

March 15 - 16, 2022 • Virtual Conference

# Strategic Policy Development for The Public Sector

*Policy in the Age of Uncertainty*



## YOUR FACULTY

CONFIRMED PARTICIPANTS INCLUDE:



**Anna Wong**  
Treasury Board  
Secretariat of  
Canada



**Patrick Barr**  
WealthyPlanet

**Steven Shrybman**  
Goldblatt Partners



**Ruben F.W. Nelson**  
Foresight Canada



**Kim Hyshka**  
Dialogue Partners

... and more



Experienced professionals will share insights and experience so that you can:

- Define and frame issues to maximize effective policy development
- Develop policies for a profoundly changing world that are relevant as well as effective
- Understand the proper relationship of Strategic Foresight to policy development
- Understand how Strategic Foresight contributes to designing better public policies
- Weigh policy ideas through the lens of persistent uncertainty
- Consider the ways in which evaluation can improve policy design and implementation
- Learn about new skills and tools for today's policy analyst in a digital world
- Seize opportunities and avoid risks in employing artificial intelligence
- Learn how Values-Based Policy Writing that reflects corporate culture and respect for others encourages stakeholder buy-in
- Employ government communication as a crucial component of policy design and implementation
- Rework and update policy based on emerging evidence

**REGISTER TODAY!**

**Email: [register@infonex.com](mailto:register@infonex.com)**

**Call 1.800.474.4829 or**

**[www.infonex.com](http://www.infonex.com)**

# Strategic Policy Development for The Public Sector

March 15 - 16, 2022 • Virtual Conference

## DAY ONE PROGRAM AGENDA: TUESDAY, MARCH 15, 2022

10:00 - 10:10 EDT **Welcome and Opening Remarks from the Chair**

10:10 - 11:10 EDT



### **Defining and Framing Issues for Effective Public Policy Development**

**Caroline Pinto, Founding Partner, Counsel Public Affairs**

- Goals and objectives of public policy design
- Nature and scope of the public issue and interest
- What are the interests, authorities and capacities of government(s)?
- Appropriate tools of intervention to achieve valid public goals
- Impact of policy culture on tools selected
- Horizontal impacts and implications, and how they should be managed
- Examples, practical insights and experience in framing and addressing policy

11:10 - 12:00 EDT



### **Writing Policy: A Value Based Perspective for Stakeholder Buy-In**

**Lewis S Eisen, Speaker, Consultant, Author**

It's no secret that often new policies are a hard sell. We can spend an inordinate amount of time justifying our policies to other stakeholders, trying to get buy-in. But in many cases that effort is avoidable if we word the policy differently.

- Properly distinguishing policy from procedure
- Leveraging the organization's values
- How corporate culture is reflected in policy wording
- Integrating the value of "respect for others"

---

12:00 - 13:00 EDT **Break**

---

13:00 - 13:45 EDT



### **Applying Digital to the Policy Arena: New Skills and Tools for Today's Policy Analyst**

**Anna Wong, Director, Treasury Board Secretariat of Canada**

- The explosion of data; decentralized role of policy making; numerous new tools and approaches such as AI. What is the role of today's policy analysts in this challenging new environment?
  - Opportunities and risk relating to AI
- Examine the application of digital to the policy arena. What are the benefits of cultivating a digital mindset?
- Current skills and tools that policy analysts should know – from design thinking to data analytics to programming – including how and where to find resources

# Strategic Policy Development for The Public Sector

March 15 - 16, 2022 • Virtual Conference

## DAY ONE PROGRAM AGENDA: TUESDAY, MARCH 15, 2022

13:45 - 14:30 EDT



### **How Consumer Spending Trends Were Used to Map the Economic Disruption Caused by Covid**

**Sanjeev Chib, VP & Managing Director, Data and Insights Solutions (Spendscape)**

- How consumer spending trend data can be used to influence policy and decision making by all levels of government
- Regional and national insights used to assist in making policy decisions relating to business development, impact of Covid restrictions on the business community, public transit, etc. (use case review)
- Economic impacts on infrastructure projects on the local business communities
- How spending data helps inform research studies and forecasting models

14:30 - 15:15 EDT

### **Gender-Based Analysis for Better Design, Implementation, Monitoring and Evaluation**

**Azra Dizdarevic, Evaluation Analyst, Transport Canada**

- How does the evaluation function provide an opportunity to rigorously examine considerations related to GBA+
- How can an evaluation provide ways to further improve design and implementation of the policy or program?
- What is the role of evaluation in the project management cycle and GBA+?
  - Integrating GBA+ into the approach and methodology
  - Considering diverse target population groups
  - Addressing gender and other intersecting factors
  - Identifying any limitations related to GBA+, the impact of those limitations, and how they could have been mitigated to ensure the validity and reliability of finding
  - Identifying areas for action and impact on diverse target population groups
- From the evaluator's perspective: Developing capacity in the evaluation function for GBA+
- From the evaluator's perspective: Challenges and ways forward

# Strategic Policy Development for The Public Sector

March 15 - 16, 2022 • Virtual Conference

## DAY ONE PROGRAM AGENDA: TUESDAY, MARCH 15, 2022

15:15 - 16:00 EDT



### **Strategic Foresight 2.0: The New Kid on the Block. How Strategic Foresight 2.0 Contributes to Designing Better Public Policies**

**Ruben F.W. Nelson, Executive Director, Foresight Canada**

- The Background to Every Policy: Deepening VUCA-driven Cultural Incoherence.
- Making Reliable and Explicit Sense of It All: A New Requirement.
- Will better Public Policy be enough?
- When and Why was Public Policy Invented?
- What does sound Public Policy do for us?
- Strategic Foresight 2.0 is to Policy what Policy is to Operations.
- The Emerging Focus on Differing Worldviews/Forms of Civilization
- What future does most of today's Public Policy anticipate?
- Differing Mindsets: Strategic Foresight 2.0, Policy Development and Procedures.
- Practical Advice from the Front Lines.

