

servicenow®

Thursday, June 13, 2024

Canadian Public Sector Forum 2024

**Intelligent
Transformation - Simple,
Seamless, Secure**

Shaw Centre, 55 Colonel By Drive, Ottawa
8:00am - 5:30pm ET

In association with  PUBLIC
SECTOR
NETWORK



Agenda Overview

ServiceNow, a stalwart of digital transformation across all levels of Government globally, has successfully supported the advancement of technology modernization in Canada over the past years.

Public sector entities across Canada have been leaning heavily into digital transformation. Whether Federal, Provincial, or at the Local Government level, digital transformation has been a major topic of discussion in providing a more efficient, equitable, and satisfactory experience with Governments of all levels across Canada.

This effort to revolutionize digital services starts with one key question: How can the government deliver services better? The answer? Delivering intelligently. It's transforming with simplicity, resilience, security, speed, and executing on the vision. It's powering our country's digital footprint with intelligent platforms.

As Governments across all of Canada lean further into technology transformation with the goal of providing critical services to citizens in a seamless manner, **ServiceNow is pleased to invite you to join the inaugural Canadian Public Sector Forum 2024.**

Building off the success of the Federal Forum, the Canadian Public Sector Forum will explore how government innovators are creating unified experiences across the enterprise using intelligent platforms for end-to-end digital transformation to create a future-ready government today across Federal, Provincial, and Local Canadian Governments.

Reasons to Attend

1

Examine the **current state of technologies across the public sector and all levels of Canadian Government**

2

Hear how innovators are guiding **government customer and citizen experiences for an improved overall experience and workforce wellbeing**

3

Learn how technology subject matter experts are **advancing service innovation and digitizing manual processes for Federal, Provincial, and Local Government**

4

Collaborate with agency evangelists and ServiceNow leaders on the way ahead for digital government 2024 and beyond

Your Inspiring Speakers



Kristina Casey

Assistant Deputy Minister,
Chief Service and Digital
Officer
Transportation Canada



Ima Okonny

Assistant Deputy Minister,
Chief Data Officer
**Employment and Social
Development Canada
(ESDC)**



Paule Labbé

Assistant Deputy Minister,
Strategy and Engagement
Branch
Shared Services Canada



Ray Edwards

Associate Assistant Deputy
Minister, Spectrum and
Telecommunications Sector &
Chief Equity and Inclusion Officer
**Innovation, Science and Economic
Development Canada**



Mary-Luisa Kapelus

Senior Assistant Deputy
Minister
**Crown-Indigenous
Relations and Northern
Affairs Canada**



Kara Beckles

Executive Director, Privacy
and Responsible Data
Division
**Treasury Board of Canada
Secretariat**



Nkechi Nwafor-Robinson

VP, Technology Operations
& Services (TOS) and Cloud
Transformation
**Export Development
Canada**



Brenda Dogbey, PhD

Chief Diversity Officer
Privy Council Office



Owen Cook

Director of Regulatory
Transformation -
Environment & Protected
Areas
Government of Alberta



Terry Schultz

Director, Enterprise Service
Management and Dynamics
Platform Services -
Technology & Innovation
Government of Alberta



Erin Fox

Director, Cyber Threat
Assessments
**Canadian Centre for Cyber
Security**



Daniel L.

Chief of Enterprise Cyber
Security
**Canadian Security
Intelligence Service**



Colin MacSween

Director General, National
Cyber Security, National
and Cyber Security Branch
Public Safety Canada



Katie Taylor

Senior Analyst, Program
Delivery
**Office of the
Superintendent of
Financial Institutions
Canada**



Asanka Peiris

Senior Advisor, Robotic
Process Automation
**Export Development
Canada**



Geoff McDiarmid

Manager
**Canadian Food Inspection
Agency**



Kendra McLellan

IMTD Technical Advisor,
ServiceNow
**Treasury Board of Canada
Secretariat**



Paul Fipps

President, Global Industries
& Strategic Growth
ServiceNow



Kelley Steven-Waiss
Chief Transformation
Officer
ServiceNow



Yasmin Beddek
Country Leader Customer, Industry
& Supply Chain Workflows
ServiceNow



Jonathan Alboum
US Federal CTO
ServiceNow



Kevin Barnard
VP, Deputy Chief Innovation
Officer
ServiceNow



Alaina Beaver
Head of Accessibility
Customer Engagement
ServiceNow



Ashish Sethi
Director Platform and
Enablement
ServiceNow



Charles Medina
Sales Executive, Technology
Workflow
ServiceNow



Marc van Kralingen
Advisory Solution Consultant,
IT Transformation Solutions
ServiceNow



Brad Diamond
Senior Executive Enterprise
Architect
ServiceNow



Cindy McGreevy
Senior Enterprise Account
Executive, Government,
Western Canada
ServiceNow



