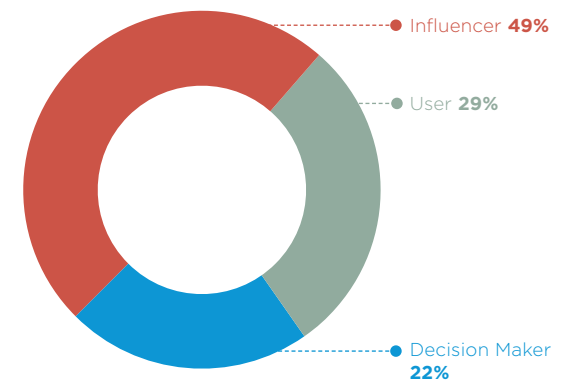
JOB FUNCTION BREAKDOWN

- Human Resources
- People and Culture
- Talent Management
- Learning and Development
- Workforce Planning
- Diversity and Inclusion
- Employee Experience
- Organizational Development
- Organizational Performance

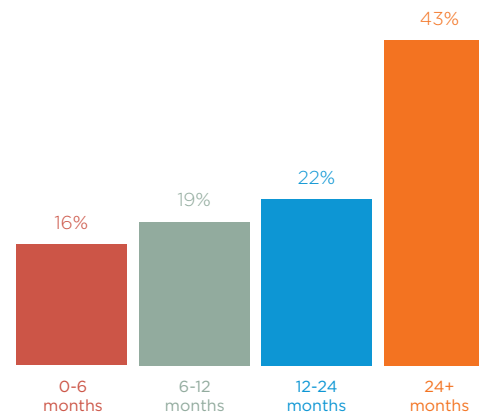
TIER OF GOVERNMENT



ATTENDEE ROLE



INVESTMENT TIMEFRAME

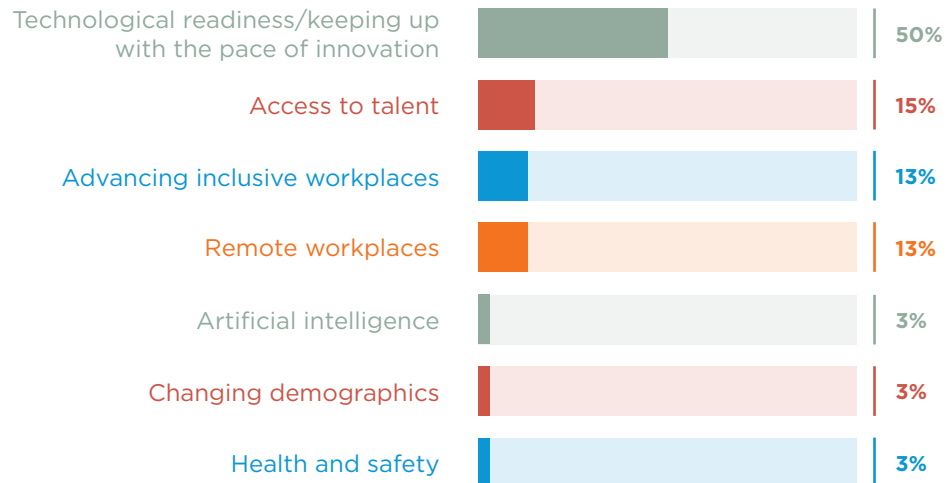


23%

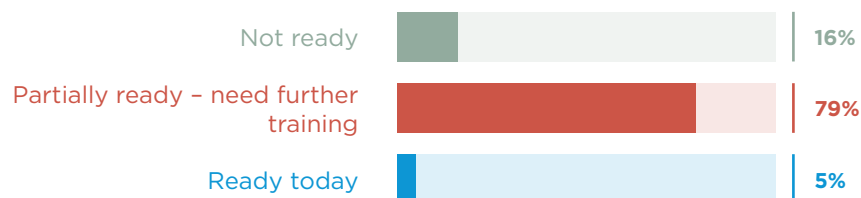
are actively exploring new technologies & solutions

