

2022 Community Prospectus

# Innovation and IT

Enabling a Technology-Driven  
Government

→ [Publicsectornetwork.co](https://publicsectornetwork.co)

P: +1 (510) 556-0789

E: [contact@publicsectornetwork.co](mailto:contact@publicsectornetwork.co)



## Innovation and IT

# Enabling a Technology-Driven Government

**This year's Federal Budget recognized that the global economy is undergoing a significant transition to a digital and knowledge-based economy, powered by innovation and new technology that will drive growth through advanced technologies, such as artificial intelligence (AI), cloud infrastructure, 5G and big data analytics. This transition to a new economy will impact every industry, sector and society and rearrange how we interact with government.**

Delivering citizen-centric services in a fast, more secure, and reliable manner is key for modern government agencies across the region. While public sector leaders may recognize the value of investing in Information and Communications Technology (ICT), for many the adoption remains a challenge based on security, compliance, budgetary realities, and existing roadmaps. As one of the key pillars in economic development, ICT can have a significant impact in policy implementation and thereafter realization of government's goals and objectives.

To help the public sector across Canada deliver more integrated and interactive information and services, Public Sector Network has developed a quarterly event series.

By showcasing your solutions as a partner at Public Sector Network's Innovation & Information Technology 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

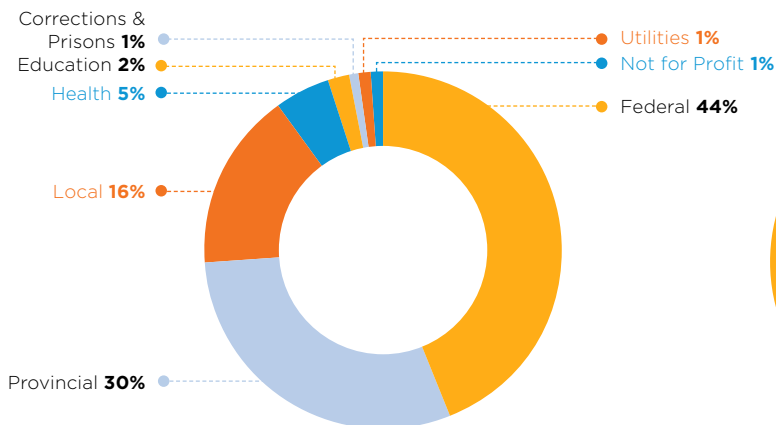
## COMMUNITY DATABASE

# 8,500+ Contacts

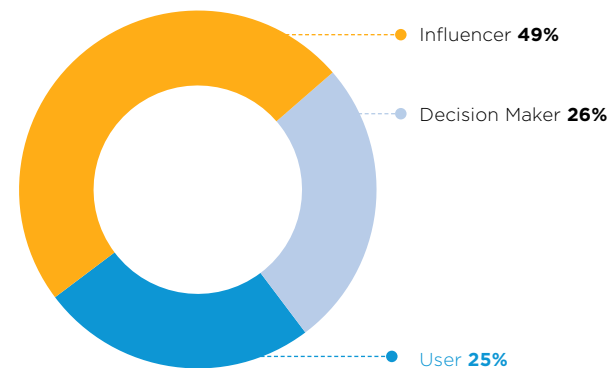
## JOB FUNCTION BREAKDOWN

- Information and Communications Technology (ICT)
- Network Architecture
- DevOps
- Blockchain
- Cloud Infrastructure
- ICT Infrastructure and Systems
- ICT Innovation
- ICT Sourcing and Procurement
- Edge Computing

