

May 17 - 18, 2022 • Virtual Conference

Business Intelligence for the Public Sector



YOUR FACULTY CONFIRMED PARTICIPANTS INCLUDE:



Nader Shureih
Environics Analytics



Gareth Doherty
National Defense,
Government of
Canada



Colin Kemp
Duco Media &
Technology
Solutions



Ivan Q. Yao
Workplace Safety
and Insurance
Board



Alexandre Bourque
Health Canada and
the Public Health
Agency of Canada

... 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*

REGISTER TODAY!

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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

12:45 - 13:30 EDT Break

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

12:30 - 13:15 EDT Break

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 _____

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 May 13
Course for Groups of 3 +	CAD \$ 2,199 each	CAD \$ 2,099 each
Course for Groups of 2	CAD \$ 2,299 each	CAD \$ 2,199 each
Course for 1 Registrant	CAD \$ 2,399	CAD \$ 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.

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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.

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 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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