Kevin Corcoran
Global GPS, AMS,
ServiceNow & Lead Alliance
Partner, **Deloitte**



Kelsey Langford
Partner, Technology
Strategy & Transformation
Deloitte



Savita Gill
Senior Manager
Deloitte Canada



Stephen Collins
Senior Manager, **ServiceNow**
& Technology Strategy &
Transformation, **Deloitte Canada**



Tom Sweeney
VP Sales
NewRocket



Vikram Nayak
Associate Partner
ServiceNow Practice - EY
Canada



Aaron Smith
Partner, Public Sector and
Health Consulting
EY Canada



Teddy Florea
Associate Partner,
ServiceNow
Optovia



Cory Milley
ServiceNow Product Owner
Export Development
Canada



David Usher
Founder
Reimagine.AI

Agenda

Thursday, June 13, 2024

8:00am ET Registration, Breakfast and Networking

9:00am ET Opening Keynote: ServiceNow Executive Welcome & Keynote: Gen AI in Public Sector

GenAI stands to transform the public sector as we know it, and few organizations are better positioned and prepared to utilize these transformative technologies than ServiceNow. This keynote session will demonstrate how ServiceNow's Now Platform® aims to increase productivity, transform experiences, and accelerate agility across the public sector globally.

- Use cases
- Real-world impact
- The way ahead and latest news

Paul Fipps, *President, Global Industries & Strategic Growth, ServiceNow*

9:30am ET Panel Discussion: How Government can lead the way on AI

With AI bringing extraordinary opportunities for innovation, the Canadian government faces a leadership imperative. How can the government serve as a catalyst for advancing AI safely – crucial for Canada global economic leadership and national security? And how are agencies developing and deploying responsible AI to create simple, intuitive interactions that build trust in government and deliver better results for Canadians? This panel of agency leaders will explore how agencies are:

- Empowering the Federal workforce with new technology
- Building citizen trust with modern, responsive AI-infused government services
- Ensuring AI is developed and deployed with equity and privacy at the forefront

Kristina Casey, *Assistant Deputy Minister, Chief Service and Digital Officer, Transportation Canada*

Ima Okonny, *Assistant Deputy Minister, Chief Data Officer, Employment and Social Development Canada (ESDC)*

Kara Beckles, *Executive Director, Privacy and Responsible Data Division, Treasury Board of Canada Secretariat*

Moderator: **Kevin Barnard**, *VP, Deputy Chief Innovation Officer, ServiceNow*

10:05am ET Panel Discussion: Transforming Digital Capabilities to Bolster Canadian Safety and Security

All government agencies can benefit from modernized capabilities to deliver their key responsibilities to the citizens they oversee, and few are more critical than defense and security. This session will highlight the ongoing efforts to advance digital capabilities in the defense and security arenas.

- Next-generation threats: what technologies are needed to maintain pace of threats
- Operations: Where could modernization be most beneficial?
- Necessary next steps to improve key security capabilities

Daniel L., *Chief of Enterprise Cyber Security, Canadian Security Intelligence Service*

Colin MacSween, *Director General, National Cyber Security, National and Cyber Security Branch, Public Safety Canada*

Erin Fox, *Director, Cyber Threat Assessments, Canadian Centre for Cyber Security*

Moderator: **Jonathan Alboum**, *US Federal CTO, ServiceNow*

10:40am ET Networking Break

11:10am ET Panel Discussion: Fostering Diversity and Inclusion across the Canadian Government

Join us in exploring strategies for enhancing diversity and inclusion within the Canadian Government, ensuring equitable representation and opportunities for all. Learn from experts and practitioners about innovative approaches and best practices to cultivate a more inclusive workplace environment.

- Implementing comprehensive diversity and inclusion policies to address systemic barriers and promote representation from marginalized communities
- Leveraging training programs and initiatives to foster cultural competence and awareness among government employees
- Establishing effective mentorship and support networks to empower underrepresented groups

Brenda Dogbey, PhD, *Chief Diversity Officer, Privy Council Office*

Ray Edwards, *Associate Assistant Deputy Minister, Spectrum and Telecommunications Sector & Chief Equity and Inclusion Officer, Innovation, Science and Economic Development Canada*

Mary-Luisa Kapelus, *Senior Assistant Deputy Minister, Crown-Indigenous Relations and Northern Affairs Canada*

Moderator: **Nkechi Nwafor-Robinson**, *VP, Technology Operations & Services (TOS) and Cloud Transformation, Export Development Canada*

11:45am ET Government to Government: Modernizing Inter-Government Service Delivery

The government's ability to communicate to its Citizens is of paramount importance in this digital age. Equally important, however, is the government's ability to communicate and collaborate with other government entities and agencies. This session will explore service delivery between government agencies.

