

**October 1 - 2, 2020 • Virtual Course**

Make your data work best for you!

# Data Governance for the Public Sector

*Learn how to address and improve your organization's information quality!*

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**\$ 700 off**  
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## YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:



**Sherin V Emmanuel**  
Canada Revenue  
Agency |  
Government of  
Canada



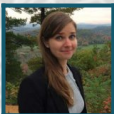
**Martin McGarry**  
Bronson Analytics



**Philippe Johnston**  
Transport Canada



**Matthew MacNeil**  
CIO Strategy  
Council



**Emily Kozinski**  
Canada Post

... and more



Data is more than just numbers and letters. Increasingly so, data is becoming more personalized and useful, evolving everyday to not only meet our needs, but create possibilities that we never could have fathomed before. But with new possibilities comes new problems. Get the latest in developments regarding data governance for the public sector. Stay current and prepare yourself for the evolving digital world of data governance.

### Get expert advice and case studies on:

- Developing the human aspect of data
- Understand the how various data roles can affect effective data strategies
- What are some effective data strategies?
- Modern concerns regarding data ethics and privacy; why should we care?
- How to balance the need between accessible data and data privacy
- How data can be used to ease our everyday lives
- What does the future of open data look like for the public sector moving forward?

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# Data Governance for the Public Sector

October 1 - 2, 2020 • Virtual Course

## DAY ONE PROGRAM AGENDA: THURSDAY, OCTOBER 1, 2020

10:00 - 10:10 EDT



### Welcome and Opening Remarks from the Chairs

**Graham Smith, Founder, Chief Data Strategist, DataGovernix Ltd.**

**Alex Fourie, Data Governance Analyst, DataGovernix Ltd.**

10:10 - 11:10 EDT



### Data Literacy: Building the Case for an Enterprise Data Literacy Program

**Emily Tregunno, Advisor, Data Governance, Data Governance Office, Canada Post**

**Emily Kozinski, Advisor, Data Governance, Data Governance Office, Canada Post**



- Defining Data Literacy – waiting through the pitches, the marketing material, and the academic studies
- Framing an abstract concept into a practical program
- Gaining interest and attention
- Forming partnerships
- Gaining momentum through routine

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11:10 - 11:30 EDT      Break

11:30 - 12:30 EDT



### Developing Data Strategies: A Holistic Approach to Data

**Philippe Johnston, Director General, Digital Services Directorate, Transport Canada**

- A look at Transport Canada's approach to data governance
- Developing data strategies and using holistic methods to assess the effectiveness of those strategies
- Data Service Desks; developing and using tools to strengthen data governance initiatives
- Improving the quality of data and establishing consistent verification standards

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12:30 - 13:30 EDT      Break

13:30 - 14:30 EDT



### Failure to Launch: Top Reasons why Data Governance Efforts Fail

**Graham Smith, Founder, Chief Data Strategist, DataGovernix Ltd.**

**Alex Fourie, Data Governance Analyst, DataGovernix Ltd.**

## DAY ONE PROGRAM AGENDA: THURSDAY, OCTOBER 1, 2020

14:30 - 15:30 EDT



### **Complying with Treasury Board Guidelines in Practice: The Other Side of the Data Management Coin**

**Sherin V Emmanuel, Enterprise Information Architect & Strategist | Information Management Division, Information and Data Directorate / Service, Innovation and Integration Branch, Canada Revenue Agency | Government of Canada**

- Initiating data management and data processes towards complying with the Treasury Board's Guidelines on Data
- Developing better ways of not only analyzing data, but data collection as well
- Building data management and metadata frameworks
- What are some other ways we can view data? How can we think outside the box to develop more effective data management and management processes?
- Using data governance principles to tie everything together

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15:30 - 15:45 EDT      Break

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15:45 - 16:45 EDT



### **IESO's Data Excellence Program**

**Sorana Ionescu, Director, Smart Metering, Independent Electricity System Operator**

The electricity sector, the world's biggest data machine, is at a technological tipping point, immersed in today's complex systems, technologies and devices. Clear data strategies will help all sector players maintain their relevance in the face of the challenges and opportunities brought by the massive global digitalization movement, now even more accelerated by the pandemic pressures. To meet these unprecedented demands, the IESO has initiated a Data Excellence program focused on good data governance, a modern enterprise architecture and a sustainable operating model for the future. This presentation will inspire you to reflect on the following topics, and more:

- Why is it important to prioritize data strategy programs in our organizations?
- How to build and implement a data strategy roadmap for our organizations?
- How to determine the optimum Data Governance framework and take the theory into practice with an effective implementation plan
- Some "Do's and Don'ts" ...

