

## CONFIRMED PARTICIPANTS INCLUDE:



**Nicolas Jeffery,**  
CEO,  
**UNIVERSE**



**Tara Mulrooney,**  
CIO,  
**ALBERTA ENERGY REGULATOR**



**Soyean Kim,**  
Leader, Research and Analytics,  
**TECHNICAL SAFETY BC**



**Theo Rosenfeld,**  
CEO,  
**ENGAGE DATA**



**Stephen Wu,**  
Manager of Economic Development,  
**CITY OF SURREY BC**



**Greg Johnston,**  
President,  
**CARL DATA SOLUTIONS**



**Bill Tam,**  
Co-Founder and VP Business  
Development,  
**CANADA'S SUPERCLUSTER**



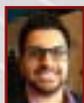
**Jens von Bergmann,**  
**MOUNTAINMATH SOFTWARE AND  
ANALYTICS**



**Dan Pollock,**  
Lead Data Scientist, GDx –  
Government Digital Experience,  
Government Communications and  
Public Engagement,  
**GOVERNMENT OF BRITISH COLUMBIA**



**Karen Parker,**  
Program Manager, Business Analytics,  
Analytics Centre of Excellence in Financial  
& Corporate Services,  
**EDMONTON**



**Zeshan Randhawa,**  
Business Analysis, Lead,  
**SOFTLANDING**



**Rene Cravioto,**  
Program Manager, Enterprise Data and  
Analytics,  
**CITY OF VANCOUVER**



**Mat Burke,**  
Director of Sales,  
**SOFTLANDING**



**Shawn Ling,**  
Director, Business Analytics & Data  
Services, Information Technology,  
**BC LIQUOR DISTRIBUTION BRANCH**



**Arron McCurdy,**  
Senior Manager, Data and Analytics,  
**CITY OF VANCOUVER**

February 20 – 21, 2019 • Workshops: February 22, 2019 • Vancouver, BC

# BIG DATA & Analytics for the Public Sector

## Unlock the Value in Your Data to Enhance Evidence-Based Decision-Making in Your Organization

- Address the challenges in cross-jurisdictional data sharing
- Hear the latest in tools to enhance data-driven decisions
- Implement business information analysis to public service programs
- Protect privacy while meeting your objectives
- Explore how to incorporate blockchain in the way government functions today
- Learn approaches to procurement to support improved data sharing
- Discuss the enthusiasm behind visualization and identify where data visualization can be adopted
- Examine value creation for transactions, assets, contracts, voting, compliance, identity management, supply chain traceability, healthcare, and taxation
- Hear case studies from Canada, the U.S., all levels of government, and various spheres for application
- Learn what artificial intelligence means for big data
- Explore the implications of big data and behavioral science on policy-making

### Optional Post-Seminar Workshops: February 22, 2019

#### Workshop A

9:00-12:00 **Cloud Envisioning: How Intelligent IT Inspires a Digital Future**  
**Zeshan Randhawa –Business Analysis, Lead and Mat Burke – Director of Sales, Softlanding**

#### Workshop B

1:00-4:00 **Data Visualization for the Public Sector**  
**Jens von Bergmann, MountainMath Software and Analytic**

**INFONEX**  
Professional Development

**REGISTER TODAY!**  
Email: [register@infonex.ca](mailto:register@infonex.ca)

CALL 1.800.474.4829 or  
[www.infonex.ca](http://www.infonex.ca)

# Big Data & Analytics for the Public Sector

February 20 – 21, 2019 • Workshops: February 22, 2019 • Vancouver, BC

## DAY ONE PROGRAM AGENDA: WEDNESDAY, FEBRUARY 20, 2019

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:40

### Welcome and Opening Remarks from the Chair

*Nicolas Jeffery, CEO, Universe*

8:40 – 9:40

### Top Trends in Data Analytics for the Public Sector

*Dan Pollock, Lead Data Scientist, GDX – Government Digital Experience, Government Communications and Public Engagement, Government of British Columbia*

- Existing technological limitations and tools to find improvements
- Focusing on the experts - tech talent in the public sector
- Measuring a 'journey' through complex systems
- Determining success factors
- Standardizing metrics across the public sector for better results
- Free your systems from built-in biases
- The latest in privacy protection

