

# Virtual Event: Citizen Experience

Delivering a Connected and Seamless Experience for  
the Digitally-Driven Citizen

**Online:** Thursday, September 16th, 2021 **Time:** 12:00-2:20pm ET & 9:00-11:20am PT



## REASONS TO ATTEND



Learn how to leverage data and technology to prioritize the most meaningful improvements



Tap into learnings from government case studies that will help you to accelerate your citizen experience transformation



Examine opportunities and address the biggest CX challenges and persistent barriers

## AGENDA OVERVIEW

Over the past year, we were able to witness the public sector fast-track the adoption of a digital-first mindset. Given how technologies have advanced and times have changed, citizens expect the government to adapt and change as well by delivering the services they need through the channels that they prefer. Interestingly, during the pandemic, citizens preferred a human-focused customer experience but through contactless and digital channels.

Previous standards of what was considered good customer experience soon became inadequate for the new normal. In response, government organizations have been rethinking and realigning their customer experience strategies. With public sector organizations rapidly embracing digital technologies, citizen service agencies are at a transformative position where they can reframe their strategies to improve CX experience whilst reducing costs.

Public Sector Network's Citizen Experience virtual event will bring together experts and thought leaders as they share new ways to take CX to the next level. The event will focus on key learnings, considerations and actions that can help government organizations continue the momentum through safe, secure and inclusive services.

## FEATURED SPEAKERS



**MARY ANN TRIGGS**  
Assistant Deputy Minister, **Service Canada - Ontario Region**



**AMMNEH AZEIM**  
Digital Experience Lead, **Alberta Health Services**



**DAN BATISTA**  
Executive Director, **Citizen First - Institute for Citizen Centred Service**



**CLAIRE OSBORNE**  
Chief Administration and Customer Service, **Pennsylvania Department of General Services**



**ROB CUMMINS**  
Manager of Digital Strategy & Experience, **City of Mississauga**



**EMAN EL-FAYOMI**  
Head of Design and Learning Resources, **Canadian Digital Service**



**MOIRA DORSEY**  
Principal XM Catalyst, XM Institute **Qualtrics**



**SYDNEY HEIMBROCK**  
Chief Industry Advisor for Government, **Qualtrics**



**MAI NGUYEN**  
Head of Canada Government Relations & Public Policy, **VMware**



**HEATHER SHESTON**  
Director of Public Sector **SADA**



**TOM YEATTS**  
Global Head of State, Local & Regional Government Solutions, **ServiceNow**

## SPONSORS

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| 12.00pm ET<br>9.00am PT | Welcome from PSN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 12.05pm ET<br>9.05am PT | <b>Chair Opening: The Digital Citizen Experience</b><br><br>Tom Yeatts, Global Head of State, Local & Regional Government Solutions, <b>ServiceNow</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 12.20pm ET<br>9.20am PT | <b>Government Keynote:</b> Service Delivery in a Digital World<br><br>Mary Ann Triggs, Assistant Deputy Minister, <b>Service Canada - Ontario Region</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 12.35pm ET<br>9.35am PT | <b>Platinum Keynote:</b> Doing More with Less - Optimizing Your Customer Experience Delivery in a Cost-Effective Manner<br><br>Heather Sheston, Director of Public Sector, <b>SADA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 12.50pm ET<br>9.50am PT | <b>Government Case Study:</b> Citizen Experience at Work - Spotlight on AHS' Online Assessment Tool<br><br>Ammneh Azeim, Digital Experience Lead, <b>Alberta Health Services</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 1.05pm ET<br>10.05am PT | <b>International Case Study:</b> Understanding Your Business and the Customer Experience<br><br>Claire Osborne, Chief Administration and Customer Service, <b>Pennsylvania Department of General Services</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 1.20pm ET<br>10.20am PT | Refreshment Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 1.25pm ET<br>10.25am PT | <b>Gold Spotlight:</b> What Citizens Want: Designing The Citizen Experience with Data<br><br><ul style="list-style-type: none"> <li>Hear highlights from the Qualtrics Experience Management (XM) Institute's 2021 Consumer Trends report specific to Canada and government</li> <li>Learn why 16% of Canadian consumers said they were unlikely to trust government agencies (the highest of all industries studied)</li> <li>Discover what actions government organizations can take to create trust and improve the citizen experience</li> </ul><br>Moir Dorsey, Principal Analyst, <b>Qualtrics XMI</b><br><br>Sydney Heimbrock, Chief Industry Advisor for Government, <b>Qualtrics</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 1.40pm ET<br>10.40am PT |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Panel Discussion:</b> Going from Good to Great: Measuring our CX Success and Progress Made So Far<br><br><ul style="list-style-type: none"> <li>What are your best CX lessons learnt so far?</li> <li>What does a successful CX transformation initiative look like?</li> <li>How do we ensure that our CX modernization strategies are being inclusive and equally accessible to all?</li> <li>What best practices or strategies can you share to those who are looking to drive their CX modernization goals?</li> </ul><br>Rob Cummins, Manager of Digital Strategy & Experience, <b>City of Mississauga</b><br><br>Eman El-Fayomi, Head of Design and Learning Resources, <b>Canadian Digital Service</b><br><br>Mai Nguyen, Ph.D., Head of Canada Government Relations & Public Policy, <b>VMware</b><br><br>Dan Batista, Executive Director, <b>Citizen First - Institute for Citizen Centred Service</b><br><br>Moderated by: Tom Yeatts, Global Head of State, Local & Regional Government Solutions, <b>ServiceNow</b> |
| 2.10pm ET<br>11.10am PT |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Closing Remarks from the Chair</b><br><br>Tom Yeatts, Global Head of State, Local & Regional Government Solutions, <b>ServiceNow</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2.15pm ET<br>11.15am PT |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Closing Remarks and End of Session</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

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