



# 2022 Community Prospectus **Human Resources & Future of Work**

Powering Performance in the Public  
Sector

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 PUBLIC  
SECTOR  
NETWORK

Certified  
  
Corporation

# Human Resources & Future of Work

## Powering Performance in the Public Sector

**Public sector organizations now have an opportunity to articulate the future shape and direction of their workforces, as the new reality takes hold and workplace models adopt. Building a more secure and resilient public sector workforce to achieve improved citizenship engagement and expand operational capabilities is critical for growing Canada's economy and positioning it for the digital era.**

As the government workplace continues to evolve, HR sits in a strategic position to play a critical role in reimagining and recreating engaging work experiences for their employees. Rising citizen expectations combined with a global pandemic have also created new urgency for innovation in the HR space. Delivering a dynamic employee experience has become key in the public sector, placing HR at the center of driving organizational change and outcomes.

Get involved in our HR and Future of Work Community events to connect directly with decision makers and influencers and help them overcome their challenges using innovative solutions. By showcasing your solutions as a partner at Public Sector Network events you can:

- Get your offering in front of key executives, 75% of which are either decision makers or direct influencers
- Promote your brand as an industry leader and forge lasting relationships
- Understand key challenges and obstacles of your potential clients to help refine your approach



# Audience Profile

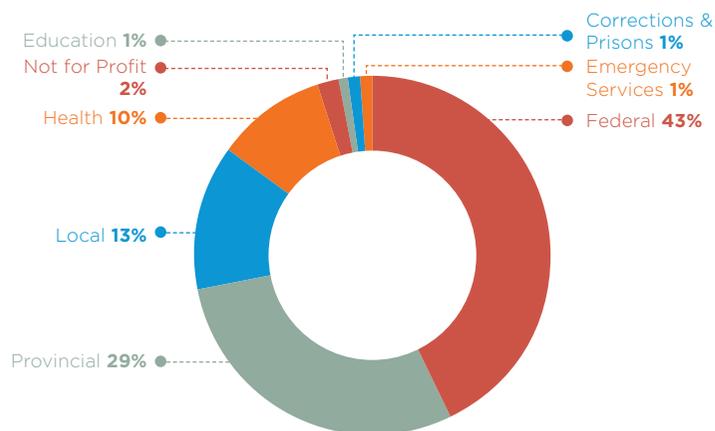
## COMMUNITY DATABASE

**10,000+**  
**Contacts**

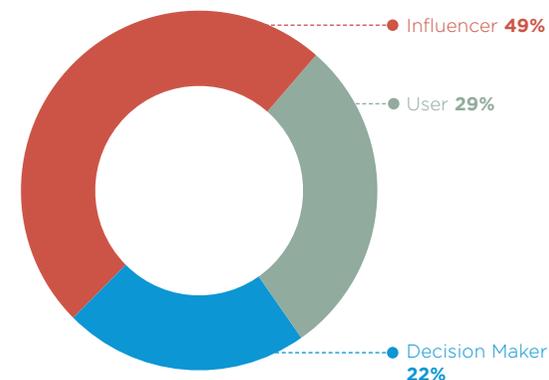
### JOB FUNCTION BREAKDOWN

- Human Resources
- People and Culture
- Talent Management
- Learning and Development
- Workforce Planning
- Diversity and Inclusion
- Employee Experience
- Organizational Development
- Organizational Performance