- Improving inter-governmental communication
- Technology areas of interest
- Efforts to enhance service delivery with government partners

Paule Labbé, *Assistant Deputy Minister, Strategy and Engagement Branch, Shared Services Canada*

12:05pm ET Landing the Moonshot - Operationalizing your GenAI Strategy

Kelley Steven Waiss, *Chief Transformation Officer, ServiceNow*

12:25pm ET Lunch, Networking and Partner Zone

<p>1:30pm ET</p>  <p>Next Level Procurement with EY Vikram Nayak, Associate <i>Partner, ServiceNow Practice, EY Canada</i></p> <p>Aaron Smith, Partner, Public Sector and Health Consulting, <i>EY Canada</i></p>	 <p>Elevating Citizen Experience and Driving Outcomes for Public Sector Organizations</p> <p>Kevin Corocoran, Global GPS, AMS, ServiceNow & Lead Alliance Partner, Deloitte</p> <p>Kelsey Langford, Partner, Technology Strategy & Transformation, Deloitte</p> <p>Savita Gill, Senior Manager, Deloitte Canada</p> <p>Stephen Collins, Senior Manager, ServiceNow & Technology Strategy & Transformation, Deloitte Canada</p>	 <p>Realize the most efficient path to a successful hybrid return to the office - with ServiceNow's Workplace Service Delivery</p> <p>Teddy Florea, Associate Partner, ServiceNow, Optovia</p> <p>Cory Milley, ServiceNow Product Owner, Export Development Canada</p> <p>Kendra McLellan, IMTD Technical Advisor, ServiceNow, Treasury Board of Canada Secretariat</p>	 <p>Unlocking the Next Level of Citizen Services with NewRocket</p> <p>Tom Sweeney, VP Sales, NewRocket</p>				
<p>2:00pm ET Transition and Movement Break</p>							
<p>Modernization</p>		<p>Experience</p>		<p>Operations</p>		<p>Vision</p>	
<p>2:15pm ET</p>	<p>Understanding Governance's Role in Digital Transformation</p> <p>Brad Diamond, Senior Executive Enterprise Architect, ServiceNow</p> <p>Geoff McDiarmid, Manager, Canadian Food Inspection Agency</p>	<p>Shaping the Future of Work in an AI Enabled World</p> <p>Kelley Steven-Waiss, Chief Transformation Officer, ServiceNow</p>	<p>ITSM: Lessons Learned from a Rapid Deployment</p> <p>Katie Taylor, Senior Analyst, Program Delivery, Office of the Superintendent of Financial Institutions Canada</p>	<p>Strategic Asset Management: Empowering Public Sector Operations</p> <p>Charles Medina, Sales Executive, Technology Workflow, ServiceNow</p> <p>Marc van Kralingen, Advisory Solution Consultant, IT Transformation Solutions, ServiceNow</p>			

2:45pm ET	Transition and Movement Break			
	Modernization	Experience	Operations	Vision
3:00pm ET	<p>Revolutionizing Environmental Regulation in Alberta Through Technology</p> <p>Owen Cook, <i>Director, Regulatory Transformation - Environment & Protected Areas, Government of Alberta</i></p> <p>Terry Schultz, <i>Director, Enterprise Services Management & Dynamics Services - Technology & Innovation, Government of Alberta</i></p> <p>Cindy McGreevy, <i>Senior Enterprise Account Executive, Government, Western Canada, ServiceNow</i></p>	<p>Elevating Citizen/Customer Experiences and Improving the Bottom Line with Automation... and AI</p> <p>Asanka Peiris, <i>Senior Advisor, Robotic Process Automation, Export Development Canada</i></p> <p>Yasmin Beddek, <i>Country Leader Customer, Industry & Supply Chain Workflows, ServiceNow</i></p>	<p>Accessibility Features Fulfill EVERY Citizen Experience!</p> <p>Alaina Beaver, <i>Head of Accessibility Customer Engagement, ServiceNow</i></p>	<p>Now on Now: Our journey of 100+ Citizen Apps</p> <p>Ashish Sethi, <i>Director Platform and Enablement, ServiceNow</i></p> <p>Katie Taylor, <i>Senior Analyst, Program Delivery, Office of the Superintendent of Financial Institutions Canada</i></p>
3:30pm ET	Transition and Movement Break			
3:45pm ET	<p>Guest Speaker Session: AI-Driven Transformation: The Power of Creative Thinking in Government</p> <p>David Usher, <i>Founder, Reimagine.AI</i></p>			
4:30pm ET	Closing Remarks			
4:40pm ET	Cocktail Reception			

Register Today!

Thank You to Our Partners

Diamond



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