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Paul Lewis,
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Eric Rancourt,
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Ken Holmes,
CPA & Doctoral Student,
AMERICAN MILITARY UNIVERSITY



Mana Azarm,
Senior Data Analytics Strategist,
CITY OF OTTAWA



Tony Bonen, Director of Research,
Data & Analytics, **LABOUR MARKET
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Anil Arora,
Chief Statistician of Canada,
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Development - Public Sector &
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Nicholas Denis,
Data Scientist,
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Stan Hatko,
Data Scientist,
STATISTICS CANADA



Monica Pickard,
Acting Chief, Data Science Division,
STATISTICS CANADA

October 1-2, 2019 • Ottawa, Ontario

BIG DATA & Analytics

for the Public Sector

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

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

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:10

Welcome and Opening Remarks from the Chair

Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics

9:10 – 10:10

OPENING KEYNOTE:

Anil Arora, Chief Statistician of Canada, Statistics Canada

10:10 – 10:30 Networking and Refreshment Break



10:30 – 11:30

11:30 – 12:30

Creative IT Auditing in the Age of Uncertainty

Ken Holmes, CPA & Doctoral Student, American Military University

- Cooperative audits where IT groups and the audit capacities work closely with each other
- Both would identify innovative observations through joint analysis
- They would develop creative recommendations that are implementable and have buy-in by all concerned
- Establish frameworks for management/IT/client monitoring, feedback, and reporting

12:30 – 1:30 Luncheon Break

1:30 – 2:30

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

2:30 – 3:30

3:30 – 3:45 Networking and Refreshment Break



3:45 – 4:45

CASE STUDY

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

Nader Shureih, Director, Business Development - Public Sector & Education, Environics Analytics

- 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

4:45

Cocktail Party sponsored by Hitachi

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OTTAWA, ONTARIO
EVENT LOCATION: OTTAWA, ONTARIO

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

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Big Data & Analytics for the Public Sector

October 1-2, 2019 • Ottawa, Ontario

DAY TWO PROGRAM AGENDA: WEDNESDAY, OCTOBER 2, 2019

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:10

Welcome and Opening Remarks from the Chair

Martin McGarry, Partner and Chief Data Scientist, Bronson Analytics

9:10 – 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

10:00 – 10:15 Networking and Refreshment Break



10:30 – 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.

12:00 – 1:00

Luncheon Break

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 1.800.474.4829, ext. 224, or by email at sponsorship@infonex.ca.

1:00 – 2:00

Machine Learning applied to big data at the Data Science Division

Monica Pickard, Acting 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

2:00 – 3:00

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!

3:00 – 3:15

Networking and Refreshment Break



3:15 – 4:15

Surprise-Driven Decision Making: How Data Can Actually Change Your Mind

- Data analysis is only useful if it leads to better decisions: Many organizations are collecting, analyzing, and reporting data, but not changing the decisions that are taken by our organizations.
- Public sector organizations must learn to ask the right questions of our data: What are the important decisions we face? What data do you need to collect that would actually change your mind? What results would surprise you?
- How public sector organizations can align incentives to support a culture of data-driven decision-making.
- Case studies in the use of data to inform decision-making

4:15

End of Seminar

Big Data & Analytics for the Public Sector

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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

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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: _____

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Prices subject to HST.	FULL PRICE	Register by September 13
Course for Groups of 3 +	\$2,199 each	\$1,999 each
Course for Groups of 2	\$2,299 each	\$2,099 each
Course for 1 Registrant	\$2,399	\$2,199

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



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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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Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 **no later than September 17, 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.

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