9:40 – 10:00

Networking Break



10:00 – 11:00

### Critical Issues in Understanding Privacy, Security & Blockchain

*Speaker TBD*

- When and how to implicate a blockchain solution
- Overcoming barriers in sharing institutional data (between healthcare agencies)
- Strategic implications of distributed trust with blockchain
- Empowerment of individuals and their data
- Surviving, creating value, and competing in platform ecosystems
- New market potentials with digital platform strategies

11:00 – 12:00

### Digital Transformation with the Alberta Energy Regulator

*Tara Mulrooney, CIO, Alberta Energy Regulator*

- Digital transformation goes far beyond the IT team
- Managing technology adoption, processes and integration
- Evaluate investments, understand the architecture
- Dig into your core platform strategy and ROI
- Define a plan for platform adoption
- Transform customer experience
- Plan for scalability based on growth analysis

12:00 – 1:15

Luncheon Break

1:15 – 2:15

### Vancouver's Agile Data & Analytics Journey

*Arron McCurdy, Senior Manager, Data and Analytics, City of Vancouver*

*Rene Cravioto, Program Manager, Enterprise Data and Analytics, City of Vancouver*

- Creating Enterprise Agile Data Enablement
- Meeting the data lineage and ETL challenges
- Iterative approach to supporting processes and infrastructure
- Basic data governance via the DELPHI process
- Building trust in data
- Challenges of BI Tool Agnostic Approach
- Addressing the spectrum of data fluency/maturity
- The power of vague requirements

2:15 – 2:30

Networking Break



2:30 – 3:30

### Analytics and Big Data in Liquor & Cannabis Industry

*Shawn Ling, Director, Business Analytics & Data Services, Information Technology, BC Liquor Distribution Branch*

- New vs Old – Cannabis vs Liquor
- Social Responsibilities, Compliance & Regulations
- Critical Privacy Issues
- Data-driven Culture
- Opportunities in Analytics
- Data Monetization
- Big Data Journey

3:30 – 4:30

### Finding Ethical Roadmaps to Mitigate Risk in AI Deployment

*Soyean Kim, Leader, Research and Analytics - Technical Safety BC*

- Canada: A possible leader in Ethical AI
- De-identification of the data is primary to digital ethics
- Building consensus on clear ethical principles
- Ethics are not a barrier to innovation
- AI Governance and joint initiatives in the public sector
- Educating staff how to assess risks and opportunities
- Testing and scaling new services
- Ensuring public engagement is genuine and transparent

4:30

End of Day One

**VANCOUVER, BC**  
**EVENT LOCATION: VANCOUVER, BRITISH COLUMBIA**

*Big Data & Analytics for the Public Sector* will be held at a convenient downtown location in Vancouver. Detailed venue information will be forthcoming as it becomes available.

# Big Data & Analytics for the Public Sector

February 20 – 21, 2019 • Workshops: February 22, 2019 • Vancouver, BC

## DAY TWO PROGRAM AGENDA: THURSDAY, FEBRUARY 21, 2019

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:40

### Welcome and Opening Remarks from the Chair

*Nicolas Jeffery, CEO, Universe*

8:40 – 9:40

#### CASE STUDY

### Edmonton thrives by using Open Data

*Karen Parker, Program Manager, Business Analytics, Analytics Centre of Excellence in Financial & Corporate Services, Edmonton*

- Being an early adopter - open data programs for the citizens
- Leveraging Data - The Edmonton Analytics Centre of Excellence
- Understanding the value of big data at the grass-roots level
- Data visualization and interpretation - the strength of numbers
- Relationship building in the public sector is critical to big data success

9:40 – 10:00

Networking Break



10:00 – 11:00

### Interactive Data Visualization for Perinatal Services BC online

*Theo Rosenfeld - CEO of Engage Data*

- Examining maternal health outcome using interactive visualization
- Creating a public resource for health clinicians, health care leaders, health care managers, policy makers, planners, researchers - and the general public
- Applying cognitive science to data visualization and user experience
- Watching out for the pitfalls of a data-driven approach as opposed to purpose driven
- Context is everything - data does not speak for itself
- Focusing on the outcome when building tools to augment intelligence
- Interactive data visualization based on design methodology and user experience

11:00 – 12:00

### Analytics Calgary- Working Horizontally in a Siloed Organization

*Lisa J. Sierra, Manager, Innovation, Data & External Access, Corporate Program Lead, Analytics Calgary, City of Calgary*