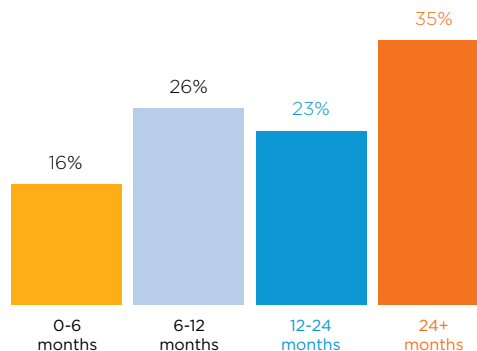
## TIER OF GOVERNMENT



## ATTENDEE ROLE



## INVESTMENT TIMEFRAME

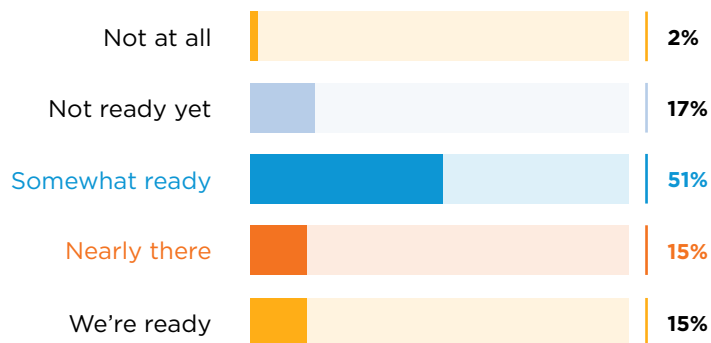


# 53%

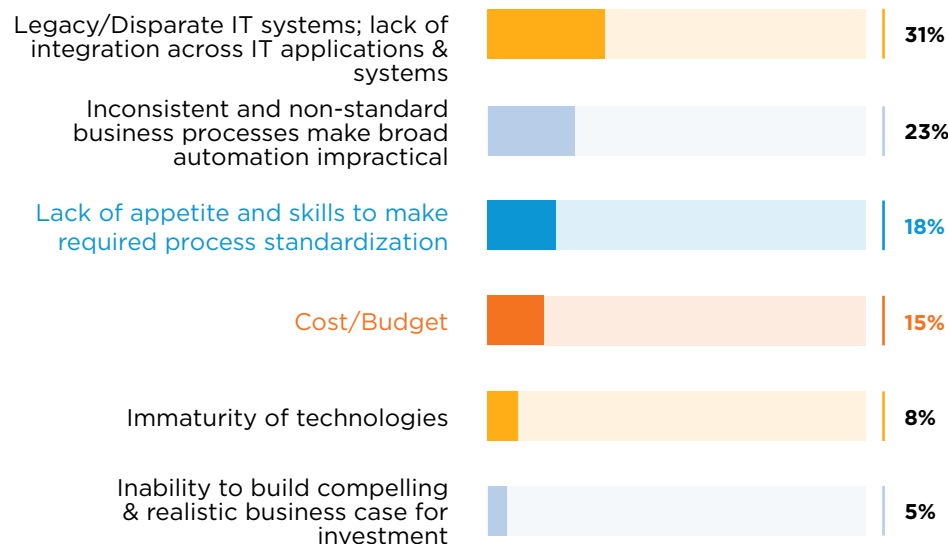
are actively exploring new technologies & solutions

## Audience Polling

How ready is your organization to leverage strategies and innovations discussed on today's agenda?



What is the biggest challenge you've had in successfully implementing new technologies?



“

I really enjoyed this virtual event. Especially because it was virtual, I was able to attend. **The content was timely and very informative.** Knowing that we really are all in this together! **The speakers were amazing, the breadth of knowledge that was shared is priceless.** Very happy to know this is recorded, will allow me to revisit and share with my colleagues

