February 23 - 24, 2022 • Virtual Course

Join Canada's most innovative big data event for the public sector!

Big Data & Analytics
for the Public Sector

Hear the latest developments on using analytics to improve outcomes of public programs!

Virtual Course

YOUR FACULTY

CONFIRMED PARTICIPANTS INCLUDE:

Jason Oliver
Canada Revenue Agency

Daniel Capriles
National Bank of Canada

Anneke Auer-Olvera
Standards Council of Canada

Michael Lionais
Technomics

Gaetano Mazzuca
City of Red Deer

... and more

Benefits of attending:

- Build relationships with data experts from across Canada
- Hear the latest in tools to enhance data-driven decisions
- Implement business information analysis to public service programs
- Hear the latest developments from data leaders to ensure your always one step ahead of the competition
- Share best practices with colleagues and form beneficial partnerships with senior stakeholders
- Procurement to support improved data sharing
- Engage with senior decision makers who are actively requiring data solutions
- 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
- Navigate continuously complex challenges in data security
- Network with top data leaders and be part of the future of big data

Plus! *Get tips on improving service delivery, enhancing security and informing policy making decisions!*

Featured Session!
Keynote Address: Update from the Chief Statistician of Canada
Anil Arora, Chief Statistician of Canada, Statistics Canada

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Big Data & Analytics for the Public Sector

February 23 - 24, 2022 • Virtual Course

DAY ONE PROGRAM AGENDA: WEDNESDAY, FEBRUARY 23, 2022

10:30 - 10:45 EST

Welcome and Opening Remarks from the Chair

Gaetano Mazzuca, Chief Information Officer, City of Red Deer

10:45 - 11:30 EST

Keynote Address

Update from the Chief Statistician of Canada

Anil Arora, Chief Statistician of Canada, Statistics Canada

- Impact of Big Data in Canada's public service
- What's new and changing
- Where Data and Analytics are going in the next few years

11:30 - 12:15 EST

How CPA Canada is Using Data & Analytics to Meet the Challenges Of Modernization

Gigi Dawe, Director, Corporate Oversight and Governance, CPA Canada
Cathy Cobey, Global Trusted AI Advisory Leader, Ernst and Young LLP

There are numerous projects underway in the public sector that require effective data governance. Creating a digital ID, proposed new privacy legislation, E-payroll and auto tax filing in addition to a vaccine passport system and ESG and Net-Zero initiatives are all data dependent and need privacy, policy and control systems and standards for success.

The accounting profession was created during the industrial revolution to protect society by ensuring relevant financial information was transparently disclosed against a common framework. Today's accountants, though, faced an exponentially increasing amount of both financial and intangible data as the private and public sector take on data dependent challenges. The profession must examine how to respond to the public sector's data governance needs.

- Learn about the steps the accounting profession is taking to add value in a rapidly evolving data- based environment.
- Hear how our role to inject trust in data access and quality and providing assurance over data is a key factor to public sector data projects' success.
- How the profession can create systems and controls to ensure data is fit for purpose.
- Hear how current obligations related to financial data could be leveraged to develop new standards to guide the governance, collection, processing, analysis and valuation of data, in order to ensure that data can be verified.

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DAY ONE PROGRAM AGENDA: WEDNESDAY, FEBRUARY 23, 2022

12:15 - 13:00 EST   Break

13:00 - 13:45 EST

Data Stewardship by Design

Eric Sutherland, Executive Director, pan-Canadian Health Data Strategy, Public Health Agency of Canada

- Privacy by Design was a Canadian invention from the late 1990's that has been adopted globally as the gold standard for legislation.
- An unfortunate side-effect of the mis-interpretation of privacy by design is that it has led to significant data fragmentation, impairing our ability to generate meaningful insights for the public good.
- This talk will propose an approach centered on data stewardship that both protects individuals' privacy and the value of their data in a way that fosters trust and impact

13:45 - 14:30 EST

Embarking on the Analytics Evolution Journey at the CRA

Jason Oliver, Project Leader, Senior Compliance Analyst & Data Scientist, Canada Revenue Agency

- Evaluating the CRA's current and future data science & analytics (DSA) proficiencies; taking stock of data architecture, achievements, and potential on the horizon.
- The drive to adopt more big data acumen and capability at the CRA: volume, variety, velocity, and beyond.
- Our plans to establish a more robust feedback loop between line-of-business clients and data scientists.
- The creation of comprehensive analytics training for staff based on level, as the catalyst to creating a data and analytics culture at the agency.

DAY ONE PROGRAM AGENDA: WEDNESDAY, FEBRUARY 23, 2022

14:30 - 15:15 EST

Implementation of Canada's Data Governance Standardization Collaborative Roadmap

Anneke Auer-Olvera, Director, Programs & Operations, Strategy & Stakeholder Engagement, Standards Council of Canada

The Data Governance Standardization Collaborative spent two years working together to build a standardization Roadmap that will benefit Canadian organizations and citizens. Published in June 2021, the Canadian Data Governance Standardization Roadmap tackles the challenging questions we face when we talk about standardization and data governance. The Roadmap describes:

- The current and desired Canadian standardization landscape and makes 35 recommendations to address gaps and explore new areas where standards and conformity assessment are needed.
- The solutions identified in the Roadmap will help build a safer and more secure digital infrastructure founded on quality, trust and ethics.
- This presentation will follow-up on what is next – how will these complex issues and recommendations be implemented over the next five years to propel Canada into the digital future ensuring Canadians can access the best and safest products, systems and technological solutions in our increasingly digital world.