- Interpreters Needed! Understanding data as a common language and asset across services
- Uncovering the path to move forward with the right tools
- Creating a movement - ripples of discovery in the process
- Building momentum - Developing essential and robust learning communities
- A Guide to Mobilizing your teams
- Shared success - finding partners and projects to support your vision
- The Data Story - practical tools and templates to tell your big data story

12:00 – 1:15

Luncheon Break

1:15 – 2:15

### Making Big Data Work For Economic Growth

*Stephen Wu, Manager of Economic Development, City of Surrey BC*

- Attracting businesses using open data dashboards
- Big data and regional development
- Data driven decision making leads to sound economic policies
- Cross-linking data sources to create new economic models
- Mining internal and external data to find bonuses
- Analytics is the economic tool of choice
- Working with outside consultants to streamline services

2:15 – 2:30

Networking Break



2:30 – 3:30

### Need to Know - IoT applications for Today's Public Sector

*Greg Johnston, President, Carl Data Solutions*

- Data: the starting point
- Expanding data collection and deriving value from existing data
- Pilot projects: POC's & KPI's
- IoT: An "ecosystem" - multiple parties involved in the delivery
- Finding pathways to End-to-end solutions
- Execution of solutions - investments for the citizens
- Finding sponsors with the vision - the business unit within the city
- Involving Operations: Keeping people involved in change management

3:30 – 4:30

### Canada's Digital Technology Supercluster - A Special Information Session

*Bill Tam, Co-Founder and VP Business Development, Canada's Supercluster*

The Digital Technology Supercluster is a consortium of some of the world's biggest names in healthcare, telecommunications, natural resources and computing, along with start-ups, SMEs, researchers and post-secondary institutions - all working together to solve some of the most pressing productivity, health and sustainability challenges facing Canada and the world today.

4:30

End of Day Two

#### SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Big Data and Analytics for the Public Sector*. A limited number of sponsorship options are available.

For more information or to check availability, contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

# Big Data & Analytics for the Public Sector

February 20 – 21, 2019 • Workshops: February 22, 2019 • Vancouver, BC

## OPTIONAL POST-SEMINAR WORKSHOPS: FEBRUARY 22, 2019

### Workshop A

9:00-12:00 **Cloud Envisioning: How Intelligent IT Inspires a Digital Future**

**Zeshan Randhawa –Business Analysis, Lead and Mat Burke – Director of Sales, Softlanding**

Envisioning the value of digital. **Cloud Envisioning: How Intelligent IT Inspires a Digital Future** will provide real-world examples of how forward-thinking business leaders can leverage these digital tools to improve operational performance and provide insight into the business faster, cheaper, better. The event's focus is to help business leaders understand the efficiencies and business values of emerging technologies like cloud computing, analytics, machine learning, automation and artificial intelligence.

With privacy laws like Freedom of Information and Protection of Privacy Act (FOIPPA) that hinder the growth of cloud technology for BC's public sector, Softlanding – working with Microsoft, have been able to assist organizations in Education, Health and Government find solutions that enable cloud technologies like Microsoft Office 365 and Azure while still being compliant with BC's FOIPPA and guidance of the OCIO. Cloud technology is a big move, our goal within this workshop is to better prepare you for your decision to move to the cloud now or in the next few years.

This Cloud Envisioning Workshop will cover the following topics:

- The true value of AI: Real-world examples of how Public Sector, Education, Manufacturing, and Mining are using AI to improve their business
- Cybersecurity: Understanding how to protect data, stay compliant and defend your business and respond should a crisis emerge
- Emerging Digital Technologies: Taking advantage of Microsoft's Core Cloud Infrastructure Platforms
- Cloud Governance: Understanding the Governance Implications that May Arise when going to the Cloud
- Available funding for BC's Public Sector to accelerate the adoption of Cloud technologies or road-map their approach

*Zeshan has been with Softlanding since 2007. In his role as Business Analysis Lead Zeshan focuses on envisioning, planning and delivering Enterprise Content Management solutions. He brings a strong development background to the planning process, enabling him to advise clients about out-of-the-box SharePoint capabilities vs. customization as requirements are being gathered. Alongside planning and envisioning, Zeshan specializes in facilitating Information Architecture redesigns, and introducing Governance for SharePoint and Azure enterprises.*

