

May 4 - 5, 2021 • Virtual Conference



# Business Intelligence for the Public Sector

## YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:



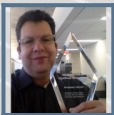
**Iqbal Syedmohammad**  
Metrolinx



**Darko Knezevic**  
Metrolinx



**Nader Shureih**  
Environics Analytics



**Gustavo Espinosa**  
City of Brampton



**Doug Mouser**  
Bronson Analytics

... and more



Despite the increased implementation of data analytics and the latest advancements in information technology, many Canadian public sector organizations continue to face challenges when it comes to enhancing service delivery, decision making, and organizational performance. Business intelligence has emerged as a tool for structuring vital data into meaningful, insightful and valuable information within an automated environment. Incorporating an effective business intelligence framework can help to overcome the many challenges and roadblocks being faced by the public sector.

### Benefits of Attending:

- Optimizing Data and Analytics Investments to Achieve Business Value
- Best Practices for Building a Business Intelligence Program
- Leveraging Data & Analytics to Increase your Budget
- Business Intelligence & Data Security: Opportunity vs. Risk
- 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

**REGISTER TODAY!**

Call Cynthia 416.507.4202 or  
Email: [charfenmeister@infonex.com](mailto:charfenmeister@infonex.com) [www.infonex.com](http://www.infonex.com)

# Business Intelligence for the Public Sector

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## DAY ONE PROGRAM AGENDA: TUESDAY, MAY 4, 2021

10:30 - 10:45 EDT



### Welcome and Opening Remarks from the Chair

**Martin McGarry, President & Chief Data Scientist, Bronson Analytics**

10:45 - 11:30 EDT



### Integrating Diversity, Equity and Inclusion into your Business Intelligence

**Nader Shureih, Vice President, Business Development, Public Sector, Environics Analytics**

- Gain deeper insights about different types of diversity in your community using privacy-compliant data
- Identify, target and engage with vis-min entrepreneurs and business owners
- Learn more about women affected by the pandemic and how to support them through economic recovery
- Align your mandate with clear KPIs to monitor and measure program and engagement successes

11:30 - 12:15 EDT



### Key Business Intelligence Technologies

**Darko Knezevic, Enterprise Architecture Specialist & Information Technology Planning, Metrolinx**

- Data Storage
- Dashboards
- Reporting
- Data Discovery/Visualization
- Cloud Data Services

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12:15 - 13:00 EDT      Break

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13:00 - 14:00 EDT



### Jack of all Trades: Requirements for a Successful Analyst

**Julie Tillotson, Intelligence Analyst, RCMP**

- Critical Thinking
- Research Skills
- Data Visualization and Organization skills
- Software versatility
- Writing skills
- Presentation and public speaking skills
- Collaboration & support

# Business Intelligence for the Public Sector

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## DAY ONE PROGRAM AGENDA: TUESDAY, MAY 4, 2021

14:00 - 15:00 EDT

### Leveraging BI for Government Enterprises

**Jason Gallant, Executive Director, IT Service Delivery, Health Canada**

- Examples of BI
- Business & operational considerations
- BI evolution & the importance of data, and challenges for government organizations

15:00 - 16:00 EDT



### Journey and Evolution of Data and Analytics

**Jagmeet Cheema, Data Analytics Lead, The Office of the Auditor General of Alberta (OAG)**

16:00 - 17:00 EDT



### Business Intelligence for the Public Sector

**Iqbal Syedmohammad, Enterprise Data Architect, Metrolinx**

- What is Business Intelligence and Why it is important for Public sector
- What is BI in today's world of Big Data
- 5 key Challenges for BI in public sector
- What is the role of Data Governance in Public sector BI
- What are the key success factors for public sector BI

17:00 EDT

**End of Day One**

### SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Business Intelligence 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).

