



Public Sector Innovation Show Atlantic

Driving Collaboration and Change in Atlantic
Canada Public Sector



Tuesday, April 26, 2022

Halifax | 8am AT

Certified



Corporation



Agenda at a glance

In Atlantic Canada, accelerated digital transformation is happening across the public sector – organizations are collaborating and involving industry partners in the design of processes by actively soliciting ideas, gathering feedback, and co-creating better public service solutions.

When we work together with organizations and experts across a wide range of departments, we can turn ideas into real solutions and make them available for citizens. For the Atlantic public sector, this opens the door to reimagine a future in which all citizens have access to the benefits and opportunities of the digital economy.

Public Sector Innovation Show – Atlantic is a one-day event designed to provide the inspiration, tools, and information for public sector leaders to drive overall growth in their departments and the region. This conference is for the community to meet each other in the context of quality conversations from some of the leading innovative ‘doers’ in Atlantic Canada.



What's New in 2022



25 speakers from across the Atlantic region



Four dedicated streams



Seven keynotes, **three** interactive panel discussions, **one** fireside chat



Exhibition that showcases emerging technologies that drive operational efficiencies, solve challenges and deliver better digital experiences



One big event to connect in-person with fellow innovators

Who You'll Meet

- Digital, Innovation and IT
- Corporate Services
- Citizen Engagement and Experience (CX)
- User Experience (UX)
- Service Design and Delivery
- Workforce, Learning and Development, and HR
- Strategic Planning and Operations
- Data and Analytics
- Artificial Intelligence and Machine Learning
- Information, Security and Enterprise Architecture
- Information Management
- Policy and Reform

Benefits of Attending



Hear about the shared vision for public sector innovation and how to leverage cross-agency collaboration to drive common outcomes



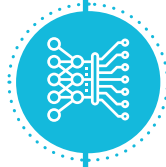
Explore the emerging technologies enabling faster, safer and more efficient operations across the public sector in the Atlantic region



Hear how innovative digital and customer experience strategies and processes are transforming government services and helping to deliver positive outcomes to citizens



Learn how to build IT architectures that leverage public sector data sets and turn information into actionable insights



Discuss how to integrate existing IT services into well-rounded ecosystems, utilizing a range of applications, hardware, software and management technologies in IT service delivery



Your Inspiring Speakers



CHERYL HANSEN

Chief Operating Officer, Clerk of the Executive Council, Head of the Public Service and Deputy Minister of Finance and Treasury Board
Province of New Brunswick



NATASHA CLARKE

Associate Deputy Minister and Chief Digital Officer
Department of Service Nova Scotia and Internal Services



WENDY MACDERMOTT

Chief Experience Officer
Department of Social Development, Government of New Brunswick



KELTIE JAMIESON

CIO and Senior Director IMIT & One Person, One Experience Team
Nova Scotia Health



MARK SAJATOVICH

Director, Visitor Experience & Partnerships- Archives, Museums and Libraries
Government of Nova Scotia
Development (DHDC)



STEPHANIE BUSH

Regional Director, Human Resources, Maritimes Region
Fisheries and Oceans Canada



GLENN CHAMBERLAIN

Regional Director, Human Resources (Atlantic Region)
Public Services and Procurement Canada



VALERIE KELLY

Director of Digital Transformation
Government of New Brunswick



TODD BROWN

Director-Strategic Initiatives, Public Safety and Field Communications Division
Government Services Branch, Nova Scotia Department of Internal Services



DAVID A. WILSON

Director
Provincial 911



GERALD A. POST

Executive Director Renewable Resources
Nova Scotia Natural Resources and Renewables



LEE BURRY

Performance and Continuous Improvement
Government of New Brunswick



STEPHANIE CARTER

Executive Director - Project and Advisory Services
Finance and Treasury Board, Government of New Brunswick



SCOTT MCKENNA

Chief Information Officer
Health Canada and Public Health Agency of Canada



APRIL HOWE, EMBA

Deputy Minister, Department of Fisheries & Aquaculture
Government of Nova Scotia



ROBERT E. BOURGEOIS, CPA, CA

Executive Director, Government Accounting
Nova Scotia Department of Finance and Treasury Board

8:00am AT Registration

9:00am AT Welcome from the Public Sector Network

9:10am AT Welcome from the Chair

9:30am ET Government Address:
Driving Towards a More Agile and Innovative Public Sector

