



Webinar

Digital Transformation & Innovation in Taxation

Providing Taxpayers With a Seamless Digital Experience



Online → Thursday, September 22, 2022 | 12:00 - 1:00pm ET & 9:00 - 10:00am PT

Agenda Overview

COVID-19 was a turning point for tax authorities, allowing them to instore and further develop digital services and touchpoints for citizens, customers, and clients around the nation. Whether the IRS specifically, or State & Local authorities - the digital transformation of taxation services has never been more robust.

This unique moment in time has allowed leaders to capture the imagination of the public by offering digital touchpoints that further democratize engagement with tax authorities and allows for those same authorities to reassess communication, engagement, and service delivery. As leaders nation-wide grapple with the best route to take to further ensure accessibility for all - the opportunity to engage with peers and understand what additional innovations can be brought to bear cannot be understated.

Join **Digital Transformation and Taxation** leaders from across the nation for Public Sector Network's Digital Transformation & Innovation in Taxation webinar as we provide a deep dive into the forces driving innovation, the means by which to achieve that innovation, and the impact it is having on people and institutions.

Who You'll Meet

Departments/Agencies:

Revenue Authorities: Finance/Treasury Departments, Taxation Departments, Revenue Departments

Employment Authorities: Employment Departments, Labor Departments

Commissioners/Chiefs/Directors/Managers of:

- Administration
- Citizen Services
- Citizen Experience
- Civic Engagement
- Digital Applications
- Digital Technology
- Digital Service Delivery
- Digital Transformation
- Online Services
- Benefits
- Labor
- Employment

Benefits of Attending



Discuss how the IRS's Online Service has transformed over recent years, the journey its leaders have embarked upon, and the impact upon taxpayers



Examine examples of public sector leading taxation transformation initiatives reframing service delivery around the country



Explore how digital transformation can help to tailor experiences for taxpayers

Thank You to Our Partner



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Explore the Agenda

12:00pm ET
9:00am PT

Welcome from Public Sector Network

12:05pm ET
9:05am PT

Welcome from Chair

Tony LaBove, Partner & US Government & Public Sector Tax Leader, **EY**

12:10pm ET
9:10am PT

Keynote Session:

Improving the Taxpayer Experience: Building the IRS Online Account

The IRS has not traditionally been known for innovation, but in recent years they have been implementing industry best practices to improve the taxpayer experience. Individual taxpayers can now access their account information via self-service, make payments towards their tax liability, manage preferences, approve authorizations, and more. Join Karen Howard and Ashley Kent for an exploration of the development and future of IRS Online Services and how the new digital paradigm is redefining our relationship with the IRS.

Karen S. Howard, Head of Online Services, **Internal Revenue Service**

Ashley Kent, Taxpayer Experience Analyst, **Internal Revenue Service**

12:30pm ET
9:0am PT

Panel Discussion:

Putting the Pandemic to Work: Leveraging the Opportunity to Digitally Transform Tax Administrations

The pandemic gave tax administrations a taste of what digital transformation can offer; but it also created new challenges requiring innovative responses. Now, they have an opportunity to realize far bigger possibilities – from giving taxpayers a more tailored experience, to being an integral part of a seamless digital state. With so much at stake across tax administrations – leaders across all levels of the public sector are driving added innovations and transforming how citizens, residents, taxpayers, and other interested parties are engaging with, and benefiting from digital transformation.

Ryan Minnick, COO, **FTA**

Mary Martin Mitchell, Acting Director, Tax Policy and Governmental Affairs Division, **Alabama Department of Revenue**

Richard (Rick) Offenbecher, CIO, **Wisconsin Department of Revenue**

Mike Baca, CIO, **New Mexico Taxation and Revenue Department**

Moderator: Michelle Reed, Principal, Digital Tax Administration – Government Services, **EY**

1:00pm ET
10:00am PT

Closing Remarks from the Chair

Tony LaBove, Partner & US Government & Sector Tax Leader, **EY**

1:05pm ET
10:05am PT

Event Adjourns

Your Inspiring Speakers



KAREN S. HOWARD

Head of Online Services
Internal Revenue Service



RYAN MINNICK

COO
FTA



MARY MARTIN MITCHELL

Acting Director, Tax Policy and
Governmental Affairs Division
Alabama Department of Revenue



RICHARD (RICK) OFFENBECHER

CIO
Wisconsin Department of Revenue



MIKE BACA

CIO
**New Mexico Taxation and Revenue
Department**



ASHLEY KENT

Taxpayer Experience Analyst
Internal Revenue Services



TONY LABOVE

Partner & US Government & Public Sector
Tax Leader
EY



MICHELLE REED

Principal, Digital Tax Administration –
Government Services
EY

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