16:45 EDT



### **Closing Remarks from the Chairs**

**Graham Smith, Founder, Chief Data Strategist, DataGovernix Ltd.**

**Alex Fourie, Data Governance Analyst, DataGovernix Ltd.**

# Data Governance for the Public Sector

October 1 - 2, 2020 • Virtual Course

## DAY TWO PROGRAM AGENDA: FRIDAY, OCTOBER 2, 2020

10:00 - 10:10 EDT



### Welcome and Opening Remarks from the Chairs

**Graham Smith, Founder, Chief Data Strategist, DataGovernix Ltd.**

**Alex Fourie, Data Governance Analyst, DataGovernix Ltd.**

10:10 - 11:10 EDT



### Case Study

### The City of Edmonton's Data Governance Initiative

**Wojciech Kujawa, Data Governance Manager, City of Edmonton**

- A case study on how the city of Edmonton is implementing its data governance framework
- Implementing data governance at the municipal level
- A review of the steps followed, lessons learned, and outlook for the future
- Working around existing ad-hoc infrastructure to make it work for you
- Developing a data governance team from the ground-up

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11:10 - 11:30 EDT      Break

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11:30 - 12:30 EDT



### National Data Governance Standards and How Your Organization Can Use Them

**Matthew MacNeil, Director of Standards and Technology, CIO Strategy Council**

- What is a National Data Governance Standard
- Why Standards are important to your organization
- Current published Data Governance Standards and those in Development
- How a Standards can assist in design and deployment of a Data Governance Program
- Making a Standard work for your organization

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12:30 - 13:30 EDT      Break

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13:30 - 14:30 EDT



### Data Governance for the Consumer

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

- A focus on the main users of data: the end consumer
- How can we change the way we view data governance to focus on those that need it most?
- How data governance is viewed currently and difficulties that view can create
- How can effective data governance make data easier to access and verify for consumers?

## DAY TWO PROGRAM AGENDA: FRIDAY, OCTOBER 2, 2020

14:30 - 15:30 EDT



### **3 Must-Have Artifacts for the Data Driven Organization**

**George Firican, Director, Data Governance & Business Intelligence, The University of British Columbia**

This session will offer an overview of 3 important tools any organization should be using. In this webinar you will learn what a business glossary, a data dictionary, and a data catalog are, the benefits they bring, and what the relationship between all 3 is

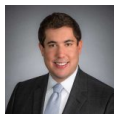
- What is a business glossary
- Intro into data dictionaries and data catalogs
- The benefits of all 3 artifacts
- The relationship between them

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15:30 - 15:45 EDT     Break

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15:45 - 16:45 EDT



### **Data Governance for Safety Critical AI Development**

**Mark Roboff, General Manager, Digital Transformation, Aerospace & Defense, DXC Technology**

- Sharing data securely and with proper ownership control at an ecosystem level is critical. New technology enables this.
- Complex AI systems will leverage this ecosystem data, and will require complex data management techniques.
- For safety critical use-cases, solving for “data assurance” is critical. It is central to how we will verify and validate AI.
- The top question in demonstrating “data assurance” is: how do we know the data you have is sufficiently representative of the environment you are trying to model?
- Government’s role in safety certification based on a “data assurance” architecture is central for providing a means for society to trust AI.

16:45 EDT



### **Closing Remarks from the Chairs**

**Graham Smith, Founder, Chief Data Strategist, DataGovernix Ltd.**

**Alex Fourie, Data Governance Analyst, DataGovernix Ltd.**

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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 \_\_\_\_\_

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

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	Speaker's Discount
Course fee per delegate	\$ 2,399	<b>\$ 1,699</b>

\* *Speaker's discount is a special pricing for the course only, for the speaker's network.*



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

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### VIRTUAL COURSE:

*Data Governance for the Public Sector* will be held as a virtual on-line conference. Details on how to access and participate in the event will be sent to all confirmed delegates prior to run date.

### SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

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

Contact our sponsorship department by telephone at 416.507.4202, or by email at [sponsorship@infonex.com](mailto:sponsorship@infonex.com).

### 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 September 17, 2020**. 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 **September 17, 2020**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **September 17, 2020** and fail to attend will be liable for the entire registration fee.

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