



Canada

2022 Community Prospectus **Cyber Security & Risk Management**

Adapting for a More Resilient
Enterprise in the Next Normal

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Cyber Security & Risk Management Adapting for a More Resilient Enterprise in the Next Normal

Data is increasingly becoming the world's most important currency. The Canadian government's Cyber Security Strategy is currently investing over \$500 million to strengthen Canada's cyber security defenses and improve coordination with other governments across Canada.

Governments are being asked to drive change and become more agile and innovative in their public service to citizens. Innovation is achieved when data is unlocked and trusted people collaborate to leverage the data creatively and efficiently through technology. While this convergence is promising, it also marks the point of greatest vulnerability for public sector organizations: driving cyber and security risk to an all-time high. It is necessary to address cyber vulnerabilities before an event occurs to ensure a culture of vigilance and develop safer networks.

Get involved with our Cyber and Risk Management community and take them on your journey and educate them about best practice protection, detection and resilience. By showcasing your solutions as a partner at Public Sector Network's Cyber Security & Risk Management 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

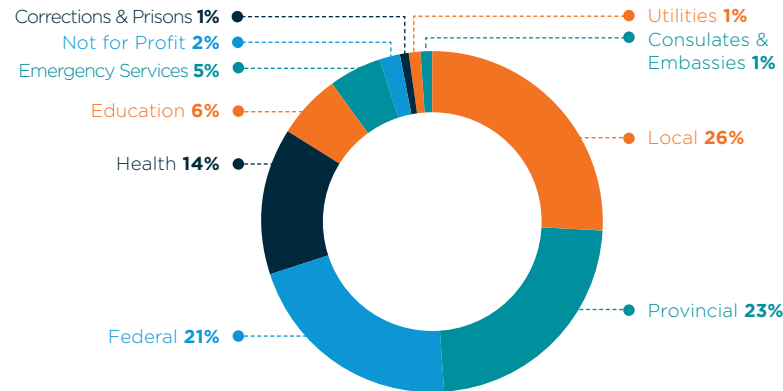
6,500+ Contacts

JOB FUNCTION BREAKDOWN

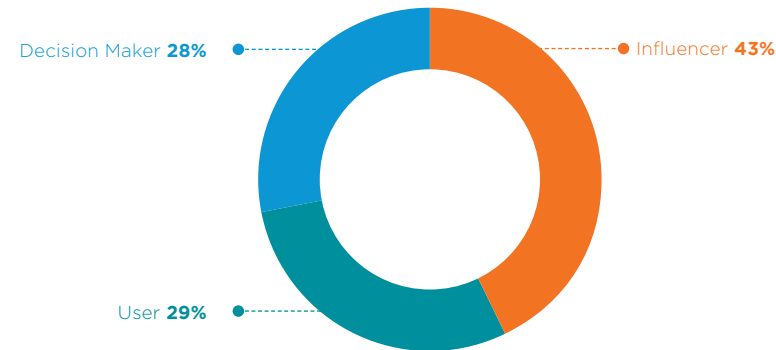
- Cyber Security
- Risk Management
- Securing Networks
- Endpoint Protection
- Privacy Management
- Information Management
- Information Communications Technology (ICT)
- Enterprise Architect
- Network Architecture
- Cloud Infrastructure