15:15 - 16:00 EST

Leveraging 'Big Data' to Better Understand Program Value

Michael Lionais, Managing Director, Technomics

With the plethora of data available to departments, is there an effective way to integrate financial and non-financial data to better understand the value-proposition of different programs?

This presentation will explore how 'big data' techniques could be used to develop data-driven insights about the value of different programs

16:00 EST

Closing Remarks from the Chair

Gaetano Mazzuca, Chief Information Officer, City of Red Deer

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DAY TWO PROGRAM AGENDA: THURSDAY, FEBRUARY 24, 2022

10:30 - 10:45 EST

Welcome and Opening Remarks from the Chair

Gaetano Mazzuca, Chief Information Officer, City of Red Deer
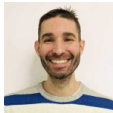
10:45 - 11:45 EST

Improving Call Center Operational Efficiency and Client Satisfaction with Machine Learning and AI

Daniel Capriles, Director, Data Science, Advanced Analytics Contact Center, National Bank of Canada

- Enhancing and labeling your data by leveraging your operation
- Detecting callbacks through NLP and classification models to improve First Call Resolution (FCR) and NPS
- Classifying calls by client intent to build and enhance your conversational AI
- Helping coaches target the right calls to listen for coaching Avg. Handle Time (AHT) and compliance
- Understanding the reasons for agent attrition by coefficient analysis of predictive modeling

11:30 - 12:15 EST

Building a Better Skills Indicator: The Road to Identifying Canada's Skills Needs

Anthony Mantione, Senior Economist, Labor Market Information Council

Sukriti Trehan, Data Scientist, Labor Market Information Council

- Understand how skills are measured and demand for skills identified
- Learn about the importance of using a "skill-forward" approach to identify individual in-demand skills
- Discover the most relevant data sources for measuring and identifying skill demand
- Learn about current research to use natural language processing (NLP) to develop better skills indicators
- Understand the advantages and limitations of current research and help identify where we go from here

12:15 - 13:00 EST   Break

Big Data & Analytics for the Public Sector
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13:00 - 13:45 EST

Smart-City to Smart Regions: Big Data Meets the Small Town

Gaetano Mazzuca, Chief Information Officer, City of Red Deer

Big Data is no longer just a Big City issue. As we popularize the tools and expectations of what our data can do for us, the ability for smaller spaces: regional rural bodies and municipalities, colleges and other smaller public organizations are now looking at how to leverage what was previously the domain of larger bodies. This shift isn't a mere nice-to-have, but imperative re-thinking of how to move a greater portion of Canada into more resilient, 21st century hubs and spokes for competitive, innovative, and future-focused living. Our need for intelligence, analytics, and data in rural life is no less than that in the big city – and the technology and ideas now exist for us to conceive what Smart Town, Smart Regions could mean.

- Overview of the movement to SMART Cities, reliance on Big Data
- Why 'the rest of us' need it too
- Impact and impressions of Smart Towns, Regions
- Advantages of the small: case study.
- Challenges to overcome
- What's next? Who's at the table?
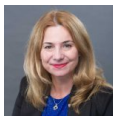
13:45 - 14:30 EST

Natural Language Processing: Modern Methods and Three Applications

Colin Kemp, Senior Defense Scientist, Defense Research & Development Canada, Department of National Defense

- Introduction to natural language processing
- Overview of modern methods and open-source tools
- Applied examples

14:30 - 15:15 EST

Smart Data at Work

Sorana Ionescu, Director, Smart Metering, Independent Electricity System Operator
JoAnne Hosick, Senior Manager, Data and Analytics, Smart Metering, Independent Electricity Systems Operator

This presentation will highlight the importance of leveraging data through advanced applications and solid data governance practices. All organizational data can become "smart data" and be put at great use for decision making in critical times and enable key business priorities in the wake of the sector and societal transformation.

DAY TWO PROGRAM AGENDA: THURSDAY, FEBRUARY 24, 2022

15:15 - 16:00 EST

Open Geospatial Data in Canada

Janice Sharpe, Senior Director, Federal Geospatial Platform, Canada Center for Mapping and Earth Observation, Natural Resources Canada

- Highlights of current state of open geospatial data in Canada
- Power of "where" – how location-based information improves decision making
- Federating data – making open geospatial content more discoverable from across Canada's jurisdictions
- Digital transformation trends, issues, challenges, opportunities

16:00 EST

Closing Remarks from the Chair

Gaetano Mazzuca, Chief Information Officer, City of Red Deer

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.

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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 February 11
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

Municipalities, Universities, Schools and Hospitals

Prices subject to GST / HST	Full Price	Register by February 11
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Course for 1 Registrant	$ 1,999	$ 1,799

Register by **FEBRUARY 11 to SAVE up to CAD $ 200** off the regular course fee

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

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VIRTUAL COURSE:

Big Data & Analytics 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.

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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 February 9, 2022**. 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 **February 9, 2022**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **February 9, 2022** and fail to attend will be liable for the entire registration fee.

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