

October 1 - 2, 2019 • Ottawa, Ontario

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

# Big Data & Analytics for the Public Sector

*Advance your knowledge in government-utilized predictive analytics, data visualization and artificial intelligence*

## YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:

**Geoff Marsh**  
**Hitachi Vantara**



**Mana Azarm**  
**City of Ottawa**



**Martin McGarry**  
**Bronson Analytics**



**Eric Rancourt**  
**Statistics Canada**



**Paul Lewis**  
**Hitachi**

... and more

### Benefits of attending:

- 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
- 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 for big data and behavioral science on policy-making

**Plus!** Get tips for going beyond predictive data and into predictive maintenance

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# Big Data & Analytics for the Public Sector

October 1 - 2, 2019 • Ottawa, Ontario

## DAY ONE PROGRAM AGENDA: TUESDAY, OCTOBER 1, 2019

08:00 - 09:00 Registration and Continental Breakfast

09:00 - 09:10



### Welcome and Opening Remarks from the Chair

**Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics**

09:10 - 10:10



### OPENING KEYNOTE

### Big Data, Big Opportunities, Big Responsibilities

**Anil Arora, Chief Statistician of Canada, Statistics Canada**

- Power of Big Data
- Modernization at Statistics Canada
- Governance: managing data strategically
- Developing an Innovation Ecosystem
- Data on an international scale: The UN Global Working Group on Big Data

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10:10 - 10:30 Networking Break

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10:30 - 11:30



### Standards Development in the Big Data and Analytics Space

**Marta Janczarski, Sector Specialist for Artificial Intelligence, Big Data & Health/Biosciences, The Standards Council of Canada**

- An overview of the Standard Council of Canada initiatives
- Standards Landscape for Big Data and AI
- How to Participate in Standards Development
- How Canadian Innovation in the space is being reflected in Standards;
- The Canadian Data Governance Standardization Collaborative

11:30 - 12:30

### Creative IT Assurance in the Age of Uncertainty

**Ken Holmes, CPA & Doctoral Student, American Military University**

- Unprecedented 21st Century security threats confront IT systems and users
- New and devastating cyber techniques threaten national stability
- The need for assurance on systems and data greater than ever
- The cyber world is too complex for the “us versus them” audit approach
- No one group is the “fountain of IT knowledge.” Audit and IT must work together

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12:30 - 13:30 Luncheon

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# Big Data & Analytics for the Public Sector

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## DAY ONE PROGRAM AGENDA: TUESDAY, OCTOBER 1, 2019

13:30 - 14:30



### **How to Discover Your DataOps Advantage**

**Paul Lewis, Global Vice President & Chief Technology Officer, Hitachi**

In this session you will see how you can securely manage, govern, mobilize, analyze, and ultimately unlock your data's value and turn it into insights for public servants and citizens alike. We will discuss:

- How data is the foundation of digital transformation and how modern IT lets you make your data a key enabler for your successful digital transformation
- The current state of most organizations - multiple data silos that prevents the strategic use of their data
- The strategic approach required to properly use your organization's data by bringing those disparate data sets - whether structured, unstructured or machine-generated - into a single data strategy

14:30 - 15:30

### **Data Technologies: Flop or Functional**

**Geoff Marsh, Vice President, Digital Insights, Hitachi Vantara**

So we know data is important to make those intelligent decisions but what are the trends and topics that really matter? What is just hype and what is truly going to make a difference in your organization. As some of my colleagues and peers have stated you need to be strategic with where you hedge your bets.

- With the multitude of vendors out there pushing your products how do you ensure that what you are going to spend your valuable time and shrinking budgets on what is truly going to really benefit your group?
- Now that some of the newer technologies have matured have they really brought the business value that they promised and why or why not?
- Where should you spend time and money investing in training and technologies, what will be a big deal both directly in the public sector or in the private that could impact the public

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15:30 - 15:45      Networking Break

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# Big Data & Analytics for the Public Sector

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## DAY ONE PROGRAM AGENDA: TUESDAY, OCTOBER 1, 2019

15:45 - 16:45



### Case Studies in Lifestyle Analytics as the Key Differentiator in B2B Marketing

**Nader Shureih, Director, Business Development, Public Sector & Education, Environics**

- Lifestyle data offers a goldmine of insights that is under-utilized in B2B marketing. This session will showcase two unique and effective applications of lifestyle data.
- Case Study 1: Viewing the B2B market through a B2C lens
- The Innovation Canada platform drove new and valuable insights through the integration of privacy-friendly Environics Analytics and Statistics Canada data into their CRM and sales funnel
- Case Study 2: Canada Day on Parliament Hill: Understanding who attended your open event is difficult
- Integrating privacy-friendly mobile location data into your analysis can add multiple dimensions of understanding about who attends your events. We will show you how to use these insights to power and improve your business cases to vendors, partners and sponsors

17:00

### Cocktail Reception Sponsored by Hitachi Vantara

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the

#### SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Big Data & 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 416.507.4202, or by email at [sponsorship@infonex.com](mailto:sponsorship@infonex.com).

