

September 21 - 22, 2021 • Virtual Conference

Make your data work best for you!

# Data Governance for the Public Sector

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



## YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:



**Marc André Boivin**  
Department of  
National Defence



**Teresa D'Andrea**  
Transport Canada



**Emily Tregunno**  
Canada Post



**Jeff Ball**  
Royal Canadian  
Mounted Police



**Ivan Rincon**  
Emergency  
Management BC

... and more



## Benefits of Attending:

Data is more than just numbers and letters. Increasingly, 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 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?

**REGISTER TODAY!** Call Bill Kuhlberg 416.507.4201 or  
Email: [bkuhlberg@infonex.com](mailto:bkuhlberg@infonex.com)

# Data Governance for the Public Sector

September 21 - 22, 2021 • Virtual Conference

## DAY ONE PROGRAM AGENDA: TUESDAY, SEPTEMBER 21, 2021

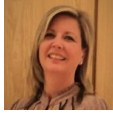
10:30 - 10:45 EDT



### Welcome and Opening Remarks from the Chairs

**Jennifer Bodnarchuk, Senior Data Scientist, City of Winnipeg**

**Shelly Smith, ARMA Canada Program Director, City of Winnipeg**



10:45 - 11:45 EDT



### Addressing the Data Breach Crisis

**Nandini Jolly, Founder & CEO, CryptoMill Cybersecurity Solutions**

- The global spread of COVID-19 has generated numerous privacy, data protection, security and compliance questions. These challenges are driving the need for companies and organizations to ensure their digital experience platform(s) are not only secure, but forward-looking
- Your speaker will take you through the ins and outs of a zero trust data centric security model and approach, to implement safeguards to eliminate data breaches and create a balance between information sharing and protecting sensitive data from the edge to the Cloud with CryptoMill's most advanced and disruptive security suite - Circles of Trust. She will also share a positive approach from the lens of the "good side" on how you can leverage technology and the art of encryption to stop hackers, protect sensitive data, preserve privacy, and effectively manage and protect your most valuable digital assets

11:45 - 12:45 EDT



### Data Governance vs. Information Governance: What's the Difference and Why Does it Matter?

**Jennifer Bodnarchuk, Senior Data Scientist, City of Winnipeg**

- Data is information? Information is data?
- Common concepts between DMBOK and IGBOK
- Can data and information concepts be merged? Does that simplify or complicate?
- As government services become more digital, how do we manage data/information?
- The City of Winnipeg's journey, so far, to an Information Governance Committee

12:45 - 13:30 EDT      Break

13:30 - 14:30 EDT



### Data Exchange in the Government of Canada

**Teresa D'Andrea, Director General, Data and Advanced Analytics, Transport Canada**

- How APIs are revolutionizing the way we think about data
- Benefits to citizens and businesses

# Data Governance for the Public Sector

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## DAY ONE PROGRAM AGENDA: TUESDAY, SEPTEMBER 21, 2021

14:30 - 15:30 EDT



### **Spatial Data as a Tool for Economic Decisions in Government**

**Ivan Rincon, Director, Public Alerting, Emergency Management BC**

- What is spatial data and what are the best practices to make it useful
- Best practices in spatial data governance
- How spatial data can be used in government
- Other correlated data to be included in decision making processes
- Challenges and future of spatial data

15:30 - 16:30 EDT



### **Case Study**

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

**Wojciech Kujawa, Data Governance and Management 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

16:30 EDT



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

**Jennifer Bodnarchuk, Senior Data Scientist, City of Winnipeg**

**Shelly Smith, ARMA Canada Program Director, City of Winnipeg**



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# Data Governance for the Public Sector

September 21 - 22, 2021 • Virtual Conference

## DAY TWO PROGRAM AGENDA: WEDNESDAY, SEPTEMBER 22, 2021

10:30 EDT



### Welcome and Opening Remarks from the Chairs

**Jennifer Bodnarchuk, Senior Data Scientist, City of Winnipeg**

**Shelly Smith, ARMA Canada Program Director, City of Winnipeg**



10:30 - 11:15 EDT



### Developing a Data Valuation Framework for Better Evidence-Based Decision-Making in Government

**Dr. Vik Pant, Founder, Synthetic Intelligence Forum**

- Quantifying the value of investments in data and digital assets is complex and estimating return on investments as well as payback period on such investments remain difficult.
- This talk aims to address how we can align departmental strategic priorities, performance indicators and investment in digital solutions.
- A Data Valuation Framework can inform how digital technologies (AI and automation) can be incorporated into the decision-making processes.
- Dr. Pant will share insights in developing a framework for systematically assessing and analyzing the value of a dataset or a digital tool.
- While advancing digital transformation is a key priority for Departments and Agencies across the Government of Canada, decision-makers are facing the challenge of prioritizing and justifying investments in digital technologies.

