

National Insights – Fall Edition

Digital for More Accessible, Citizen-Centric Service Delivery

Online → Thursday, November 10, 2022 | 12pm – 2:00pm ET & 9am - 11:00am PT

Your Inspiring Speakers



JUDY ROSS
Vice President
Service New Brunswick



JENNIFER MCLEAN
Team Lead, Web Governance
and Digital Accessibility
Province of British Columbia
Ministry of Citizens'
Services



SCOTT MCDUGALL
Director Digital
Strategy
Canadian Police
College



GRAY O'BYRNE
Product Manager - talent.
canada.ca
Treasury Board Secretariat /
Government of Canada



KELSEY SINGBEIL
A/Executive Director,
Service Transformation
Ministry of Environment
and Climate Change
Strategy



Great panel presenters! **Very good topics - relevant and timely.**

Government of Canada

Benefits of Attending



Elevate your **digital service delivery roadmap**



Review and measure digital accessibility capabilities to identify areas for improvement and implement effective changes



Chart the course for your digital transformation by exploring emerging trends and technologies



Identify areas for improvement in your digital strategy

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Digital for More Accessible, Citizen-Centric Service Delivery

Digital transformation continues to be a top priority for all levels of government. Improving citizen experiences and optimizing service delivery are top drivers for digital innovation with emphasis on design, delivery, accessibility and privacy.

Recognizing the evolving needs of citizens, acquiring trust through accessible and secure services and striking the right balance between innovation and practicality are key priorities for successful digital implementation. In this quarter, we will reveal a number of different blueprints for honing your digital transformation strategy.

Public Sector Network's Digital Gov and CX National Insights – Fall Edition will unite public sector employees from coast to coast to evaluate the technologies and strategies that are improving the lives of Canadian citizens. Join us to tap into the digital mindsets of your peers and ensure that your transformation journey remains on track!

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



12:00pm ET
9:00am PT

Welcome from Public Sector Network

12:05pm ET
9:05am PT

Welcome from Chair
Scott McDougall, Director Digital Strategy, Canadian Police College

12:15pm ET
9:15am PT

Government Keynote:
Advancing Digital Service Delivery
Judy Ross, Vice President, Service New Brunswick

12:35pm ET
9:35am PT

Government Case Study:
Beyond Box Ticking – Conducting a Digital Accessibility Audit
Jennifer McLean, Team Lead, Web Governance and Digital Accessibility, Province of British Columbia, Ministry of Citizens' Services

12:55pm ET
9:55am PT

Panel Discussion:
Creating a Blueprint for Successful Digital Strategies

- What are the criteria or parameters for choosing digital solutions/strategies?
- How can organizations overcome siloed approaches to managing services/systems/data?
- What are some of the challenges faced when trying to assess and measure the value of various digital strategies/solutions?
- How can you identify and overcome some of the internal barriers to deliver your digital services strategy?
- How do we ensure at the time of strategizing that the CX delivery platforms are being inclusive and equally accessible to all?

Gray O'Byrne, Product Manager - talent.canada.ca, Treasury Board Secretariat / Government of Canada
Kelsey Singbeil, A/Executive Director, Service Transformation, Ministry of Environment and Climate Change Strategy

1:25pm ET
10:25am PT

Closing Remarks from the Chair

1:30pm ET
10:30am PT

PSN Closing & Virtual Event Adjourns

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

“ This was a very informative session with a lot of lessons and insights on how technology is being leveraged to enhance services for citizens.

Public Service Commission of Government