Public Sector Innovation Show Atlantic

Delivering an Agile and Responsive Public Service

Wednesday, May 22, 2024

The Halifax Convention Centre, Halifax, Nova Scotia

Agenda at a Glance

The Public Sector Innovation Show, Atlantic is taking place in partnership with the Government of Nova Scotia, underscoring the collaborative efforts to drive innovation in public services across Atlantic Canada. The public sector in Atlantic Canada has been on a remarkable journey of innovation, continuously striving to provide improved services to its citizens. Yet, as individuals become accustomed to the convenience of digital tools in their everyday lives, the public sector faces the challenge of matching these experiences and, crucially, ensuring trust and security in service delivery. Our upcoming conference offers a dynamic platform where innovation, digital strategies, and the seamless integration of technology come together to redefine the landscape of the public sector.

This event provides a unique opportunity to glean insights from industry trailblazers, thought leaders, and innovators. Discover how innovative approaches, disruptive technologies, and pioneering case studies are reshaping the public sector and how these concepts can be effectively applied within your own organization. Delve into the world of data-driven decision-making, digital transformation, and effective governance, learning how to harness technology's full potential to optimize service delivery.

At this conference, you will gain actionable insights on successful technology adoption, strategies to overcome challenges, and methods for fostering a culture of innovation. By connecting with peers, thought leaders, and experts from across the public sector, you'll cultivate collaboration and partnerships that drive positive change.

Join us to unlock the potential of tomorrow today. Secure your spot and become a catalyst for change, contributing to a more agile, responsive public sector that not only enhances the experience of your colleagues and employees but, most importantly, enriches the lives of the people in the Atlantic provinces. Together, we can shape a brighter future for all.

VIEW THE WEBSITE

Be a part of our Canadian Innovation Series

PSIS Manitoba - June 5, 2024

PSIS Saskatchewan - Jun 26, 2024

PSIS Ontario - Sep 10, 2024

PSIS Alberta - Oct 9, 2024

PSIS British Columbia - Dec 3, 2024

Check out last year's highlight reel!

Who You'll Meet

This series is designed for Chiefs/ Directors/Heads/Managers of:

- Digital, Transformation & Engagement
- Government Technology Platforms
- Strategy
- Innovation & Technology
- Insights & Analytics
- Customer Engagement & Experience (CX)
- User Experience (UX)
- Strategic Planning & Operations Data
- Corporate Service
- Service Design & Delivery
- Workforce
- Learning, Development & HR

Benefits of Attending

Engage with Visionaries: Connect with the trailblazers who are driving the evolution of digital transformation in the public sector.

Immersive Learning: Immerse yourself in the forefront of innovation and modernization through dynamic, interactive roundtable sessions.

Personalized Learning Path: Customize your conference experience by selecting from a diverse array of technology and digital CX sessions, each presented in distinct conference tracks.

Key Themes for 2024

- Embracing digital-first approaches, emerging technologies, and innovative strategies for government modernization
- Fostering partnerships, knowledge sharing, and collaboration to drive innovation in public services
- Leveraging data analytics, open data, and evidence-based policies to improve service delivery and transparency
- Empowering public sector professionals with digital tools, AI-driven insights, and upskilling for workforce optimization
- Enhancing citizen experiences through personalization, improved service delivery, and equal access to government services

Your Inspiring Speakers

Plenary

NATASHA CLARKE
Deputy Minister
Cyber Security and Digital Solutions (CSDS), Government of Nova Scotia

ARLENE WILLIAMS
Associate Deputy Minister and Chief Digital Officer
Cyber Security and Digital Solutions, Government of Nova Scotia

LEE BURRY
Assistant Deputy Minister, Corporate Services
Department of Health, Government of New Brunswick

CHRISTOPHER CLISSOLD
Chief Information Officer, Director General IT, IM Administration and Privacy
Department of Veterans Affair

KAYLYN BRASSINGTON
Senior Service Designer, Human Centred Service Design
Cyber Security and Digital Solutions, Government of Nova Scotia

LISA MACDONALD
Senior User Researcher, Human Centred Service Design
Cyber Security and Digital Solutions, Government of Nova Scotia

RACHELLE DYER
Junior Service Designer, Human Centred Service Design
Cyber Security and Digital Solutions, Government of Nova Scotia