11:15 - 12:00 EDT



### Data Governance and Transparency at the RCMP

**Jeff Ball, Director, Open Government & Data Governance, Royal Canadian Mounted Police**

- The steps taken to enhance accountability and transparency by opening data and information at the RCMP
- The development of the RCMPs data governance framework
- Future of Open Government at the RCMP and the role data governance will play
- Lessons learned in standing up a Data Governance and Open Government Branch

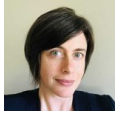
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12:00 - 12:45 EDT      Break

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## DAY TWO PROGRAM AGENDA: WEDNESDAY, SEPTEMBER 22, 2021

12:45 - 13:30 EDT



### **Data Literacy, 18 months in**

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

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



At Canada Post we have focused on building a Data Literacy program over the course of the last 18 months. In this presentation we will share the framework of our program and what our learnings are to date with two specific initiatives that are being driven from this program: The Data Literacy Lecture Series, and the Data Academy. The program is designed to support users to build awareness, skills, and connections in support of how to read, manipulate, produce, and communicate with data. At the 18 month point we are able to critically evaluate the direction for the program moving forward and how to best ground the concepts in our business culture so that we can continually move beyond the buzz of data and as a corporation are able to better manage, consume, and produce data.

13:30 - 14:15 EDT



### **Building Data Capabilities**

**Marc André Boivin, Manager, Data Policy & Digital Innovation, Department of National Defence**

14:15 - 15:15 EDT



### **Data Driven Impact: Leveraging Data to Tell Compelling Performance Stories**

**Francis Loughheed, Senior Policy Advisor Performance Measurement and Data Analytics, Natural Resources Canada**

- lessons learned and best practices to integrate data with performance measurement requirements
- results-based measurement meets big data
- leveraging government service delivery frameworks with advanced data analysis
- the role of data visualizations in telling compelling impact related performance stories
- implications for integrated planning and evaluation

15:15 - 16:15 EDT



### **What Is Required to Achieve Data Transparency?**

**Dan Gillman, Information Scientist, US Bureau of Labor Statistics**

- Transparent data are those that can be discovered, understood, or responsibly used, and this happens because there is enough information to allow it
- The available information include descriptions of the data and related things, and these are called metadata
- These metadata help to answer some of the following questions:
  - Do some data exist, if so where are they, and how are they obtained?
  - How are the data represented, what do they mean, and how are they laid out in a file or feed?
  - What are the design considerations and restrictions associated with how the data were generated and may be used?
- We need to be sure, in principle, the necessary metadata exist, and this is through the notion of conformance to a metadata specification - which we explain
- In practice, the metadata also have to be the “right” metadata; they need to be of high quality
- Finally, the system(s) built to facilitate the discovery, understanding, and use activities need to be usable

16:15 EDT



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

**Jennifer Bodnarchuk, Senior Data Scientist, City of Winnipeg**

**Shelly Smith, ARMA Canada Program Director, City of Winnipeg**



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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

#### Regular Delegate Prices

Prices subject to GST / HST	Full Price	Register by September 17
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>



#### Municipalities, Universities, Schools and Hospitals

Prices subject to GST / HST	Full Price	Register by September 17
Course for Groups of 3 +	\$ 1,799 each	<b>\$ 1,599 each</b>
Course for Groups of 2	\$ 1,899 each	<b>\$ 1,699 each</b>
Course for 1 Registrant	\$ 1,999	<b>\$ 1,799</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.

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

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

CW / CSC: \_\_\_\_\_ Signature: \_\_\_\_\_

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

### 3 SEND US YOUR REGISTRATION

GST / HST No. R134050012

**EMAIL:** bkuhlberg@infonex.com

**TELEPHONE:** 416.507.4201 (Bill Kuhlberg) **MAIL:** INFONEX INC.

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

#### VIRTUAL CONFERENCE:

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:

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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 September 7, 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 **September 7, 2021**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **September 7, 2021** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1395-BK**

