



National Insights – Summer Edition

Roadmap to Achieving Your Organization’s Digital Goals

Online → Wednesday, August 24, 2022 | 12pm – 2:00pm ET & 9am – 11:00am

Your Inspiring Speakers



ALLEN PINK
Director General, Digital Design and Production
Canada Revenue Agency



ERICA VEZEAU
Director General, Digital Academy
Canada School of Public Service



CHRIS ALLISON
Chief Data Officer
Public Health Agency of Canada



JANE LAUGHTON
Head of Talent
Ontario Digital Service



BLAIR NEUFELD
Executive Director, Product at Digital Delivery and Innovation
Government of Alberta



ANNA WONG
Director, Digital Community Management Office
Treasury Board of Canada Secretariat



RYAN ANDROSOFF
CEO
Think Digital

Benefits of Attending



Maintain and elevate a digital culture within your agency to underpin a strong digital transformation trajectory



Review digital products and projects developed during COVID times to identify areas for improvement and implement effective changes



Chart the course for your digital transformation by exploring the emerging trends, and technologies from across the Canadian public sector



Identify areas for improvement in service design, delivery, and experience by leveraging data

[CLICK HERE TO REGISTER](#)

Roadmap to Achieving Your Organization's Digital Goals

As Canada moves beyond the pandemic and repositions itself as a digital government, the challenge of obtaining internal buy-in, optimal use and access to data, and talent acquisition is still decelerating the progress. Strategies to achieve internal digital adoption are crucial for the success of the government's digital goals, as is keeping users at the centre of digital planning. These strategies are imperative as success depends on how easy the services are for citizens to access and use.

This quarter, we will focus on pertinent challenges like data accessibility and use for efficient transformation, strategies to keep the user at the centre of design, engaging and retaining the right talent and acquiring a tech stack to achieve the desired goal of digital transformation.

Join Public Sector Network's virtual event to learn how your agency can maintain and elevate your existing digital goals. Embark on the next phase of transformation by overcoming the internal limitations.



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

Explore the Agenda



12:00pm ET
9:00am PT

Welcome from Public Sector Network

12:05pm ET
9:05am PT

Welcome from Chair

Anna Wong, Director, Digital Community Management Office, Treasury Board of Canada Secretariat

12:20pm ET
9:20am PT

Government Keynote:

Boosting your Digital Transformation Strategies with Data-Driven Insights

- Leveraging data to drive citizen engagement
- Importance of data in enhancing citizen journey
- Strategies for enhancing data accessibility and analytics

Chris Allison, Chief Data Officer, Public Health Agency of Canada

12:40pm ET
9:40am PT

Platinum Keynote:

Identifying and Overcoming Digital Government Blockers

Ryan Androsoff, CEO, Think Digital

12:55pm ET
9:55am PT

Government Case Study:

Keeping Users at the Centre of Digital Design and Strategy

Allen Pink, Director General, Digital Design and Production, Canada Revenue Agency

1:15pm ET
10:15am PT

Break



This session has been extremely valuable. The ability to hear and ask questions of individuals from organizations that have a higher level of maturity helps identify future paths.

City of Airdrie

1:20pm ET
10:20am PT

Panel Discussion:

Overcoming Internal Barriers for Digital Adoption

- How do leaders embed a culture of digital adoption in their organizations? How do they ensure buy-in?
- What are the strategies to overcome common challenges and barriers to transformation?
- What are the strategies to attract and retain the next generation of digital leaders for tomorrow's Public Sector?
- What are the best practices for building a tech stack that will help improve adoption?
- How to ensure all departments are on a symbiotic transformation journey

Erica Vezeau, Director General, Digital Academy, **Canada School of Public Service**

Jane Laughton, Head of Talent, **Ontario Digital Service**

Blair Neufeld, Executive Director, Product at Digital Delivery and Innovation, **Government of Alberta**

Moderator: Anna Wong, Director, Digital Community Management Office, **Treasury Board of Canada Secretariat**

1:55pm ET
10:55am PT

Closing Remarks from the Chair

Anna Wong, Director, Digital Community Management Office, **Treasury Board of Canada Secretariat**

2:00pm ET
11:00am PT

PSN Closing & Virtual Event Adjourns

Thank you to our **Event Partner**

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



What's On **Next**



Digital Roadshow

Toronto

October 24, 2022