

**November 8 - 9, 2022 • Big Data  
Workshop: November 7, 2022 • Virtual Course**

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:

**Katie Gibson**  
CIO Strategy Council



**Steve Gooch**  
Department of  
National Defence

**Marie-France Guindon**  
Department of National  
Defence



**Patrick Lagioia**  
Public Health  
Agency of Canada



**Somaieh Nikpoor**  
Transport Canada

... 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 Raghavendra 647.879.3500 or  
Email: [rdeshpande@infonex.com](mailto:rdeshpande@infonex.com) [www.infonex.com](http://www.infonex.com)

# Data Governance for the Public Sector

November 8 - 9, 2022 • Big Data Workshop: November 7, 2022 • Virtual Course

## DAY ONE PROGRAM AGENDA: TUESDAY, NOVEMBER 8, 2022

10:30 - 10:45 EST



### Welcome and Opening Remarks from the Chair

**Trevor Banks, Organizational Development Manager, Digital Talent Management, Treasury Board of Canada Secretariat**

10:45 - 11:45 EST



### Data Leadership in an Era of Data Mistrust

**Patrick Lagioia, Director, Data Strategy, Policy and Governance, Public Health Agency of Canada**

- Developing effective data strategies to maintain stakeholder trust
- New concepts of data governance for operational agility
- Developing a program of ethical critical thinking in data analytics
- Building a culture of openness and transparency
- Key strategies for leveraging data as a force for good

11:45 - 12:45 EST



### An Executive Roadmap for Data Leadership

**Francis Loughheed, Senior Policy Advisor Performance Measurement and Data Analytics, Natural Resources Canada; Canadian Forest Service**

This presentation will highlight lessons learned from the roll out of Natural Resources Canada's Data Culture Enablement Project.

- leveraging impact with data
- the role and responsibilities of the data leader
- the role of data culture in leveraging digital transformation
- 7 steps to building a data culture
- 5 things you can do in the next 48 hours to become a data leader

---

12:45 - 13:30 EST      Break

---

# Data Governance for the Public Sector

November 8 - 9, 2022 • Big Data Workshop: November 7, 2022 • Virtual Course

## DAY ONE PROGRAM AGENDA: TUESDAY, NOVEMBER 8, 2022

13:30 - 14:30 EST

### Data Governance in Community and Social Service Delivery

**Katie Gibson, Vice President, Strategy Partnerships, CIO Strategy Council**

- Canada's community and social service providers deliver services and support to vulnerable and at-risk individuals, many with government funding.
- Most of these organizations collect and use client data, some of which is sensitive – such as participation in addiction treatment, a health diagnosis, or experience of violence
- As these organizations adopt new technologies for client management, this can multiply the amount of data under control of organizations and their vendors and can pose serious new risks to privacy and security which may not be well understood.
- Community and social service providers are uniquely vulnerable to these risks materializing
- The importance of the responsible collection, storage, use, and sharing of client data is therefore increasing to manage the risks and vulnerabilities. In addition, with the appropriate guardrails in place, community and social service providers can better use the data available to them to serve their mission

14:30 - 15:30 EST

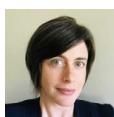


### Bridging the Gap! A Pragmatic Approach for Moving from Policies and Rules Established for Data Governance

**Sherin Emmanuel, Enterprise Information Architect & Strategist, Canada Revenue Agency**

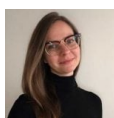
This presentation will discuss the effective implementation in Data Management practices to facilitate decision making backed by quality data

15:30 - 16:30 EST



### Recognizing Language Literacy as Key to Data literacy: How the Canada Post Data Literacy Program is evolving

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



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

16:30 - 17:00 EST



### Data Analytics Supporting the Ontario Ministry of Health's COVID-19 Response Strategy

**Mary Elias, Acting Manager, Health Data Science, Ontario Ministry of Health**

17:00 EST



### Closing Remarks from the Chair

**Trevor Banks, Organizational Development Manager, Digital Talent Management, Treasury Board of Canada Secretariat**

# Data Governance for the Public Sector

November 8 - 9, 2022 • Big Data Workshop: November 7, 2022 • Virtual Course

## DAY TWO PROGRAM AGENDA: WEDNESDAY, NOVEMBER 9, 2022

10:30 - 10:45 EST



### Welcome and Opening Remarks from the Chair

**Trevor Banks, Organizational Development Manager, Digital Talent Management, Treasury Board of Canada Secretariat**

10:45 - 11:45 EST



### Department of National Defence and Canadian Armed Forces Data Stewardship Model

**Steve Gooch, Data Governance Strategy Lead, Department of National Defence**  
**Marie-France Guindon, Manager, Data Governance, Department of National Defence**

- The Data Stewardship Model supports the execution of data governance and data management activities.
- Stewardship exists in multiple tiers from executive-level to working-level stewards.
- DND/CAF must balance its requirement for data security with its need to share data for operational effectiveness/efficiency
- Key cultural and organizational priorities must be reflected in the data governance model in order to support the CAF
- A large change management/culture shift must be undertaken to elevate the importance of data and that data is stewarded and not owned.

