

# Virtual A Roadmap for Digital Product Management

Streamlining processes to support innovative and effective digital product development

Online | Thursday, March 4, 2021 | Start: 12:00pm ET / 9:00am PT



## Agenda Overview

Organizations across the public sector are continuously rethinking the way they deliver services to citizens.

Customer expectations have evolved rapidly through their interactions with digital experiences delivered by private sector counterparts. Effective digital product design and delivery process has fast become a critical capability for organizations striving to meet the needs of their digitally driven consumer.

As user needs and technologies evolve, digital products need to do the same. In addition to designing and delivering quality digital products, iterative practices and working collaboratively across the sector are paramount to their successful implementation.

With those goals in mind, Public Sector Network is delighted to announce our Roadmap for Digital Product Management Virtual Event. Join your colleagues and industry experts as they share best practices and persistent barriers on the digital product design process. Tap into lessons learned on how to leverage user-centred design and agile development to deliver at your best.

## Gold Sponsors



## Speakers



**RUMON CARTER**  
Executive Director, BCDevExchange & ExchangeLab, BC Ministry of Citizens' Services



**PHILIP MATHURA**  
Director, Agile and Digital Literacy, Innovation, Science and Economic Development Canada



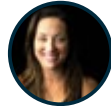
**AYUSHI ROY**  
Co-Lead, State and Local Practice, 18F, Technology Transformation Services, GSA



**ANDRÉANNE TRUDEAU**  
Head of Product Management, Canadian Digital Service



**CHRIS MOORE**  
Community Advisor, Canada, Public Sector Network



**JILLIAN CARRUTHERS**  
Executive Director, Service Transformation, BC Ministry of Environment & Climate Change Strategy



**DOROTHY ENG**  
Director of Partnerships, Code for Canada



**KEN URBAN**  
Pre-Sales Engineer, Federal Atlassian

## Reasons to Attend

Build a guidebook for your vision and digital product management strategy



Gain insight into the latest on digital product design, solutions and trends to determine the best fit for your department



Learn how to overcome common challenges through real case studies, top tips and lessons learned from public sector leaders



Join us for practical insights, live panels and interactive Q&A sessions



## Who Should Attend

 Directors / Heads of:

Digital Product Management Engagement and Strategy

User Experience Design

Digital Services

Digital Product Design

Community Engagement

Digital Transformation

Analytics

Service Design

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Creating a framework that enables fast and focused integration of digital products

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## Agenda

12.00pm ET 9.00am PT	<b>Opening Remarks from PSN</b>		
12.05pm ET 9.05am PT	<b>Opening Remarks from the Chair</b> Unlocking the Power of Digital Products  <b>Chris Moore</b> , Community Advisor, Canada, <b>Public Sector Network</b>	1.25pm ET 10.25am PT	<b>Government Keynote:</b> Excelling as a Product Manager in the Public Sector <ul style="list-style-type: none"> <li>Exploring the behaviours and characteristics of successful product managers</li> <li>Breaking free of the habits that hinder success</li> </ul> <b>Rumon Carter</b> , Executive Director, BCDevExchange & ExchangeLab, BC Ministry of Citizens' Services
12.20pm ET 9.20am PT	<b>Government Keynote:</b> Creating a Dynamic Digital Product Management Roadmap <ul style="list-style-type: none"> <li>Ensuring the digital product roadmap aligns closely with your organization's objectives and strategies</li> <li>Creating a digital product strategy that remains agile and uses the latest and most appropriate technology to maximize UX</li> </ul> <b>Andréanne Trudeau</b> , Head of Product Management, <b>Canadian Digital Service</b>	1.45pm ET 10.45am PT	<b>Panel Session:</b> Thought-Leaders' Guide to Getting to Your Digital Roadmap's Destination  You have your plan, but how do you make it a reality? What roadblocks can you expect and how do you work through them? Where can you accelerate and when should you stop for a tune-up? This expert panel will help you get to your destination, with tips on:  <ul style="list-style-type: none"> <li>Designing and implementing customer focused digital products</li> <li>Winning tips for leading multidisciplinary teams</li> <li>Strategies for measuring performance and staying on track</li> <li>Putting people at the center of your product management roadmap</li> </ul> <b>Ayushi Roy</b> , Co-Lead, State and Local Practice, 18F, Technology Transformation Services, GSA <b>Jillian Carruthers</b> , Executive Director, Service Transformation, <b>BC Ministry of Environment &amp; Climate Change Strategy</b> <b>Dorothy Eng</b> , Director of Partnerships, <b>Code for Canada</b> <b>Ken Urban</b> , Pre-Sales Engineer, Federal, <b>Atlassian</b>
12.40pm ET 9.40am PT	<b>Partner Session:</b> Collaboration Tools to Support Your Digital Product Management Strategy  <b>Ken Urban</b> , Pre-Sales Engineer, Federal, <b>Atlassian</b>	2.15pm ET 11.15am PT	<b>Closing Remarks from the Chair</b>  <b>Chris Moore</b> , Community Advisor, Canada, <b>Public Sector Network</b>
1.00pm ET 10.00am PT	<b>Government Case Study:</b> Embracing an Agile Method to Teamwork <ul style="list-style-type: none"> <li>Looking at examples of agile at work at ISED</li> <li>Practical tips for moving to a more iterative, quick and well-coordinated approach</li> </ul> <b>Philip Mathura</b> , Director, Agile and Digital Literacy, <b>Innovation, Science and Economic Development Canada</b>	2.30pm ET 11.30am PT	Virtual Event Adjourns
1.20pm ET 10.20am PT	Break		