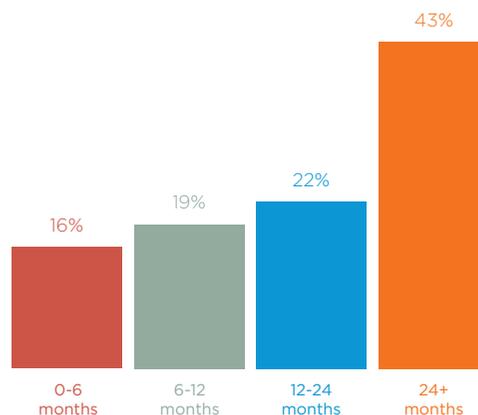
## TIER OF GOVERNMENT



## ATTENDEE ROLE



## INVESTMENT TIMEFRAME

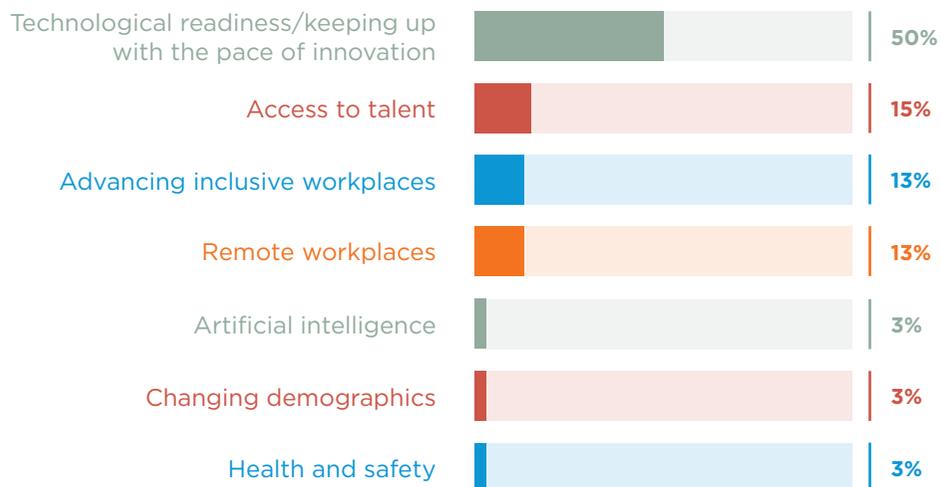


**23%**

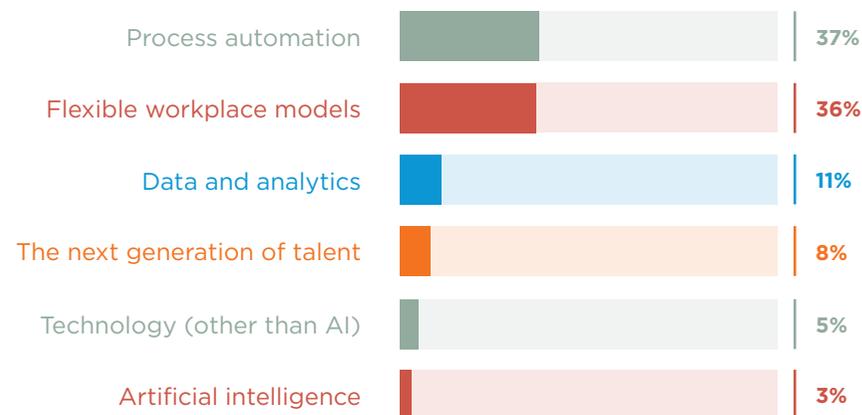
are actively exploring new technologies & solutions

# Audience Polling

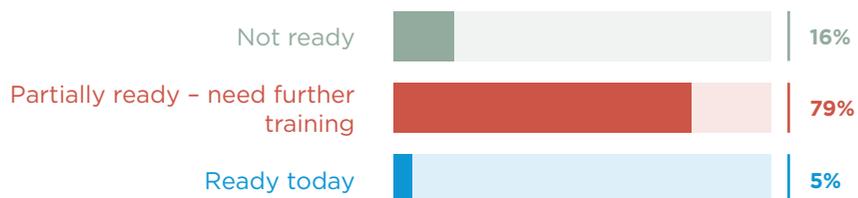
What is the greatest challenge that will have to be managed in preparation for the Future of Work?



What factor do you think will have the most positive impact on work in the future:



How ready do you think front-line leaders are to manage the flexible working landscape?



“  
**This was a very informative webinar. Absolute experts sharing practical insights. Thank you!**