GAB KELLY
Acting Director, Human Centred Service Design
Cyber Security and Digital Solutions, Government of Nova Scotia

SCOTT MCKENNA
Chief Information Officer
Nova Scotia Health Authority

Digital & CX Track

WENDY MACDERMOTT
Chief Experience Officer
Department of Social Development, Government of New Brunswick

VALERIE KELLY
Director of Digital Transformation
Government of New Brunswick

JOSH WESTON
Director, Data Strategy
Cyber Security and Digital Solutions, Government of Nova Scotia

GREG LANDRY
Senior Project Executive, Strategic Foresight
Office of Planning and Priorities

JENNIFER GUITARD
Executive Director (Acting), Corporate Services
Public Service Commission, Government of Nova Scotia

JILL CASEY
Executive Director, Data Management
Cyber Security and Digital Solutions, Government of Nova Scotia

MATT SPURWAY
Executive Director
GEO Nova Scotia

Digital & CX Track

JEAN FLYNN

Executive Director,
Digital Culture, Strategy
& Performance, Cyber
Security and Digital
Solutions (CSDS)

**Government of Nova
Scotia**

Innovation & Technology Track

JEN YOUNG

Senior Product Manager,
Digital Platform Services

**Cyber Security and
Digital Solutions,
Government of Nova
Scotia**

CLAY BATES

Executive Director,
Digital Practices and
Technology

**Cyber Security and
Digital Solutions,
Government of Nova
Scotia**

AMEETA VOHRA

Senior Digital Policy
Advisor, Digital Culture,
Strategy & Performance

**Cyber Security and
Digital Solutions,
Government of Nova
Scotia**

MEAGAN HARRIS

Team Lead

**Education and
Early Childhood
Development**

LEE BURRY

Assistant Deputy
Minister, Corporate
Services

**Department of Health,
Government of New
Brunswick**

BLAKE MCNEIL

Executive Director of
Shared Analytics

**Social Development,
Government of New
Brunswick**

JASON RIDEOUT

Program Executive

**Cyber Security and
Digital Solutions**

DOROTHY ENG

Chief Executive Officer

Code for Canada

Agenda at a Glance

8:00am	**Registration and Networking Breakfast**
8:50am	**Welcome from the Public Sector Network**
9:00am	**Welcome from the Chair**

9:20am   Government Keynote: **Simpler, Easier, Responsive Government in the age of AI: Digital Literacy Considerations for the Public Sector**

Natasha Clarke, *Deputy Minister,* Cyber Security and Digital Solutions (CSDS), Government of Nova Scotia

9:40am   Platinum Partner Session: **Innovating with Emerging Technologies: What's Next for the Public Sector**

10:00am   Panel Discussion: **Crossing Provincial Borders: Sharing Innovations for Government Modernization**

- Adapting to the evolving needs of constituents and communities
- Explore the strategies and technologies that hold the potential to drive transformative change, making government services more efficient and citizen-centric
- Learn how successful collaboration with employees and the public can lead to the delivery of more effective and citizen-friendly services.

Arlene Williams, *Associate Deputy Minister and Chief Digital Officer,* Cyber Security and Digital Solutions, Government of Nova Scotia

Lee Burry, *Assistant Deputy Minister, Corporate Services,* Department of Health, Government of New Brunswick