*Mat is a passionate sales and strategy specialist with a 20-year history in the Vancouver technology industry. Previous to joining Softlanding, Mat finished an 8-year tour of Microsoft as Account Executive serving the Education, Retail, and Resources sectors and as a delivery manager for Microsoft Services. Other career highlights include technical roles in identity, infrastructure, and security as well as participation in several Vancouver start-ups.*

### Workshop B

1:00-4:00 **Data Visualization for the Public Sector**

**Jens von Bergmann, MountainMath Software and Analytics**

MountainMath Software is Vancouver, BC based company specializing in data, analytics, modeling and visualization.

We will work through examples of how to access and combine data from various sources, including census, CANSIM, CMHC, and municipal data, perform descriptive analysis, and visualize the results in graph and map form. The emphasis will be to do this in a reproducible fashion that can easily be adapted and updated when new data becomes available.

We will work with the R open source statistical environment. After a short presentation, we will work through a prepared example, and follow up with project work small groups on topics chosen by the participants. At the end of the workshop participants will have an overview on how to acquire, process and visualize data in a reproducible and adaptable fashion and have developed examples in form of R notebooks.

The workshop assumes participants are comfortable working with and manipulating data. Basic prior exposure to R is recommended, but not required. Participants are expected to bring laptops with R pre-installed.

*Jens von Bergmann holds undergraduate degrees in Physics and Computer Sciences and a PhD in Mathematics. He taught for several years at the University of Calgary, University of Notre Dame and Michigan State University before founding MountainMath to work on his passion of data analysis and visualization. MountainMath has focused on transparent and reproducible analysis and data workflows, as well as building and maintaining tools like CensusMapper to make data more accessible, and open source libraries like 'cancensus' and related R packages to facilitate working with data from Statistics Canada and other sources.*

# Big Data & Analytics for the Public Sector

February 20 – 21, 2019 • Workshops: February 22, 2019 • Vancouver, BC

## WHO SHOULD ATTEND THIS EVENT

- CTOs and CIOs
- Managers and senior executives of analytics, business intelligence and IT
- Information analysts, data analysts and data scientists
- Business intelligence analysts and marketing analytics specialists
- Directors of information management
- IT auditors, performance auditors and audit managers
- Program and project managers with analytics and BI responsibilities
- Architects, designers, and developers of analytics systems
- Big Data researchers
- Analytics and business intelligence consultants

## REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

Mr./Ms./Mrs. \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Ext \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email address \_\_\_\_\_

Register for  Seminar  Workshop A  Workshop B

Name of Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Company's main line of business \_\_\_\_\_ Number of Employees: \_\_\_\_\_

### 2 SELECT YOUR PREFERRED PAYMENT METHOD

Prices subject to HST.	FULL PRICE	Register by December 14
Course for Groups of 3 +	\$2,199 each	<b>\$1,799 each</b>
Course for Groups of 2	\$2,299 each	<b>\$1,899 each</b>
Course for 1 Registrant	\$2,399	<b>\$1,999</b>
Workshop	\$799	



\*Groups must register together at the same time to be eligible for group rates.

Method of Payment:  VISA  MasterCard  Cheque enclosed, payable to INFONEX Inc.

Cardholders Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ / \_\_\_\_\_

CVV/CSC: \_\_\_\_\_ Signature: \_\_\_\_\_

Please check box if you are GST/HST exempt Exemption # \_\_\_\_\_

### 3 SEND US YOUR REGISTRATION

GST/HST No. R134050012

@ EMAIL: register@infonex.ca

WEBSITE: www.infonex.ca

TELEPHONE: 1.800.474.4829

MAIL: INFONEX INC.  
360 Bay Street, Suite 900  
Toronto, Ontario M5H 2V6

## LOCATION:

*Big Data and Analytics for the Public Sector* will be held at a convenient location in Vancouver, British Columbia. Detailed venue information will be forthcoming as it becomes available.

## YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

## SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Big Data and Analytics for the Public Sector*. A limited number of sponsorship options are available.

Contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

## CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to [register@infonex.ca](mailto:register@infonex.ca) or fax to 1-800-558-6520 **no later than February 6, 2019**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **February 6, 2019**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel **by February 6, 2019** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1322-W**

**INFONEX**  
Professional Development