

May 17 - 18, 2022 • Virtual Conference

# Business Intelligence for the Public Sector

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## YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:



**Priscila Casari**  
BC Ministry of  
Health



**Nader Shureih**  
Environics Analytics



**Zachary Woodward**  
BC Public Service



**Gareth Doherty**  
National Defense,  
Government of  
Canada

**Gustavo Espinosa**  
City of Brampton

... 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

### Featured Session

*Analytics: Implementation Strategy with Jagmeet  
Jagmeet Cheema, Data Analytics Lead, Office of the Auditor  
General of Alberta*



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## DAY ONE PROGRAM AGENDA: TUESDAY, MAY 17, 2022

10:30 - 10:45 EDT



### Welcome and Opening Remarks from the Chair

**Ivan Q. Yao, Director, Program and Information Effectiveness, Workplace Safety and Insurance Board**

10:45 - 11:45 EDT



### The Fundamentals of Self-Service Analytics

**David Currie, Deputy Director, Data and Analytics Solutions, Global Affairs Canada**

- What does self-service mean exactly?
- Building a solid foundation in the data warehouse
- Leveraging Agile development practices
- Developing analytics expertise outside of IT
- Providing support to the business for continued success

11:45 - 12:45 EDT



### Building a Strong Information & Data Foundation

**Jason Simmons, Senior Information Architect, CloseReach**

- Information & Data States and how are they understood by stakeholders
- Achieve better integration across Architecture Domains by separating Information and Data Architectures
- Information and Data Architecture Owners, Stakeholders, and Consumers
- Operationalizing Information and Data Reference Architecture
- Benefits to the Business, IT and Public

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12:45 - 13:30 EDT      Break

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13:30 - 14:15 EDT



### Integrating Data from Multiple Sources

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

How can public sector organizations better manage the increasing volume, velocity, variety and veracity of big data? How can decision-makers leverage even more data to make informed business decisions when frequency of data inputs is increasing at what seems like an exponential rate? In this session, Environics Analytics will showcase the power of geodemography integrated with high-frequency big data to make links about behaviors, patterns, trends and lifestyles of Canadians that can help inform policy, communications, programming and planning decisions.

## DAY ONE PROGRAM AGENDA: TUESDAY, MAY 17, 2022

14:15 - 15:00 EDT



### **Analytics Implementation Approach to Help Organizations Get Results!**

**Jagmeet Cheema, Data Analytics Lead, Office of the Auditor General of Alberta**

As organizations attempt to be more agile and adapt to the emerging environments, a thoughtful analytics implementation approach helps to speed the delivery and achievement of strategic goals. This session will provide you with ideas that work for organizations in establishing a growth mindset and a thoughtful analytics approach in becoming data driven.

- The approach and alignment with business through the development of an analytics program
- Creating the actual plan
- How to engage workforce and enable faster results from the use and implementation of analytics

15:00 - 15:45 EDT



### **Digital Integration - Cloud Adoption and Automation for Data Handling**

**Zachary Woodward, Senior Director, Procurement and Service Design, Ministry of Citizens' Services, BC Public Service**

- The return of WYSIWYG
- Recognition of Infrastructure Fit
- Return on Investment
- Is IT possible without IT

15:45 - 16:30 EDT



### **Traps When Interpreting Dashboards and When to Invest in Advanced Modeling**

**Priscila Casari, Data Scientist, Population Health Surveillance and Epidemiology, Office of the Provincial Health Officer, BC Ministry of Health**

- Pros and cons of dashboards
- Limitations of descriptive analysis
- Relations between variables
- Advanced modeling recommendations

16:30 EDT



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

**Ivan Q. Yao, Director, Program and Information Effectiveness, Workplace Safety and Insurance Board**

## DAY TWO PROGRAM AGENDA: WEDNESDAY, MAY 18, 2022

10:30 EDT



### Welcome and Opening Remarks from the Chair

***Ivan Q. Yao, Director, Program and Information Effectiveness, Workplace Safety and Insurance Board***

10:30 - 11:30 EDT



### Creating an Advanced Analytics Strategy

***Gareth Doherty, Director Research Workforce Analytics, Director General Military Personnel Research and Analysis, Chief of Military Personnel, National Defense, Government of Canada***

11:30 - 12:30 EDT



### WSIB: Leveraging Data to Make Ontario Workplaces Safer

***Ivan Q. Yao, Director, Program and Information Effectiveness, Workplace Safety and Insurance Board***

- How the WSIB is using information to reduce workplace injuries/illnesses
- Building data capabilities, comfort, and literacy across the enterprise
- Quantifying the importance of workplace culture as part of the WSIB's 'Health and Safety Excellence program'
- WSIB open data tools
- Where do we go from here: making the safest workplaces in Canada even safer

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12:30 - 13:15 EDT      Break

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13:15 - 14:15 EDT



### Business Intelligence and Data Visualization

***Colin Kemp, Scientific Advisor, Duco Media & Technology Solutions***

## DAY TWO PROGRAM AGENDA: WEDNESDAY, MAY 18, 2022

14:15 - 15:15 EDT



### **Implementing BI with an Agile & Product Management Approach - A Success Story**

**Mario Tanguay, Senior Information Technology and Business Executive, Public Health Agency of Canada**



**Alexandre Bourque, Director and Product Lead, Digital Strategy and Product Solutions, Digital Transformation Branch, Health Canada and the Public Health Agency of Canada**

- Who said that government organizations are dinosaur-like and can only move at a snail's pace?
- Who said that it is challenging for the public service to work with industry partners to deliver modern digital platforms?
- Join us to learn about how the Public Health Agency of Canada's Vaccine Connect team dispelled these myths, and rose to the challenges presented by the COVID-19 emergency. Learn how the team leveraged the urgency of the situation to implement the VaccineConnect Platform, which provides key vaccine logistics, data analytics functionality, in addition to supporting evidence-based decision making at a federal, provincial and territorial level.
- Key Topics will include: stakeholder engagement, agile approach in a government setting, product management, streamlined processes, modular user centric design.

15:15 - 16:15 EDT

### **How to Deploy Successfully Analytics in Public Sector**

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

Public Sector organizations manage hundreds of applications and datasets that are critical to deliver services to its constituents; top management needs quality data easily transformed into valuable information to make timely and informed decisions to efficiently deliver services while dealing with the continuous changes.

Attend this session to learn how the City of Brampton has successfully deployed enterprise analytics for several business units to make informed decisions and improve service delivery while things keep drastically changing. You will see a journey of 10+ years with outstanding results, understanding who was involved, what was done and how it was done.

You will also have the opportunity to experience some of the analytical solutions deployed in the City such as Council, Transit, Enforcement, and some others, deployed on the Cloud.

16:15 EDT



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

**Ivan Q. Yao, Director, Program and Information Effectiveness, Workplace Safety and Insurance Board**

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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 \_\_\_\_\_

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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	Price for Municipalities, Universities, Schools and Hospitals (MUSH)
Course fee per delegate	CAD \$ 2,399	<b>CAD \$ 499</b>

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

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### VIRTUAL CONFERENCE:

*Business Intelligence for the Public Sector* will be held as a virtual on-line event. 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 *Business Intelligence 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 May 3, 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 **May 3, 2022**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **May 3, 2022** and fail to attend will be liable for the entire registration fee.

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