11:45 - 12:45 EST

### Improving Data Quality with Data Science Methods

**Jenny Ye, Director, Data Engineering, Canada Energy Regulator**

---

12:45 - 13:30 EST      Break

---

13:30 - 14:30 EST



### AI and Cloud Migration

**Somaieh Nikpoor, Lead, AI Strategy and Data Science, Transport Canada**

- How to pave the way for implementing AI and machine learning
- why cloud migration is an essential step toward implementing AI and;
- How to navigate change management and identify stakeholders

# Data Governance for the Public Sector

November 8 - 9, 2022 • Big Data Workshop: November 7, 2022 • Virtual Course

## DAY TWO PROGRAM AGENDA: WEDNESDAY, NOVEMBER 9, 2022

14:30 - 15:30 EST



### **Data Governance: A Regulator's Perspective**

***Sandra Ferguson, Director of Policy, Information and Privacy Commissioner of Ontario***

15:30 EST



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

***Trevor Banks, Organizational Development Manager, Digital Talent Management, Treasury Board of Canada Secretariat***

### **SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Data Governance 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).

# Data Governance for the Public Sector

November 8 - 9, 2022 • Big Data Workshop: November 7, 2022 • Virtual Course

## BIG DATA WORKSHOP PROGRAM AGENDA: MONDAY, NOVEMBER 7, 2022

10:30 - 10:45 EST



### Welcome and Opening Remarks from the Chair

**Trevor Banks, Organizational Development Manager, Digital Talent Management, Treasury Board of Canada Secretariat**

10:45 - 11:45 EST



### A Tale of Two Cities: Changes in Shopping, Working and Tourism Behaviors in a Post-Pandemic Year

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

11:45 - 12:45 EST



### Machine Learning for Estimating Heterogeneous Treatment Effects in Program Evaluations

**Andy Handouyahia, Acting Director, Data, Methodology and Evaluation, Employment and Social Development Canada**



### Tristan Rikhi, Senior Data Analyst, Employment and Social Development Canada

The study shows how the Evaluation directorate at Employment and Social Development Canada uses rich administrative data and Modified Causal Forests, a causal machine-learning estimator, to inform policy development through impact evaluations. The study also illustrates the implementation of the innovative Modified Causal Forests algorithm to estimate individualized treatment effects, thereby informing what works for whom. This study lays the foundation for the conduct of evaluation from a Gender-Based Analysis+ perspective with a view to inform differential impacts of policies and programs on people of various socio demographic backgrounds. In particular, it provides a distribution of net impacts for key sub-groups of participants in addition to the average program impact.

---

12:45 - 13:30 EST      Break

---

13:30 - 14:30 EST

### The New Real-Time Data Tools for Public Policy and Global Affairs

**Danielle Goldfarb, Vice President, Global Affairs, Economics and Public Policy, Real-Time Interactive Worldwide Intelligence**

# Data Governance for the Public Sector

November 8 - 9, 2022 • Big Data Workshop: November 7, 2022 • Virtual Course

## BIG DATA WORKSHOP PROGRAM AGENDA: MONDAY, NOVEMBER 7, 2022

14:30 - 15:30 EST



### **Navigating Made, Found and Lost Data**

**Howard Ramos, Chairperson, Canadian Statistics Advisory Council**

- The federal family has an abundance of made and found data but also loses billions of dollars because of lost data resulting from a lack of coordination
- Legislation is one tool to promote coordination, however, policy and practice as well as relationships are key to stewardship
- Statistics Canada is uniquely placed to coordinate data and relationships and offer infrastructure to support the digital and data opportunities of the 21st century
- There is a role for all sectors and jurisdiction to build a robust statistical system
- Key to a strong statistical system is also access to the information and data in it and forethought on building data literacy of users and the broader public

15:30 - 16:30 EST

### **New Opportunities and Challenges for Digital Government Public Engagement and Decision Making**

**Sid Tobias, Mayor of View Royal, Director, Digital Services, Environmental Assessment Office, Government of British Columbia**

16:30 EST



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

**Trevor Banks, Organizational Development Manager, Digital Talent Management, Treasury Board of Canada Secretariat**

### **SPONSORSHIP AND EXHIBITION OPPORTUNITIES**

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Data Governance 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).

# Data Governance for the Public Sector

November 8 - 9, 2022 • Big Data Workshop: November 7, 2022 • Virtual Course

## 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 \_\_\_\_\_

Register for  Course  Big Data Workshop

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

**Early-bird Price Available until November 4, 2022**

Prices subject to GST / HST	Course for 1 Registrant	Course for Groups of 2	Course for Groups of 3 +
Two-day Conference + Big Data Workshop	\$ 2,599	\$ 2,499 each	\$ 2,399 each
Two-day Conference only	\$ 2,299	\$ 2,199 each	\$ 2,099 each
Big Data Workshop only	\$ 1,099		

#### Regular Full Price

Prices subject to GST / HST	Course for 1 Registrant	Course for Groups of 2	Course for Groups of 3 +
Two-day Conference + Big Data Workshop	\$ 2,699	\$ 2,599 each	\$ 2,499 each
Two-day Conference only	\$ 2,399	\$ 2,299 each	\$ 2,199 each
Big Data Workshop only	\$ 1,199		

\* 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:** rdeshpande@infonex.com

**WEBSITE:** www.infonex.com

**TELEPHONE:** 647.879.3500 (Raghavendra)

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

#### VIRTUAL COURSE:

Data Governance 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 Data Governance 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 October 25, 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 **October 25, 2022**, will not be eligible to receive any credits and are liable for the entire registration fee.

Confirmed registrants who do not cancel by **October 25, 2022** and fail to attend will be liable for the entire registration fee.

**DISCOUNT CODE: 1426-RD**