Service Alberta



# Snapshot of Key Accounts & Speakers 2021

## ORGANIZATIONS

Advanced Education	Department of National Defence
Agriculture and Resource Development	Digital Innovation Office
Alberta Government, Service Alberta	Elections Canada
Alberta Justice and Solicitor General	Environment And Climate Change Canada
Alberta Urban Municipalities Association	FINTRAC
BC Government Digital Experience	Global Affairs Canada
BC Liquor Distribution Branch	Government of British Columbia
BC Lower Mainland Medical Imaging	Government of Saskatchewan
Big Lakes County	Immigration, Refugees and Citizenship Canada
British Columbia Institute of Technology	Information Services Branch
Canada Energy Regulator	Insurance Corporation of British Columbia
Canada School of Public Service	Interior Health Authority
Canadian Centre for Cyber Security	Justice and Solicitor General
Canadian Food Inspection Agency	Ministry of Children and Family Development
Canadian Institute for Health Information	Ministry of Labour, Training and Skills Development
Canadian Space Agency	Natural Resources Canada
City of Barrie	Northeast Fisheries Science Center
City of Brampton	Ontario Public Service
City of Burnaby	Public Service Commission Canada
City of Grande Prairie	Region of Halton
City of Leduc	Simon Fraser University
City of Spruce Grove	Statistics Canada
City of Winnipeg	Technology Transformation Services
Community and Social Services (Alberta)	The Office of the Superintendent of Financial Institutions
Crown Indigenous Relations and Northern Affairs Canada	

AB



**STEPHEN BULL**  
Senior Assistant Deputy  
Minister & Corporate  
Chief Information Officer  
Government of Alberta

BC



**VICTORIA LEMIEUX**  
Associate Professor and  
Blockchain@ UBC Cluster Lead  
The University of British  
Columbia

BC



**OLENA MITOVSKA**  
Product Director for  
DevOps Container Platform,  
BCDevExchange at the Exchange  
Lab  
BC Ministry of Citizens' Services

BC



**NICK CORCORAN**  
Security Architect, Enterprise  
DevOps  
BC Ministry of Citizens'  
Services

MB



**DENNIS BATACAN**  
Executive Director, Digital  
Transformation  
Manitoba Government Central  
Services

NB



**CHERYL HANSEN**  
Chief Operating Officer, Clerk of  
the Executive Council & Head of  
the Public Service  
Government of New Brunswick

ON



**GISELLE JEAN-BAPTISTE**  
Executive Director  
Treasury Board of Canada  
Secretariat

ON



**SHAIFA KANJI**  
Chief Information Officer,  
Information Technology &  
Records Management  
Toronto & Region Conservation  
Authority

ON



**RENEE DUGUAY**  
Disruptive Deputy Director for  
Emerging Technologies  
Global Affairs Canada

ON



**PIRTH SINGH**  
Acting Director General  
Innovation  
Science & Economic  
Development Canada

ON



**MÉLANIE ROBERT**  
Executive Director, Open  
Government  
Treasury Board of  
Canada Secretariat

ON



**PAUL FAUCHER**  
Director, Cloud Strategy, Digital  
Strategy  
Immigration, Refugees &  
Citizenship 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.



**A very rich and informative session around important strides in technology from the Public sector perspective. Highlighting unique opportunities, achievements and how to make things better through people and technology in order to serve the citizenry a lot better.**

Office of the Comptroller, Government of New Brunswick



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**

23 March 2022

---

**Q2: National Insights - Summer Edition**

14 June 2022

---

**Q3: National Insights - Fall Edition**

15 September 2022

---

**Q4: National Insights - Winter Edition**

6 December 2022

---

### Canada In-Person

---

**Q2: EduTech**

6 April 2022

---

## 2022 Themes

---



**Leadership**



**Remodelling core  
technologies**



**Accelerating legacy  
modernization**



**Operationalizing  
analytics**



# Innovation and IT Virtual Events

## National Audience

CANADA: 23 Mar | 14 Jun | 15 Sep | 6 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