Audience Polling

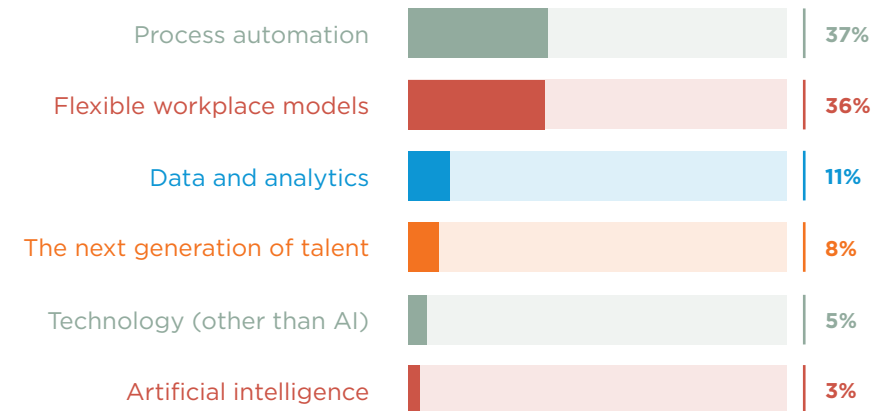
What is the greatest challenge that will have to be managed in preparation for the Future of Work?



How ready do you think front-line leaders are to manage the flexible working landscape?



What factor do you think will have the most positive impact on work in the future:



“
This was a very informative webinar. Absolute experts sharing practical insights. Thank you!

Vancouver Island Health Authority

Snapshot of Key Accounts & Speakers 2021

ORGANIZATIONS

Agriculture and Agri-Food Canada

Atlantic Canada Opportunities Agency

BC Ministry of Advanced Education & Skills Training

BC Public Service Agency

BC Public Service MSDPR

BC Public Service: Ministry of Children and Family Development

Canada Border Services Agency

Canada Mortgage and Housing Corporation

Canada Revenue Agency

Canada School of Public Service

City of Brampton

City of Hamilton

City of Oshawa

Crown-Indigenous Relations and Northern Affairs Canada

Department of Justice Canada

Department of National Defence

Employment and Social Development Canada

Financial Transactions and Reports Analysis Centre of Canada

Fisheries and Oceans Canada

Government of Alberta

Government of British Columbia

Government of Manitoba

Government of Nova Scotia

Halifax Regional Municipality

Human Resources and Development Canada

Immigration, Refugees and Citizenship Canada

Infrastructure Ontario

Justice Canada

Manitoba Department of Economic Development and Jobs

Ministry of the Solicitor General

Natural Resources Canada

Office of the Superintendent of Financial Institutions

Ontario Digital Service

Ontario Ministry of Government and Consumer Services

Ontario Ministry of Labour, Training and Skill Development

Public Service Commission of Canada

Regional Municipality of York

Royal Canadian Mint

Royal Canadian Mounted Police

Ryerson University

Senate of Canada

Standards Council of Canada

Toronto Police Service

Toronto Transit Commission

Transactions and Reports Analysis Centre of Canada

Treasury Board of Canada Secretariat

Treasury Board Secretariat Ontario

AB



PATRICK FAULKNER
Director General
Human Resources
Western Economic
Diversification

BC



SUZANNE SPENCE
Executive Director BC
Public Service
Advanced Education,
Skills & Training

BC



RHONDA MCGINNIS
Director Corporate Learning and
Sector Research
BC Public Service: Ministry of
Children and Family Development

BC



JEANNE WEISSL
Director, Strategic Human
Resources
BC Ministry of Children and
Family Development

BC



PRISCILLA SABBAS-WATTS
Director, Diversity and Inclusion
BC Public Service Agency

NS



JENNIFER GUITARD
Director - HR Analytics, Systems
and Information Management
Government of Nova Scotia

NS



TRACEY JONES-GRANT
Managing Director
Diversity & Inclusion
Halifax Regional
Municipality

ON



NENZI COCCA
Director HR Systems
& Operations, Human
Resources
City of Hamilton

ON



NEIL BOUWER
Vice President Innovation and
Policy Services
Canada School of Public Service

ON



ALISSA BARTON
Director, Human Capital
Planning
Infrastructure Ontario

ON



TOM BALFOUR
Director General HR
Fisheries and Oceans
Canada

ON



NATHALIE KACHULIS
Director General, Strategic
Business Integration Human
Resources Branch
Canada Revenue Agency

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.

“

An incredible learning experience - very timely, relevant and practical. Thank you!