9:50am AT Government Keynote:
Transforming the Institution



Cheryl Hansen, *Chief Operating Officer, Clerk of the Executive Council, Head of the Public Service and Deputy Minister of Finance and Treasury Board, Province of New Brunswick*

10:10am AT Platinum Partner Session:
Using Emerging Technologies to Deliver Meaningful Digital Experiences
Google

10:30am AT Government Keynote:
Empower and Enable: An Update on Nova Scotia's Approach to Innovation in the Public Service



- Earning trust: What our users -citizens, businesses or other public servants- want and how we are delivering on our promises
- Current projects: Developing online and offline solutions to deliver simpler, clearer and faster services and respond to our stakeholders' raised expectations
- Shifting the ways of work and thinking in the organization to take advantage of digital culture, processes, business methodologies and technology
- Forging strong relationships and partnerships throughout government

Natasha Clarke, *Associate Deputy Minister and Chief Digital Officer, Department of Service Nova Scotia and Internal Services*

10:50pm AT Refreshment Break



Excellent quality, knowledge and passion from the panelists and presenters.

Government of Nova Scotia



SPECIALIST TRACKS

Digital & CX Track

Technology Track

11:10am AT

Welcome from the Track Chair

Welcome from the Track Chair

11:20am AT



Government Keynote:

Department of Social Development’s Enterprise Transformation: New CX, Agile and Client-Centered Design Tactics and Tools in Action

- Busting CX myths: What it isn’t
- Overcoming reservations and fears of the “unknown” and the “new”
- Establishing design guidance for the organization
- Key learnings based on real life use cases and how CX was incorporated
- Examining the two sides of the coin: Understanding the interaction effect of CX and Employee Experience (EX) to adopt a two-way street approach to improving client experience
- Practical tips and must-have tools for user testing, journey mapping, piggyback surveys, client feedback and client-centered design
- The top 5 habits of effective digital governments: Practices to adopt for a successful transformation

Wendy MacDermott, *Chief Experience Officer, Department of Social Development, Government of New Brunswick*

Government Keynote:

The Evolution of Nova Scotia’s Health Care System: Key Factors for Success when Modernizing Enterprise Architecture

- Identifying the must-have features to support your aspirations for a customer-centric outcome
- Stabilizing systems most at risk of failing to prevent service failures
- Assessing how best to digitise and streamline customer interactions and transactions through end-to-end infrastructure
- Designing and building IT systems to be adaptable, resilient, iterative and secure to use ‘as-a-service’
- Investing to sustain the application portfolio health and managing technical debt
- How best to collaborate, communicate, and connect to achieve shared goals

Keltie Jamieson, *CIO and Senior Director IMIT & One Person, One Experience Team, Nova Scotia Health*

11:40am AT

Gold Partner Session:

Personalizing Digital Experiences to Engage and Empower Citizens

Gold Partner Session:

Harnessing Industry 4.0 Technologies to Support Business Continuity

12:00pm AT



Government Keynote:

The Sum is Greater than its Parts: Co-developing Digital Strategies for Bigger Wins

Nova Scotia Museum joined forces with Nova Scotia Libraries and the Public Archives to develop a digital strategy. This co-developed strategy enabled Nova Scotia Museum to initiate a project that helps six rural museums from across the province generate additional revenue from visitor experiences through its online stores and has also helped with crowd management and social distancing during Covid19. This session will address:

- Initiating partnerships with fit for purpose organisations
- Mapping the customer journey: What did we learn?
- Identifying what’s important to the people we serve and translating that into the design of the product offering
- What would we do differently?
- Next goal: Integrating Nova Scotia’s Museum product line with online products and leveraging social marketing

Mark Sajatovich, *Director, Visitor Experience & Partnerships- Archives, Museums and Libraries, Government of Nova Scotia*

Scott McKenna, *Chief Information Officer, Health Canada and Public Health Agency of Canada*

Government Keynote:

Extracting the Value from New Brunswick’s Data to Create the Building Blocks for a Better Public Service

- Utilising the available data to understand trends, operations, generate historical reports and uncover vital insights in real-time to make informed decisions
- Enabling the secure, seamless and real-time exchange of data across government departments and with external partners and trusted institutions
- Identifying ways to improve response times for access to information and personal information requests

Lee Burry, *Director, Performance and Continuous Improvement, Government of New Brunswick*