# Business Intelligence for the Public Sector

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## DAY TWO PROGRAM AGENDA: WEDNESDAY, MAY 5, 2021

10:30 - 10:45 EDT



### Welcome and Opening Remarks from the Chair

**Martin McGarry, President & Chief Data Scientist, Bronson Analytics**

10:45 - 11:45 EDT



### Dashboard Fundamentals: The resources you need, the project plan that works and a game plan that empowers you and your team to create an effective and impressive dashboard

**Jo-Ann Yewchuk, Business Intelligence Analyst, Edmonton Police Services**

- The Project Plan: Why 4 Month Agile Sprints Work
- The Team: The Resource on Your Critical Path and Why You Need to Bring Them in BEFORE the Project KickOff
- Data: The Devil is in the Details and Why Your Stakeholder Will Be Given Homework
- Dashboard Design: Selecting the Correct Graph Takes Time...Lots of Time
- Formatting: Why Navigation and White Space Matters
- Deployment = Training: Implementing a Solid Training Strategy Will Define the Success of Your Project

11:45 - 12:45 EDT



### Data for Better Decisions: Building Data Competencies for Business Intelligence

**David Wetton, Business Analyst, BC Public Service**

**Guillaume Filion, Innovation Strategist, Connected Communities BC**



- People and Culture (Rather Than Technology)
- Organizational Commitment and Alignment (Purple, Red and Green People)
- Data Literacy in the BC Public Service
  - What is the Data Literacy Capability Framework
  - How the Capability Framework Was Developed
  - Overview of the Capability Framework
- Data-related Job Families
- Development Pathways and Self-Assessment Tool

12:45 - 13:30 EDT      Break

13:30 - 14:30 EDT



### Business Intelligence

**Abid H. Siddiqui, IT Specialist - ERP Oracle E-Business Suit, Corrections Services Canada, Government of Canada**

- BI Concept
- Data Visualization Techniques
- Cloud Computing and Business Intelligence
- Data Visualization through Power BI

## DAY TWO PROGRAM AGENDA: WEDNESDAY, MAY 5, 2021

13:30 - 14:30 EDT

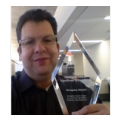


### **Where BI and AI Initiatives Meet: The New Reality of Data Analytics and How to Plan for Operational Success**

**Martin McGarry, President & Chief Data Scientist, Bronson Analytics**

- Organizations are dipping their toes into Innovation initiatives, Proof of Concepts and AI pilots while BI data operations teams continue their daily toil with little fanfare.
- The foundations of BI are a key factor in the success of any AI initiative
- The change is not just technological but philosophical and must be understood in the C-Level Suite and across your organization
- What should the C-Level leader understand about AI vs BI?
- Join in the discussion on dovetailing these capabilities successfully

14:30 - 15:30 EDT



### **Analytics to Fight Covid**

**Gustavo Espinosa, Team Leader & Program Manager, Business Intelligence, Integration, Master Data Management & Quality, City of Brampton**

In crisis times such as COVID, information is the most important tool to effectively fight the crisis

Attend to this session to learn how the City of Brampton successfully built in a very short time an impressive Corporate dashboard depicting COVID-19 information, analytics and graphs helping the City senior leadership to manage the crisis, provide accurate updates to media and residents and make informed decisions while day to day things drastically changes. This dashboard is a one-stop-shop for the City's official and senior leadership to quickly see and understand what is happening in the City.

You will also have the opportunity to see the City's Enforcement and Fire divisions COVID dashboard, created within few days to help the City to enforce the Covid rules, understand patterns, decide where to do inspections, where to deploy officers and through location intelligence see geographical patterns and allow Enforcement to notify senior leadership about the Covid inspections activities done in the City.

- Business benefits and over project.
- Demo Corporate COVID-19 Dashboard.
- Demo the Enforcement and Fire COVID-19 Dashboards.

15:30 EDT



### **Closing Remarks from the Chair**

**Martin McGarry, President & Chief Data Scientist, Bronson Analytics**

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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    | Register by April 23 |
|-----------------------------|---------------|----------------------|
| Course for Groups of 3 +    | \$ 2,199 each | <b>\$ 1,899 each</b> |
| Course for Groups of 2      | \$ 2,299 each | <b>\$ 1,999 each</b> |
| Course for 1 Registrant     | \$ 2,399      | <b>\$ 2,099</b>      |

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



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

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

### 3 SEND US YOUR REGISTRATION

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**WEBSITE:** www.infonex.com

**TELEPHONE:** 416.507.4202 (Cynthia)

**MAIL:** INFONEX INC.  
330 Bay Street, Suite  
1500  
Toronto, ON M5H 2S8

#### VIRTUAL CONFERENCE:

*Business Intelligence 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:

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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 or fax to 1.800.558.6520 **no later than April 20, 2021**. 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 **April 20, 2021**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **April 20, 2021** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1389-CH**

