

# Virtual NZ Multi-Channel Citizen Engagement

Leveraging Digital Tools and Strategies to better Engage with Citizens and Stakeholders

Online → Wednesday, 5 May 2021 | 09:00am NZST

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## Agenda Overview

Despite being one of the few countries worldwide existing with a modicum of regained functionality, New Zealand still faces unprecedented challenges in the unfolding of the COVID-19 pandemic. The strain on global governments is extreme, and the hit on our people and the economy is continuing to grow.

In the throes of such obstacles, the need to engage citizens across multiple channels is critical and the government's new duty is to embrace continuous learning, rapid adapting, and restoring trust and a sense of normality to citizens belonging to all tiers of our society - old and young, rich and poor, Māori and Pākehā. Questioning multi-channel engagement and testing innovative systems for keeping up to date is tricky when government departments bear the public perception of being less advanced. Efficient use of time spent establishing smart strategies and undertaking relevant analysis to decipher which channels offer the best citizen engagement is key to leading a successful transition and protecting civil liberties.

**Public Sector Network's "Multi-Channel Citizen Engagement" (Virtual Event)** will help participants understand the evolving digital landscape to build appropriate tools and engagement strategies to increase engagement within citizens and stakeholders within this shifting global climate. Hear from experts as they explore the relationship with digital citizens, and how technology can help improve and expand upon that engagement through safe, secure and reliable services.

## Who Attends?

### Director/Head/Manager/Team Leader:

Engagement and Strategy | Customer Service | Customer Experience | Community Engagement | Stakeholder Relations | Community & Stakeholder Engagement | Corporate Affairs | Media/Marketing | Public Relations | Digital Services | Online Solutions | Analytics and Performance

## Speakers



### McLeish Martin

*Head of Client and Channel Experience & Service Delivery,*  
Ministry of Social Development



### Pascale Elvas

*Executive Director - Priorities & Planning*  
Treasury Board of Canada Secretariat



### Nigel Chang

*Design and Innovation Specialist,*  
Ministry of Business, Innovation and Employment



### Emma Powell

*Chief Customer Officer,*  
Accident Compensation Corporation (ACC)



### Philippa Day

*Director Business Connect,*  
Ministry of Business, Innovation and Employment



### Fraser Sloane

*Chief Advisor Information Directorate,*  
Tertiary Education Commission



### Libby McFadden

*Director, Brand and Content*  
New Zealand Trade and Enterprise (NZTE)

## Reasons to Attend

Assess the influence of COVID-19 has had in modernising public sector functions and citizen engagement strategies and services



Learn how to utilise data insights, implement new tools, and expand your engagement capacities to increase connection with citizens and stakeholders



Explore how to establish more participatory engagement using a multi-channel model to reach, serve and empower all citizens



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09:00am	<b>PSN Welcome</b>	10:05am	<b>Government Case Study:</b> <b>Pursuing A Co-Creation Model to Expand Citizen Choices and Participation</b> <ul style="list-style-type: none"> <li>Collaborating with citizens for policymaking and service design to ensure all voices are considered and heard (Government agencies, non-government organisations, communities and individual citizens)</li> <li>Designing processes and systems with citizens at the centre to foster better engagement, development and impact of services</li> </ul> <b>Emma Powell</b> , <i>Chief Customer Officer</i> , Accident Compensation Corporation (ACC)
09:10am	<b>Chair Opening:</b> <b>The future of customer experience in Government</b> <b>McLeish Martin</b> , <i>Head of Client and Channel Experience &amp; Service Delivery</i> , Ministry of Social Development	10:20am	<b>Refreshment Break</b>
09:20am	<b>International Keynote:</b> <b>Improving Practices for Open-Data Access and Availability to Build a More Liberal Democracy</b> <ul style="list-style-type: none"> <li>Adopting modernised principles for government-held data and information to design more relevant services and respond to individuals' needs and circumstances</li> <li>How government departments are segmenting their citizens into data and which of these processes works best</li> </ul> <b>Pascale Elvas</b> , <i>Executive Director - Priorities &amp; Planning</i> , Treasury Board of Canada Secretariat	10:25am	<b>Panel Session:</b> <b>Reconsidering Government's Digital Identity to Deliver Citizen Empowerment</b> <ul style="list-style-type: none"> <li>The best digital transformation initiatives to meet citizen expectations, uphold citizen satisfaction, and facilitate engagement - what training, technology and autonomy is involved?</li> <li>Meeting each subset of the population on their own terms through preferred or available channels to achieve relevant outcomes (ie: in person, via various devices, websites, chatbots or AI)</li> <li>Fostering a flexible, responsive environment by adopting an 'agile-by-design' approach to inform government department processes and services</li> <li>What is your top tip for a successful multi-channel citizen engagement strategy?</li> </ul> <b>Fraser Sloane</b> , <i>Chief Advisor Information Directorate</i> , Tertiary Education Commission <b>Libby McFadden</b> , <i>Director, Brand and Content</i> , New Zealand Trade and Enterprise (NZTE)
09:35am	<b>Partner Session:</b> <b>Integrating Public Services into more flexible digital platforms. Philippa will be presenting on the Business Connect platform</b> <b>Philippa Day</b> , <i>Director Business Connect</i> , Ministry of Business, Innovation and Employment	11:00am	<b>Close</b>
09:50am	<b>Government Case Study:</b> <b>Does 'Getting With The Times' Demand A Rethink?</b> <ul style="list-style-type: none"> <li>Ensuring safety and satisfaction is supplied to citizens who may be disconnected or disadvantaged</li> <li>Identifying best tools and processes to roll out truly participatory multi-channel citizen engagement strategy</li> </ul> <b>Nigel Chang</b> , <i>Design and Innovation Specialist</i> , Ministry of Business, Innovation and Employment		

## Partner