Vancouver Island Health Authority

# Snapshot of Key Accounts & Speakers 2021

## ORGANIZATIONS

Agriculture and Agri-Food Canada	Human Resources and Development Canada
Atlantic Canada Opportunities Agency	Immigration, Refugees and Citizenship Canada
BC Ministry of Advanced Education & Skills Training	Infrastructure Ontario
BC Public Service Agency	Justice Canada
BC Public Service MSDPR	Manitoba Department of Economic Development and Jobs
BC Public Service: Ministry of Children and Family Development	Ministry of the Solicitor General
Canada Border Services Agency	Natural Resources Canada
Canada Mortgage and Housing Corporation	Office of the Superintendent of Financial Institutions
Canada Revenue Agency	Ontario Digital Service
Canada School of Public Service	Ontario Ministry of Government and Consumer Services
City of Brampton	Ontario Ministry of Labour, Training and Skill Development
City of Hamilton	Public Service Commission of Canada
City of Oshawa	Regional Municipality of York
Crown-Indigenous Relations and Northern Affairs Canada	Royal Canadian Mint
Department of Justice Canada	Royal Canadian Mounted Police
Department of National Defence	Ryerson University
Employment and Social Development Canada	Senate of Canada
Financial Transactions and Reports Analysis Centre of Canada	Standards Council of Canada
Fisheries and Oceans Canada	Toronto Police Service
Government of Alberta	Toronto Transit Commission
Government of British Columbia	Transactions and Reports Analysis Centre of Canada
Government of Manitoba	Treasury Board of Canada Secretariat
Government of Nova Scotia	Treasury Board Secretariat Ontario
Halifax Regional Municipality	



**PATRICK FAULKNER**  
 Director General  
 Human Resources  
 Western Economic  
 Diversification



**SUZANNE SPENCE**  
 Executive Director BC  
 Public Service  
 Advanced Education,  
 Skills & Training



**RHONDA MCGINNIS**  
 Director Corporate Learning and  
 Sector Research  
 BC Public Service: Ministry of  
 Children and Family Development



**JEANNE WEISSL**  
 Director, Strategic Human  
 Resources  
 BC Ministry of Children and  
 Family Development



**PRISCILLA SABBAS-WATTS**  
 Director, Diversity and Inclusion  
 BC Public Service Agency



**JENNIFER GUITARD**  
 Director - HR Analytics, Systems  
 and Information Management  
 Government of Nova Scotia



**TRACEY JONES-GRANT**  
 Managing Director  
 Diversity & Inclusion  
 Halifax Regional  
 Municipality



**NENZI COCCA**  
 Director HR Systems  
 & Operations, Human  
 Resources  
 City of Hamilton



**NEIL BOUWER**  
 Vice President Innovation and  
 Policy Services  
 Canada School of Public Service



**ALISSA BARTON**  
 Director, Human Capital  
 Planning  
 Infrastructure Ontario



**TOM BALFOUR**  
 Director General HR  
 Fisheries and Oceans  
 Canada



**NATHALIE KACHULIS**  
 Director General, Strategic  
 Business Integration Human  
 Resources Branch  
 Canada Revenue Agency

## How We Help

**Digital events provide a unique platform for public servants — across different tiers, provinces, agencies and departments — to meet and discuss innovative case studies and solutions.**

They also provide a fantastic opportunity for vendors to identify, engage and educate a diverse group of buyers that are typically difficult to reach.

Our audience profile is typically made up of mid-level managers to senior executives who are responsible for major projects, supplier selection and spend.

Public Sector Network runs four events per quarter – ensuring a regular touchpoint in the market.

“  
**An incredible learning experience - very timely, relevant and practical. Thank you!**

City of Brampton



At **Public Sector Network** we help our customers with

### Thought Leadership

Demonstrate your capabilities and share your stories and case studies via our high-impact physical events and digital channels.



### Brand Awareness

Raise the visibility of all your services by promoting your brand message via our high-impact channels.



### Lead Generation

Develop targeted leads and turn them into sales opportunities through detailed audience profiling and polling.

## Event Schedule

### Canada Virtual

**Q1: National Insights - Winter Edition**

2 February 2022

**Q2: National Insights - Spring Edition**

2 June 2022

**Q3: National Insights - Summer Edition**

8 September 2022

**Q4: National Insights - Fall Edition**

7 December 2022

### Canada Roadshow

**Q1: HR & Future of Work Roadshow**

**Toronto**

3 March 2022

**Ottawa**

7 March 2022

**Vancouver**

9 March 2022

**Edmonton**

10 March 2022

## 2022 Themes



**Governing workforce  
strategies**



**Designing work for  
wellbeing**



**Digital workforce  
transformation**



**Beyond  
upscaling**

# HR & Future of Work Virtual Events

## National Audience

CANADA: 2 Feb | 2 Jun | 8 Sep | 7 Dec

### Agenda Overview

Virtual events take place quarterly, bringing together 200+ key influencers and technology users from a range of federal and provincial departments.

