



Public Sector Innovation Show Atlantic

Driving Collaboration and Change in Atlantic
Canada Public Sector



Tuesday, April 26, 2022
The Halifax Marriott | 8am AT



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



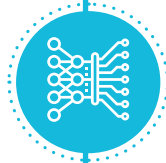
Explore the emerging technologies enabling faster, safer and more efficient operations across the public sector in the Atlantic region



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



JOHN ARIYO
 Director, Equity and Engagement, Department of Health and Wellness
Government of Nova Scotia



WAYNE SUMARAH
 Chief Executive Officer
Digital Nova Scotia



TRAVIS BERGEN
 Associate Deputy Minister, Finance and Treasury Board
Government of New Brunswick



NATALIE BORDEN, B.SC. (PHARM)
 Senior Executive Director, Client Services and Contract Administration, Department of Health and Wellness
Government of Nova Scotia



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



KELTIE JAMIESON
 Sessional Instructor, Former CIO in Public Sector
University of Toronto and Dalhousie University



SCOTT MCKENNA
 Chief Information Officer
Health Canada and Public Health Agency of Canada



STEPHANIE CARTER
 Executive Director – Project and Advisory Services
Finance and Treasury Board, Government of New Brunswick



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
Emergency Management Office, Department of Municipal Affairs & Housing



LEE BURRY
 Director, Performance & Continuous Improvement, Department of Education & Early Childhood Development
Government of New Brunswick



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



DESIREE CARTER
 Director, IoT Smart Cities
Rogers for Business



ROBERT E. BOURGEOIS, CPA, CA
 Executive Director, Government Accounting
Nova Scotia Department of Finance & Treasury Board



CHRIS ROBERTSON
 Director, Public Sector Canada
Salesforce



GERALD A. POST
 Executive Director Renewable Resources
Nova Scotia Natural Resources and Renewables



LOUISE ADONGO
 Executive Director
Inspiring Communities



JOHN COUZENS
 Managing Director for the Public Sector
Google Cloud



ALEXANDRA MCCANN
 Executive Director
ONSDIE



CLAUDIA CYR
 Vertical Lead, Government
Samsung Canada Samsung



TODD WILSON
 Chief Strategist
Red Hat Canada



HENRY FONG
 Partner, Digital Solutions
MNP Digital



GEOFF FLOOD
 Associate and Technology Advisory Leader
MNP Digital



MARK SCHWARTZ
 Enterprise Strategist
AWS



GRAHAM MACDOUGALL, UXMC
 Senior Consultant
Barrington Group



KEVIN LONERGAN
 Senior Strategy Manager
Telus



KEVIN FARELLY
 Public Sector, Sales Leader
Palo Alto Networks

8:00am AT Registration

9:00am AT Welcome from the Public Sector Network

9:10am AT **Welcome from the Chair**
Mark Schwartz, Enterprise Strategist, **AWS**
Alexandra McCann, Executive Director, **ONSIDE**

9:30am ET Opening Address:
Our Future Is Digital: The Role of Technology for Economic Growth

- Driving Innovation: The vital role technology plays across all sectors of the economy as a driving force for business resilience and scalability
- Changing perspectives: Removing the barriers between the digital economy and the economy as a whole, sharing the successes of digital adoption, and innovative career-building programs
- Stronger Together: The positive response of the Government to support digital transformation and innovation, and the path forward

Wayne Sumarah, *Chief Executive Officer, Digital Nova Scotia*

9:50am AT Government Keynote:
 **Transforming the Institution**
Travis Bergin, *Associate Deputy Minister, Finance and Treasury Board, Government of New Brunswick*

10:10am AT Platinum Partner Session:
10X Thinking for the Public Sector

- Join John Cousens, Managing Director for the Public Sector at Google Cloud for “10X Thinking for the Public Sector.” In this 20-minute session, earn more about the Google Cloud solutions set to transform digital experiences in the public sector for all constituents. Learn how Google Cloud partners with organizations to disrupt the status quo, launching new services to deliver 10X impact in just weeks instead of months or years. In this session, we’ll share success stories, best practices, and key learnings that will help you build more resilient, user-focused online communities that meet your constituents exactly where they are.