16:00 EDT

**End of Day One**

### **SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Strategic Policy Development 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).

# Strategic Policy Development for The Public Sector

March 15 - 16, 2022 • Virtual Conference

## DAY TWO PROGRAM AGENDA: WEDNESDAY, MARCH 16, 2022

10:00 - 10:10 EDT **Welcome and Opening Remarks from the Chair**

10:10 - 11:15 EDT



### **Challenge-Based Innovation and Transformational Policy**

**Margareta Drzeniek, Managing Partner, Horizon Group**

- Future possibilities: A new approach to policy development
- Impact of future possibilities
- Systemic change required for transformational policies
- Global transformation in the economy
  - Hyperconnected devices, data and people
  - New perspectives on health
  - Net Zero Economy - Low carbon solutions
  - The circular economy
  - New agriculture and biomaterials
  - From ownership to usership
- Leveraging future possibilities
- Building back better

11:15 - 12:00 EDT



### **Open Banking: What Did We Learn About Developing Policy?**

**Patrick Barr, Product Manager, WealthyPlanet, Director of Finance, Open Banking Initiative Canada**

- Defining the problems - what ill are we trying to cure?
- What are the fundamental goals and objectives of open banking?
- Learnings from Open Banking Frameworks developed abroad (UK, Australia, Brazil)
- Public issue and interest involved
- Bringing stakeholders together
- The challenge of finding common ground between legacy financial institutions and those working to disrupt them
- Parallel government initiatives (Bill C-11, Digital Identity, Payments Modernization, etc.)
- Next steps & timeline for Canada
- What did we learn about the policy development process

---

12:00 - 12:45 EDT **Break**

---

# Strategic Policy Development for The Public Sector

March 15 - 16, 2022 • Virtual Conference

## DAY TWO PROGRAM AGENDA: WEDNESDAY, MARCH 16, 2022

12:45 - 13:30 EDT

### **The Need to Question Assumptions in Developing Public Policy in a Time of Crisis: A Framework for Evaluating Canada's Covid 19 Income Support Programs/Lessons Learned**

**Akshay Mohan, PhD Candidate, Centre for Industrial Relations and Human Resources, University of Toronto**

- Criticism of Income support programs introduced for workers during the first wave of COVID-19 lockdowns
- Did these programs negatively impact labour supply?
- What assumptions were made about work disincentives embedded in restrictive assumptions about work
- Did unquestioned assumptions lead to suboptimal design of crisis support policies?
- Alternative crisis income support programs predicated on more realistic assumptions of labour markets and human motivation
- What is the goal of crisis labour market policies?
- How might we have better balanced efficiency, equity and voice?
- How might we have better achieved stated public health objectives?

13:30 - 14:15 EDT



### **Why Government Communication is a Crucial Component of Policy Design and Implementation**

**Andrea Greenhous, President and Chief Internal Communications Strategist, Vision2Voice Internal Communications Inc.**

- How efforts with new programs and policies can be undermined by poor, vague or delayed communication
- How much effort should we put into proactively, rather than retroactively addressing disinformation
- Need for more regular and transparent communication, sharing scenario analysis and contingency plans, and outlining trigger points for changes in policy direction.

---

14:15 - 14:30 EDT    Break

---

14:30 - 15:15 EDT

### **Development of Public Policy in the Context of Federal-Provincial Relations: Long Term Care (LTC) - Is it Time for a Fundamental Redesign?**

**Steven Shrybman, Partner, Goldblatt Partners, Canadian Centre for Policy Alternatives**

- Systemic LTC issues exposed by Covid
- Covid death rates in Ontario in for-profit, non-profit and publicly owned homes
- What evidence was collected and what did it tell us?
- Should the federal government be playing more of a role in LTC as a matter of health care?

# Strategic Policy Development for The Public Sector

March 15 - 16, 2022 • Virtual Conference

## DAY TWO PROGRAM AGENDA: WEDNESDAY, MARCH 16, 2022

15:15 - 16:00 EDT



### Public Dialogue and Deliberation on Polarizing Policy Issues

**Kim Hyshka, Principal, Dialogue Partners**

- Building participant knowledge and understanding
- Fostering productive discussion
- Generating detailed input on public policy options
- Methods for dialogue-based public deliberation on public policy issues

16:00 EDT

**End of Day Two**

### SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Strategic Policy Development 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).



# Strategic Policy Development for The Public Sector

March 15 - 16, 2022 • Virtual Conference

## 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 February 18
Course for Groups of 3 +	\$ 2,199 each	\$ 2,099 each
Course for Groups of 2	\$ 2,299 each	\$ 2,199 each
Course for 1 Registrant	\$ 2,399	\$ 2,299

\* 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: \_\_\_\_\_ / \_\_\_\_\_

CVV / CSC: \_\_\_\_\_ Signature: \_\_\_\_\_

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

### 3 SEND US YOUR REGISTRATION

GST / HST No. R134050012

**EMAIL:** register@infonex.com **WEBSITE:** www.infonex.com

**TELEPHONE:** 1.800.474.4829 **MAIL:** INFONEX INC.  
330 Bay Street, Suite 1500  
Toronto, ON M5H 2S8

#### VIRTUAL CONFERENCE:

*Strategic Policy Development 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 *Strategic Policy Development 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.

#### 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 28, 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 28, 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 28, 2022** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1406-W**