Delegates participate online to share ideas, benchmark, and network on a national scale — providing a unique opportunity to digitally engage and educate a national audience.

The program will feature key current projects and updated strategies, with three presentations and two high-level panel discussions providing critical industry updates.

### Who Should Attend?

These programs are designed for the entire community, bringing together 200+ key influencers and technology users to benchmark, network and share ideas on a national scale.

### Agenda

12:00pm ET	PSN Opening	1:05pm ET	Government Keynote
12:05pm ET	Chair Welcome	1:20pm ET	Break
12:20pm ET	Government Keynote	1:25pm ET	Vendor Keynote (Gold Partner)
12:35pm ET	Vendor Keynote (Platinum Partner)	1:40pm ET	Panel Discussions (Silver Partners)
12:50pm ET	Government Keynote	2:15pm ET	Close

### Reasons to Attend

-  Hear from leading executives about their current projects
-  Digitally engage and educate a national audience
-  Demonstrate thought leadership and share your value proposition
-  Generate qualified sales leads for post-event follow up

# Virtual Packages

SPONSORSHIP PACKAGES	CHAIR	PLATINUM	GOLD	SILVER
<b>AVAILABILITY</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>
 <b>EVENT CHAIR</b>	Elevate your brand as the event chair, introducing all speakers, and delivering closing remarks	-	-	-
 <b>KEYNOTE PRESENTATION</b>	Provide the opening keynote address (15 minutes)	Elevate your brand with the first partner speaker slot (15 minutes)	-	-
 <b>SPOTLIGHT PRESENTATION</b>	-	-	Elevate your brand with the second partner speaker slot (15-minutes)	-
 <b>PANEL INVOLVEMENT</b>	Moderate the panel discussion	-	-	Influence the conversation by participating on a panel discussion
 <b>DEMAND GENERATION</b>	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads, including delegate polling and profiling	Receive all opt-in leads	Receive all opt-in leads for all live attendees
 <b>BRANDING</b>	Sponsor's logo identified as <b>Event Chair Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Platinum Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Gold Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Silver Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 <b>MARKETING</b>	Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter)	Logo inclusion on 2x event related emails or social media posts (LinkedIn & Twitter)	Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter)	Logo inclusion on 1x event related email or social media post (LinkedIn & Twitter)
 <b>RESOURCES</b>	3 x Downloadable Resources available for delegates	2x Downloadable Resources available for delegates	1x Downloadable Resource available for delegates	1x Downloadable Resource available for delegates
 <b>SPOTLIGHT INTERVIEW</b>	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 500 words	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 400 words	Written interview that will be added to the PSN Insights page with social promos (LinkedIn, Twitter) max 300 words	-
 <b>CONTENT</b>	<ul style="list-style-type: none"> <li>Post-show Report</li> <li>Exclusive branding &amp; promo of event insights</li> </ul>	<ul style="list-style-type: none"> <li>Infographic</li> <li>Co-branded content highlighting key polling statistics</li> </ul>	<ul style="list-style-type: none"> <li>Infographic</li> <li>Co-branded content highlighting key polling statistics</li> </ul>	-
<b>PRICE</b>	<b>\$17,500</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$7,500</b>

# HR & Future of Work Roadshow

<b>Toronto</b>	<b>Ottawa</b>	<b>Vancouver</b>	<b>Edmonton</b>
<b>3 Mar</b>	<b>7 Mar</b>	<b>9 Mar</b>	<b>10 Mar</b>

## Agenda Overview

Roadshows are the annual in-person events bringing together senior stakeholders across the community, heading to the capital cities across Canada.

These events are designed to address key challenges each province and territory face, with local speakers and audiences at each location.

The half-day format and interactive program provides partners with an opportunity to gain critical face time with key decision makers and influencers, who are actively working on relevant programs and projects.

A maximum of four sponsors are permitted per location, to ensure a healthy buy to sell ratio onsite and a great experience for speakers, delegates, and partners.

## Who Should Attend?

These programs are designed for senior executives from major agencies and departments with active projects who are seeking solutions.