SPECIALIST TRACKS

Digital & CX Track

Technology Track

12:20pm AT

Gold Partner Session:
Mapping Citizen Life Journeys to Deliver Seamless CX

Gold Partner Session:
Harnessing Automation and AI to Optimise Processes and Mitigate Duplication

12:50pm AT



Panel Discussion:
Designing and Defining Your Digital Strategy

- User-centred digital transformation: How to align your initiatives with the goals you want to achieve
- Finding your allies: Leveraging partnerships with academia, industry and cross-agency experts to inform approach to digital transformation
- The end-state is dead, so what needs to change in the way you approach innovation?
- Driving meaningful and sustainable value for both public sector employees and the citizens they serve.
- Managing, supporting, and embracing diversity within a new hybrid workforce
- Training and upskilling leaders to support employees and teams: Remote and On-premise: Remote and On-premise
- New strategies to improve performance management and employee coaching

Stephanie Bush, *Regional Director, Human Resources, Maritimes Region, Fisheries and Oceans Canada*

Glenn Chamberlain, *Regional Director, Human Resources (Atlantic Region), Public Services and Procurement Canada*

Valerie Kelly, *Director of Digital Transformation, Government of New Brunswick*

Panel Discussion:
Technology and AI in Government: The Next Stage of Evolution

- Exploring new tech and AI: what are the practical applications in government?
- Team management and leadership capability requirements: pre vs post pandemic
- Making the best use of AI: deciding when to automate and when to augment: factors that should drive your decisions
- How does the new tech stack map to your priorities?

Todd Brown, *Director-Strategic Initiatives, Public Safety and Field Communications Division, Government Services Branch, Nova Scotia Department of Internal Services*

David A. Wilson, *Director, Provincial 911*

Gerald A. Post, *Executive Director Renewable Resources, Nova Scotia Natural Resources and Renewables*

1:20pm AT

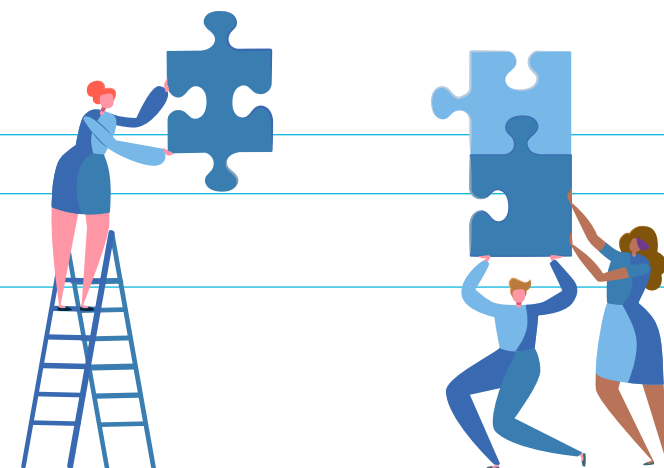
Networking Lunch Break on the Exhibition Showfloor

2:20pm AT

Government Keynote:
Collaborative Approaches to Innovation: Building a Better Citizen Experience Together

2:40pm AT

Platinum Partner Session



3:00pm AT

Fireside Chat:



The Fundamentals for the Creating a Sustainable and Integrated Public Service for All

- Aligning priorities for a coordinated approach to transformation initiatives that unify projects, products, capabilities
- Increasing the productivity of the public service: empowering our workforce with improved processes and policies
- Deploying modern and accessible workplace tools and devices to support better service delivery and experience for all involved

April Howe, EMBA, Deputy Minister, Department of Fisheries & Aquaculture, Government of Nova Scotia

3:20pm AT

Platinum Partner Session:

Privacy by Design: Safeguarding Digital Transformation with Robust Cyber Solutions

3:40pm AT

Panel Leaders' Vision:



Setting Priorities to Develop Innovative Thinking and Practices

Stephanie Carter, Executive Director - Project and Advisory Services, Finance and Treasury Board, Government of New Brunswick

Scott McKenna, Chief Information Officer, Health Canada and Public Health Agency of Canada

Robert E. Bourgeois, CPA, CA, Executive Director, Government Accounting, Nova Scotia Department of Finance and Treasury Board

4:10pm ET

Closing Remarks from the Chair

4:20pm ET

Networking Drinks

REGISTER TODAY



Thank You to Our Partners

Platinum



Marketing Partner



For partnership opportunities, contact [Andrew Cowan](#) for more information.