City of Brampton



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**
2 February 2022
-
- Q2:** **National Insights - Spring Edition**
2 June 2022
-
- Q3:** **National Insights - Summer Edition**
8 September 2022
-
- Q4:** **National Insights - Fall Edition**
7 December 2022

Canada Roadshow

-
- Q1:** **HR & Future of Work Roadshow**
- Toronto**
3 March 2022
- Ottawa**
7 March 2022
- Vancouver**
9 March 2022
- Edmonton**
10 March 2022
-

2022 Themes



**Governing workforce
strategies**



**Designing work for
wellbeing**



**Digital workforce
transformation**



**Beyond
upscaling**

HR & Future of Work

Virtual Events

National Audience

CANADA: 2 Feb | 2 Jun | 8 Sep | 7 Dec

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
12:20pm ET	Government Keynote	1:25pm ET	Vendor Keynote (Gold Partner)
12:35pm 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 panel discussion	-	-	Influence the conversation by participating on a 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

HR & Future of Work Roadshow

Toronto	Ottawa	Vancouver	Edmonton
3 Mar	7 Mar	9 Mar	10 Mar

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

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 (Silver Partner)
10:00am	Government Keynote	12:40am	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

“

Great. Well organized, great speakers.

Government of Nova Scotia

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 2 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



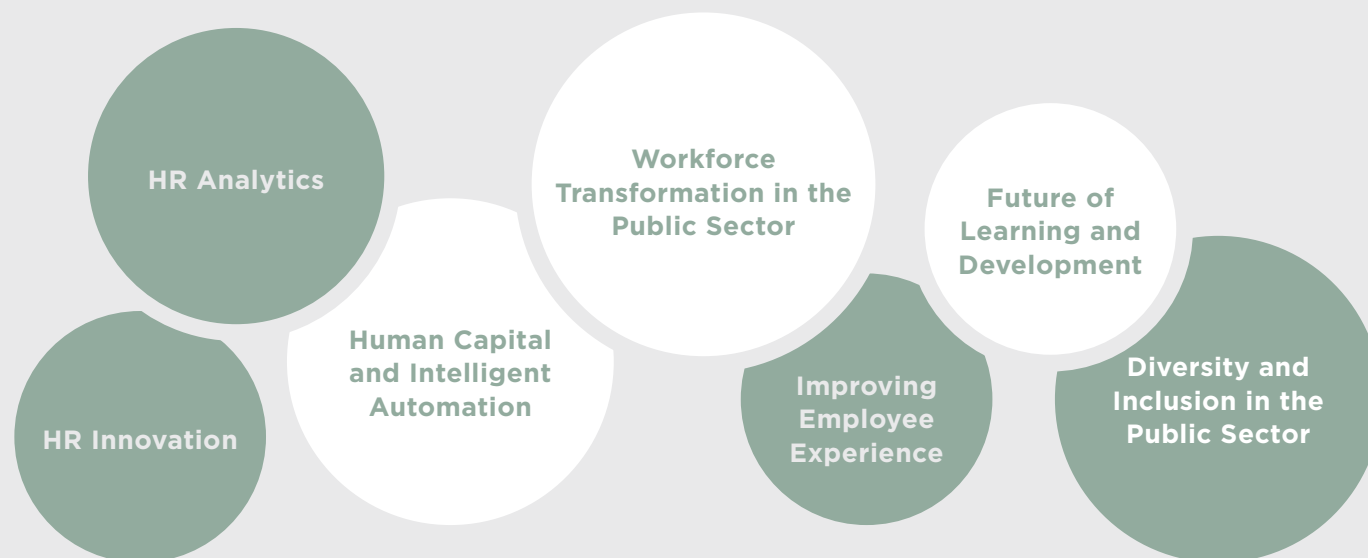
Industry
Specific



Invitation
only



Peer-to-peer
discussion



2021 Partners



“

I really loved the information provided and appreciate what was presented. It further supports the thoughts I had in mind to improve the learning and development portion carried out by my group.

Health Canada

“

I liked the really varied presenters we had and learning about where HR analytics is going in the various organizations.

Ontario Public Service

“

Very good, expert speakers. I was very happy to see a speaker with a disability and addressing accessibility. So often this is left behind or left out completely.

Durham Region

About Public Sector Network



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Olivia Schreinert

Event Manager

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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 B Corp 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.



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