## Agenda

<b>9:00am</b>	PSN Opening	<b>10:20am</b>	Vendor Keynote (Gold Partner)
<b>9:10am</b>	Chair Welcome	<b>10:40am</b>	Refreshments and Networking Break
<b>9:20am</b>	Government Keynote	<b>11:00am</b>	Roundtable Discussions
<b>9:40am</b>	Vendor Keynote (Platinum Partner)	<b>12:00pm</b>	Panel Discussion (Silver Partner)
<b>10:00am</b>	Government Keynote	<b>12:40am</b>	Closing Remarks and Networking Lunch

## Reasons to Attend

-  Hear from leading executives about their current projects
-  Get face time with hard-to-reach decision makers
-  Demonstrate thought leadership and share your value proposition
-  Generate qualified sales leads for post-event follow up

# Roadshow Packages

SPONSORSHIP PACKAGES	PLATINUM	GOLD	SILVER	BRONZE
AVAILABILITY	1	1	1	1
 <b>SPEAKING</b>	Elevate your brand with the first partner speaking slot (20 minute)	Elevate your brand with the second partner speaking slot (20 minute)	Influence the conversation by participating on the panel discussion	-
 <b>ROUNDTABLE</b>	60 min roundtable	60 min roundtable	60 min roundtable	60 min roundtable
 <b>BRANDING</b>	Sponsor's logo identified as <b>Platinum Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Gold Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Silver Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as <b>Bronze Sponsor</b> with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 <b>LEADS</b>	Receive all opt-in leads, including delegate polling	Receive all opt-in leads	Receive all opt-in leads for attended delegates	Receive opt-in leads for roundtable attended delegates only
 <b>TICKETS</b>	4 (including speaker)	3 (including speaker)	2 (including speaker)	2 (including roundtable facilitator)
 <b>WISHLIST</b>	Provide PSN with a list of your 20 most desired accounts	Provide PSN with a list of your 10 most desired accounts	Provide PSN with a list of your 5 most desired accounts	-
PRICE	<b>\$12,500</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>



**Great. Well organized, great speakers.**

# Bespoke Packages

## Guaranteed Route-to-Market

Public Sector Network's Digital Media portfolio combines custom content creation and top-level online lead generation to support your specific marketing initiatives.

Public Sector Network is able to research, design and deliver your content directly to our engaged government audience that has been built via our complimentary events, editorial and online training.

This enables you, our partner, to identify your target demographic and get your message to our communities at a national, regional, themed or vertical level. Take advantage of this engaged community to create an integrated online program that gives you maximum visibility to a wide target audience.



### Whitepapers (From \$15,000)

Our audience are increasingly looking to knowledge-led solution providers for answers to their business challenges.

Whitepapers - when well-written and applied - are one of the most powerful tools in the sales and marketing toolkit, as they help make companies more credible.

From your detailed brief, we engage our in-house team to research and produce the necessary content, helping position your organization as a thought leader, aiding the selling process by informing and educating the prospect base and generating qualified sales leads.



### Webinars (From \$15,000)

Webinars and on-demand webcasts are an ideal, cost-effective method to promote your brand, engage prospects nationwide and generate qualified leads through direct communication to a targeted audience.

PSN webinars feature a client executive and a customer, partner and/or analyst in an interview or open discussion format.

PSN will help you with delivering the right topic to the right audience, deliver pre- and post-production, hosting the webinar (both live and on-demand), recruiting senior-level industry speakers, and digital marketing (including email-direct) to attract an audience. You will also receive webinar reporting and analytics after the event.



### Roundtables (From \$20,000)

Private briefings help drive crucial conversations with key stakeholders, to increase brand awareness and lead generation within a particular function, or location.

Sessions typically last around 2 hours and put you at the center of our public sector community, enabling you to share critical insights and updates with a pre-qualified and senior audience.

This provides a fantastic opportunity to add value to our audience, who participate to solve their critical business challenges and learn from credible suppliers that can help them with difficult and critical projects.

(Available virtual and in-person)

# Bespoke Events

These invitation-only events will bring together key decision makers and influencers across Canada.

Under the Chatham House Rule, this peer-to-peer discussion enables critical updates and facilitates connection and collaboration across relevant agencies. The program will run for 60 to 90 minutes — providing significant value in a short and succinct format.