10:30am   **Refreshment Break**

	Digital & CX Track	Innovation & Technology Track
11:00am	Welcome from Track Chair	Welcome from Track Chair
11:20am	Government Keynote: **Innovating with Empathy: Shaping Accessible Digital Services for New Brunswick's Diverse Communities** • Discover insights from the digital overhaul initiatives within the Department of Social Development, illustrating journey towards more inclusive digital governance • Uncover the strategic approaches New Brunswick employs to ensure that our digital services are accessible and meet the diverse needs of our communities across the province • Delve into the techniques and best practices we adopt to engage users directly in the creation and refinement of digital services, ensuring their voices are integral to our development process • Learn about the transformative power of co-creation and user feedback in developing digital services that truly resonate with and fulfill the needs of New Brunswickers **Wendy MacDermott,** *Chief Experience Officer,* Department of Social Development, Government of New Brunswick **Valerie Kelly,** *Director of Digital Transformation,* Government of New Brunswick	Fireside Chat: **Revolutionizing Public Sector: The Product Management Paradigm for Continuous Improvement** • Explore the emergence of product management in the public sector • Establishing dedicated product management teams and leveraging feedback loops for continuous improvement • Delve into the strategic shift from a project-centric approach to a product-centric perspective • Uncover the benefits of sustained, holistic product journeys in fostering innovation and adaptability. **Jen Young,** *Senior Product Manager, Digital Platform Services,* Cyber Security and Digital Solutions, Government of Nova Scotia **Clay Bates,** *Executive Director, Digital Platform Services,* Cyber Security and Digital Solutions, Government of Nova Scotia Moderator: **Ameeta Vohra,** *Senior Digital Policy Advisor, Digital Culture, Strategy & Performance,* Cyber Security and Digital Solutions, Government of Nova Scotia
11:50am	Gold Partner Session: **Citizen Engagement in the Digital Era: Building Bridges for Collaboration and Participation**	Gold Partner Session: **Sustainability Supercharged: The Power of Technology to Drive Change**

	Digital & CX Track	Innovation & Technology Track
12:10pm	Panel Discussion: **Unlocking the Potential of Data for Government Excellence** • Dive into strategies to build trust and confidence in data • Explore the art of making informed decisions using high-quality data • Delve into techniques to build data literacy to improve the use of analytics • Uncover ways of using data to better anticipate needs and plan for the future **Josh Weston,** *Director, Data Strategy,* Cyber Security and Digital Solutions, Government of Nova Scotia **Greg Landry,** *Senior Project Executive, Strategic Foresight,* Office of Planning and Priorities **Jennifer Guitard,** *Executive Director (Acting), Corporate Services,* Public Service Commission, Government of Nova Scotia Moderator: **Jill Casey,** *Executive Director, Data Management,* Cyber Security and Digital Solutions, Government of Nova Scotia	Government Keynote: **Harnessing Data for Transformative Governance** • Navigate through the avenues of elevating data literacy and analytics capabilities within New Brunswick's governmental framework • Discover how to leverage high-quality data for making decisions that are both informed and impactful, enhancing the effectiveness of public service delivery • Unveil the potential of data-driven customization to meet the unique needs of our communities, ensuring services are tailored and responsive • Explore the essential practices of data governance to protect against breaches and ensure the integrity and security of our digital infrastructure **Lee Burry,** *Assistant Deputy Minister, Corporate Services,* Department of Health, Government of New Brunswick **Blake McNeil,** *Executive Director of Shared Analytics,* Social Development, Government of New Brunswick
12:30pm	Gold Partner Session: **Establishing the Right Digital Tools and Apps To Deliver On Citizen Service and Outreach**	Gold Partner Session: **Crunching Numbers and Adding a Personal Touch: How Data Analytics Transforms User Engagement**
12:50pm	Panel Discussion: **Bridging the Digital Divide: Fostering Equitable Access to Digital Services** • Learn how to overcome the barriers to digital access • Examine how to harness technology and innovative approaches to reach marginalized and remote communities • Explore the power of public-private partnerships in bridging the digital divide. **Matt Spurway,** *Executive Director,* GEO Nova Scotia **Jean Flynn,** *Executive Director, Digital Culture, Strategy & Performance, Cyber Security and Digital Solutions (CSDS),* Government of Nova Scotia	Panel Discussion: **Integrating Legacy System Improvement into Your Innovation Strategy** • Understand how innovation and tradition can coexist harmoniously • Discover how a clear vision can guide the transformation process and ensure that it aligns with your organization's long-term goals • Uncover strategies to engage and collaborate with stakeholders, ensuring a smoother transition and broader buy-in. **Jason Rideout,** *Program Executive,* Cyber Security and Digital Solutions, Government of Nova Scotia **Dorothy Eng,** *Chief Executive Officer,* Code for Canada
1:20pm	**Networking Lunch Break**	

2:20pm **Co-hosted Roundtable Discussions**
Split into specialized conversation areas and join engaging discussions to dive deeper into your innovation priorities
Suggested Topics:

1. Building a Comprehensive Digital Strategy for Government Transformation
2. Driving IT Innovation and Agility in Government Organizations
3. Harnessing the Power of Data Analytics for Informed Decision-Making
4. Enabling Digital Citizen Engagement and Experience in Government Services
5. Building a Future-Ready IT Infrastructure for Government Operations
6. Leveraging Data Governance for Effective Data Management in Government
7. Transforming HR Practices for Attracting and Retaining Top Talent in the Public Sector

8. Upskilling the Government Workforce for Digital Transformation
9. Optimizing HR Operations with Technology and Automation
10. Enhancing Data Privacy and Security in Government Organizations
11. Promoting Diversity and Inclusion in the Government Workforce
12. Adopting Cloud Computing and Digital Platforms for Government Services Transformation
13. Implementing Data-driven Decision Making in Government Operations
14. Strengthening Cyber Resilience and Incident Response in the Government Sector

3:20pm Fireside Chat: **Human-Centered Design: Crafting Inclusive Digital Services for the Diverse Atlantic Coast**
- Case study learnings from ongoing projects, such as the digital transformation of the social development department
- Gain valuable insights into the current strategies employed to ensure that government services are inclusive and accessible to all
- Explore methods and best practices for actively involving end-users in the design and development of digital government services
- Understand how co-creation and feedback can lead to services that better meet the needs of the public.

Kaylyn Brassington, *Senior Service Designer, Human Centred Service Design,* Cyber Security and Digital Solutions, Government of Nova Scotia
Lisa MacDonald, *Senior User Researcher, Human Centred Service Design,* Cyber Security and Digital Solutions, Government of Nova Scotia
Rachelle Dyer, *Junior Service Designer, Human Centred Service Design,* Cyber Security and Digital Solutions, Government of Nova Scotia
Meagan Harris, *Team Lead,* Education and Early Childhood Development
Moderator: **Gab Kelly,** *Acting Director, Human Centred Service Design,* Cyber Security and Digital Solutions, Government of Nova Scotia

3:40pm Platinum Partner Session: **Riding the Cloud Wave: Public Sector's Odyssey of Opportunities and Challenges**

4:00pm Panel Discussion: **What does the Use of AI Mean for Government?**
- Hear how to optimize AI for service enhancement and decision-making
- Gain a comprehensive understanding of the risks associated with AI bias and discrimination
- Engage in a thought-provoking discussion on embedding ethical AI policies and practices

Christopher Clissold, *Chief Information Officer, Director General IT, IM Administration and Privacy,* Department of Veterans Affairs
Scott McKenna, *Chief Information Officer,* Nova Scotia Health Authority

4:50pm **Closing Remarks from the Chair, followed by networking drinks reception**

Testimonials

"Excellent!"

NL Health Services

"Was great to have this type of event in person again!"

Veterans Affairs Canada

"Love the topics and speakers."

Nova Scotia Health

"The highlight for me has been the ability to meet and collaborate with new people and new faces. I've met tons of interesting people."

Avanade Canada Inc

"Anytime you can join a group of individuals who face similar work concerns, opportunities and challenges, I think that really enriches the ability for you to think outside of the box."

Government of Nova Scotia

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Event Schedule

MAY

HR & Future of Work Showcase	ON

JUNE

Data Management & Analytics Roadshow	AB | BC | ON
Public Sector Innovation Show - Manitoba	MB
Police Innovation Showcase	ON
Public Sector Innovation Show - Saskatchewan	SK

SEPTEMBER

Public Sector Innovation Show - Ontario	ON
Ontario Government Cybersecurity Showcase	ON
Artificial Intelligence Roadshow	ON
Healthcare Infrastructure Showcase & Public Sector Health Facilities Showcase	ON

OCTOBER

Public Sector Innovation Show - Alberta	AB
Alberta Government Cybersecurity Showcase	AB
Digital Government & CX Roadshow	BC | MB | NS | ON

NOVEMBER

EduTech Showcase	ON

DECEMBER

Public Sector Innovation Show - British Columbia	BC
British Columbia Government Cybersecurity Showcase	BC
Canadian Security Showcase	ON

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WWW.PUBLICSECTORNETWORK.COM

CANADA / USA

P +1 (510) 556 0789
E contact@publicsectornetwork.com

AUSTRALIA / NEW ZEALAND

P +61 2 9057 9070
E info@publicsectornetwork.com