John Cousens, *Managing Director, Public Sector Canada, Google Cloud*

10:30am AT Government Keynote:
 **How Diversity Helps to Drive Innovation and Why it is Critical in Public Sector**
Alexandra McCann, Executive Director, **ONSIDE**

10:50pm AT Refreshment Break



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

SPECIALIST TRACKS

Digital & CX Track

Technology Track

11:10am AT

Welcome from the Track Chair

Graham MacDougall, UXMC, *Senior Consultant, Barrington Group*

Welcome from the Track Chair

John Cousens, *Managing Director, Public Sector Canada, Google Cloud*

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:

Implementing Enterprise Architecture in the Public Sector: Why, who, and how?

- Why the public sector needs enterprise architecture
- Where to begin
- Understanding risks and mitigations
- Investing to sustain the application portfolio health and managing technical debt
- How best to collaborate, communicate, and connect to achieve shared goals

Keltie Jamieson, *Sessional Instructor, Former CIO in Public Sector, University of Toronto and Dalhousie University*

11:40am AT

Gold Partner Session:

Personalizing Digital Experiences to Engage and Empower Citizens

Chris Robertson, *Director, Public Sector Canada, Salesforce*

Gold Partner Session:

The Changing Face of Digital Collaboration, Working Together to Shape the Future of Cities

Desiree Carter, *Director, IoT Smart Cities, Rogers for Business*

12:00pm AT



Government Keynote:

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

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

- Articulating a measurable (and engaging) strategy
- Establishing a data-driven culture within your organization
- Leveraging the right data (and resources) to drive the biggest results
- Utilising available data to understand trends, operations, and uncover vital insights to make informed decisions
- The power of partnerships: exchanging data across government departments, with external partners and trusted institutions

Lee Burry, *Director, Performance and Continuous Improvement, Department of Education and Early Childhood Development, Government of New Brunswick*

SPECIALIST TRACKS

Digital & CX Track

12:20pm AT

Gold Partner Session:

How to Map the Citizen Journey for Success

- By leveraging the design thinking methodology, you can better understand users needs.
- How do we go from theory to practice? Use an 'art gallery' approach.
- Referencing a real-world example, we share how you can adopt this process to enhance your citizen-centric projects.
- Bad projects are not a technology issue, it's a people issue. Build the right team and you will produce a successful product.



Geoff Flood, *Associate and Technology Advisory Leader, MNP Digital*
Henry Fong, *Partner, Digital Solutions, MNP Digital*

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*

1:20pm AT

Closing Remarks from the Track Chair

Graham MacDougall, *UXMC, Senior Consultant, Barrington Group*

1:25pm AT

Networking Lunch Break on the Exhibition Showfloor

Technology Track

Gold Partner Session:

The New Operating Model: Containers, Cloud and DevOps are Creating New Demands on Operations

Join Todd Wilson, Chief Strategist at Red Hat, to learn about industry best practices and how your team can meet challenges in the new digital delivery world, including:

- Why the "old way" operations no longer meets the needs
- What are the options, How do we scale?
- How do roles and responsibilities change?
- What does a journey to a now operating model look like?

Todd Wilson, *Chief Strategist, Red Hat Canada*

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, Emergency Management Office, Department of Municipal Affairs & Housing*

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

Keltie Jamieson, *Sessional Instructor, Former CIO in Public Sector, University of Toronto and Dalhousie University*

Claudia Cyr, *Vertical Lead, Government Samsung Canada, Samsung*

Closing Remarks from the Track Chair

John Cousens, *Managing Director, Public Sector Canada, Google Cloud*

2:25pm AT



Government Keynote:

Collaborative Approaches to Innovation: Building a Better Community Experience Together

John Ariyo, *Director, Equity and Engagement, Department of Health and Wellness, Government of Nova Scotia*

2:45pm AT

Platinum Partner Session:

Security as a Key Enabler for Digital Government.

Martin Farrelly, *Public Sector, Sales Leader, Palo Alto Networks*

3:05pm 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

Louise Adongo, *Executive Director, Inspiring Communities*

Natalie Borden, B.Sc. (Pharm), *Senior Executive Director, Client Services and Contract Administration, Department of Health and Wellness, Government of Nova Scotia*

3:25pm AT

Platinum Partner Session:

Ransomware realities, impacts, and controls: Insights from the TELUS Canadian Ransomware Study

Kevin Lonergan, *Senior Strategy Manager, Telus*

3:45pm 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*

4:15pm AT

Closing Remarks from the Chair

Alexandra McCann, *Executive Director, ONSIDE*

4:25pm AT

Networking Drinks



Thank You to our Partners



Diamond



Gold



Silver



Exhibitor



Marketing Partner