60 - 90 minutes  
duration



Interactive  
format



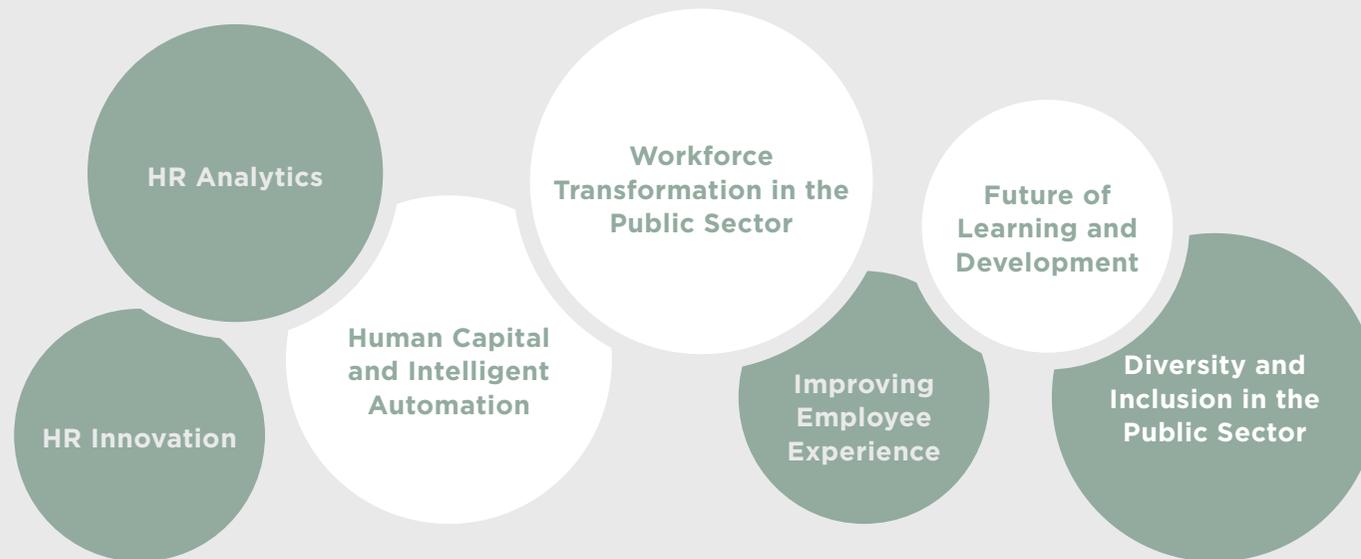
Industry  
Specific



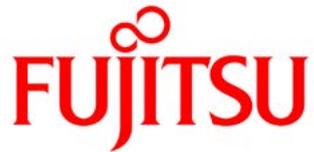
Invitation  
only



Peer-to-peer  
discussion



# 2021 Partners



“

I really loved the information provided and appreciate what was presented. It further supports the thoughts I had in mind to improve the learning and development portion carried out by my group.

Health Canada

“

I liked the really varied presenters we had and learning about where HR analytics is going in the various organizations.

Ontario Public Service

“

Very good, expert speakers. I was very happy to see a speaker with a disability and addressing accessibility. So often this is left behind or left out completely.

Durham Region

## About Public Sector Network



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**Public Sector Network** is a research company that represents public sector professionals across Australia, Canada, New Zealand, and the USA. We develop research, roundtables, events, and webcasts to suit current areas of interest to government agencies and their suppliers.

The public sector consistently faces shrinking budgets and growing expectations, forcing them to be one of the most innovative and resourceful industries in the world.

Regardless of department, agency, level of government or geography, public sector employees are all striving to tackle similar challenges and priorities.

**Join Public Sector Network's communities of practice to share ideas and insights, and to access to the latest research.**

### **Public Sector Network is proudly B Corp certified**

We put equality at the top of our agenda - we wish to reduce levels of poverty, create healthier environments, build stronger communities and empower jobs with dignity and purpose. As a B Corp organization, we are committed to high standards of social and environmental performance, public transparency, and legal accountability.

Public Sector Network brings together public and industry partners, in an open forum, to help deliver fair and collaborative alliances.



CONNECTING GOVERNMENT  
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