<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>

## 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



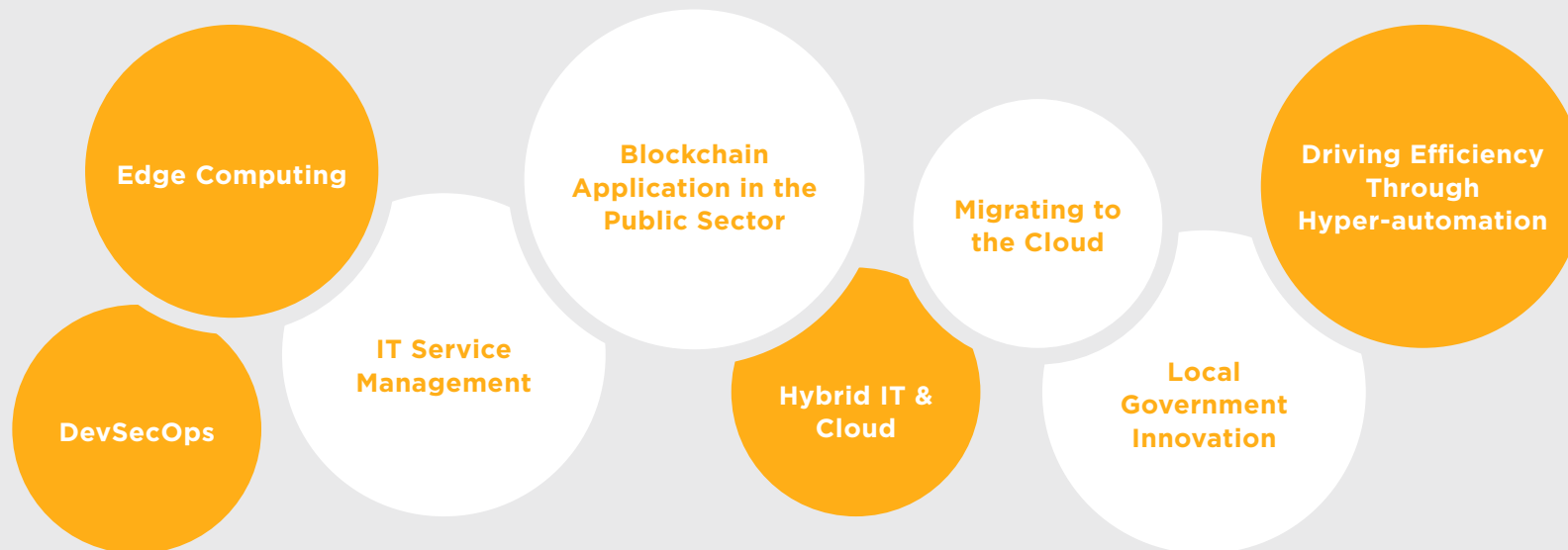
Industry  
specific



Invitation  
only



Peer-to-peer  
discussion



# 2021 Partners



““

**Very well organized, it was smooth.**  
That requires a lot of work and many  
people working in the background.  
**Congrats, good job!**

Employment and Social Development Canada

““

**Wonderful event with very pertinent  
subject.**

Transport Canada

““

**An awesome event.** Lots of  
different perspectives and there  
was a good description and  
understanding of the tech that  
allowed people to understand.

Government of British Columbia

““

**Overall event arrangement was  
highly organized.** It was a great  
experience for me

Canada Energy Regulator



## About Public Sector Network



**Sujena Sukumar**

*Community Director*

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



**Andrew Cowan**

*Sales Director*

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



**Dan Pinese**

*Head of Marketing (Canada)*

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



**Olivia Schreinert**

*Event Manager*

[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 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.



CONNECTING GOVERNMENT  
[WWW.PUBLICSECTORNETWORK.CO](http://WWW.PUBLICSECTORNETWORK.CO)

**USA / CANADA**

**P** +1 (510) 556-0789

**E** [contact@publicsectornetwork.co](mailto:contact@publicsectornetwork.co)

**AUSTRALIA / NEW ZEALAND**

**P** +61 2 9057 9070

**E** [info@publicsectornetwork.co](mailto:info@publicsectornetwork.co)