# Big Data & Analytics for the Public Sector

October 1 - 2, 2019 • Ottawa, Ontario

## DAY TWO PROGRAM AGENDA: WEDNESDAY, OCTOBER 2, 2019

08:00 - 09:00 Registration and Continental Breakfast

09:00 - 09:10



### **Welcome and Opening Remarks from the Chair**

**Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics**

09:10 - 10:00



### **From Capacity to Build Statistics to Data Analytics Capacity Building**

**Eric Rancourt, Director General of the Methodology Branch, Statistics Canada**

- Recognize the types of data available and how they can be harvested
- The power and limits of data and resulting conclusions
- The importance of questioning and assessing quality
- Anchoring the approach in a scientific and transparent framework

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10:00 - 10:15 Networking Break

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10:15 - 11:15



### **Data Visualization: A Smart Investment to Inform Better Decisions**

**Mana Azarm, Senior Data Analytics Strategist, City of Ottawa**

- What do we mean by Data Visualization?
- Great data visualization examples
- The advantages and benefits of good data visualization
- How to find the most suitable data visualization tool(s) for your company
- Open-source tools and data

11:15 - 12:00



### **Towards Open LMI Data**

**Tony Bonen, Director of Research, Data & Analytics, Labour Market Information Council**

The Labour Market Information Council (LMIC) is exploring ways to create an open data repository for labour market information in Canada. In addition to bringing together a wide variety of data, all information will be organized and structured in ways that support the career, education, training and workplace decisions of Canadians. To do so, we have engaged Canadians in a series of public opinion research studies and focus groups about their labour market information needs.

- LMIC is assessing the feasibility and utility of developing an open, online repository of labour market data, the “LMIC Data Hub”.
- The LMIC Data Hub is meant to be a state-of-the-art well-structured, fully-scalable, relational database storing labour market information and related data.
- The LMIC Data Hub would be built around the following principles: Open Data, Open Code, Free Use, Clear Documentation, Easy to Navigate, Validated Data, and Up to Date information.
- The LMIC Data Hub would support policy makers, researchers and labour market intermediaries such as career development practitioners, educators among others who directly support Canadians make informed career and training decisions.

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12:00 - 13:00 Luncheon

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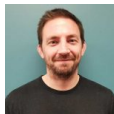
13:00 - 14:00



### **Machine Learning applied to big data at the Data Science Division**

**Monica Pickard, Chief, Data Science Division, Statistics Canada**

**Nicholas Denis, Data Scientist, Statistics Canada**



**Stan Hatko, Data Scientist, Statistics Canada**

The Data Science Division at Statistics Canada aims to build Data Science capacity by solving concrete problems, has an applied AI/ML solutions expertise and delivers practical results enabling clients to move forward confidently with big and unstructured data.



- Our mission and big data projects
- From intake to production, workflow and lessons learned
- Sharing through Communities of Practice
- An applied perspective: In-season crop prediction from satellite images
- An applied perspective: Retail scanner data project

14:00 - 15:00



### **Predicting and Visualizing How Ottawa's OC Transpo Light Rail Will Change Our Daily Commute Forever**

**Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics**

- Predicting the future impact on Ottawa's new light rail was a challenge when no timetables or the usual commuter tools existed. He will take us 5 years from now to when Ottawa has an integrated light rail system covering the entire city.
- Martin will demonstrate how to create an amazing story through the use of advanced analytical and visualization tools.
- Has your commute improved? Where should you be buying a future home? Is cycling a better commuting method? Did the city spend our money wisely?
- First he will outline the key components of a compelling data story and what were the drivers behind the analysis. Then he will show you behind the curtain on how the story was created. Using Google API's, TomTom data, Alteryx, Tableau, Mapbox and more he will explain the challenges involved in creating true business or citizen insights!

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15:00 - 15:15      Networking Break

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15:15 - 16:15



### **Democratization of AI/ML: The Evolution of Tools for Advancement of Data Analysis**

**Rowan Sciban, Cloud Solution Architect for Data & AI, Microsoft**

This presentation will focus on the skill sets and tools required for the Citizen Data Scientist — a new breed of advanced business analysts. You will see how these tools help organizations apply more sophisticated data analysis when advanced data science skill sets are not available.

- In some cases, technically advanced business analysts are able to leverage these tools to analyze available big data sources without reliance on IT or highly skilled Data Scientists.
- Data Scientists are still required for complex ML problems, however it is not feasible to deploy such individuals everywhere that AI and ML will be needed.
- Skilled analysts are stepping up into a role where they can apply AI and ML techniques, with the help of user-friendly tools to get real results.

16:15

**End of Day Two**

# Big Data & Analytics for the Public Sector

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

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

Full Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

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

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 GST / HST	Full Price	Register by September 13
Course for Groups of 3 +	\$ 2,199 each	<b>\$ 1,999 each</b>
Course for Groups of 2	\$ 2,299 each	<b>\$ 2,099 each</b>
Course for 1 Registrant	\$ 2,399	<b>\$ 2,199</b>



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330 Bay Street, Suite 1500  
Toronto, ON M5H 2S8

#### LOCATION:

*Big Data & Analytics for the Public Sector* will be held at a convenient location in Ottawa, Ontario. 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:

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#### 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.com](mailto:register@infonex.com) or fax to 1.800.558.6520 **no later than October 1, 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 **October 1, 2019**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **October 1, 2019** and fail to attend will be liable for the entire registration fee.

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