30%
are actively exploring new technologies & solutions

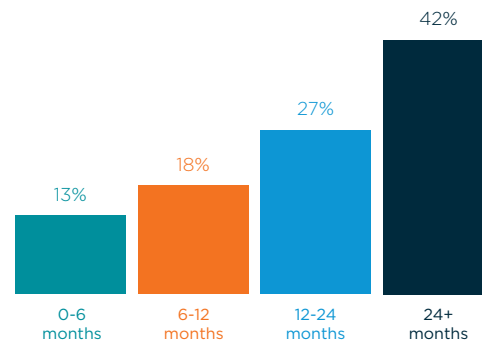
TIER OF GOVERNMENT



ATTENDEE ROLE

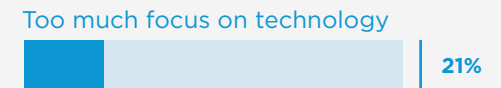
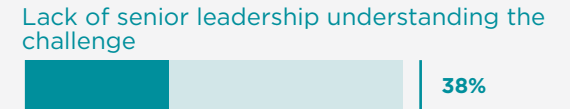
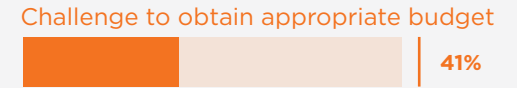


INVESTMENT TIMEFRAME

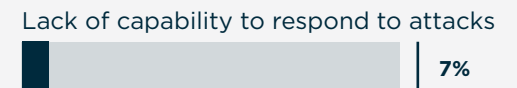
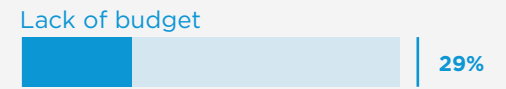
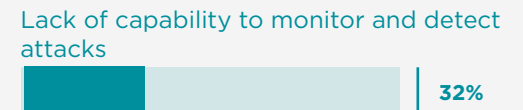
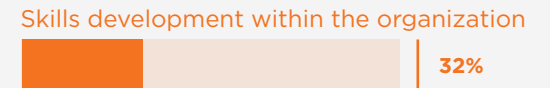


Audience Polling

What do you see as the most challenging aspect of implementing effective cyber security for the government?



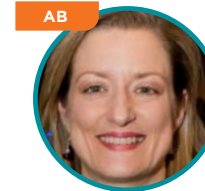
What is your biggest barrier to reaching improved cyber security?



Snapshot of Key Accounts & Speakers 2021

ORGANIZATIONS

Alberta Health Services	Infrastructure Canada
Atlantic Canada Opportunities Agency	Innovation, Science and Economic Development Canada
Bank of Canada	Justice Canada
Canada Revenue Agency	Manitoba Emergency Measures Organization
Canada School of Public Service	Metrolinx
Canadian Centre for Cyber Security	Ontario Ministry of Labour, Training and Skills Development
Canadian Digital Service	Natural Sciences and Engineering Research Council Of Canada
Canadian Nuclear Safety Commission	Nova Scotia Government
City of Edmonton	National Security and Intelligence Review Agency
City of Kingston	Office of the Auditor General of Alberta
City of Leduc	Ontario Health
City of Lethbridge	Ontario Provincial Police
City of Oshawa	Provincial Security & Intelligence Office (Alberta)
City of Pickering	Public Service Commission of Canada
City of Red Deer	Royal Canadian Mounted Police
City of Saint John	Information and Communications Technology Council
City of Toronto	Service Alberta
Department of Finance Canada	Shared Services Canada
Department of National Defence	Social Development and Poverty Reduction
Edmonton Transit Service	Statistics Canada
Elections Ontario	Toronto And Region Conservation Authority
Export Development Canada	Transport Canada
Fisheries and Oceans Canada	Treasury Board of Canada Secretariat
Ontario Government Services Integration Cluster	
Immigration, Refugees and Citizenship Canada	
Indigenous Services Canada	



MICHELLE DESNOYERS
Corporate Information Security Officer
Alberta Pensions Services Corporation



HARVINDER SINGH DHAMI
Senior Cyber Security Specialist, CIRA, Corporate Information Security Office, Financial & Corporate Services, Open City & Technology
City of Edmonton



HANI MANSI
Corporate Information Security Officer, Corporate Information Security Office, Financial & Corporate Services | Open City & Technology
City of Edmonton



BILLY MA
Director, Information Security Management,
Alberta Health Services



DAVE PETERSON
Assistant Deputy Minister for Recovery, Planning & Disaster Risk Reduction Division,
Emergency Management, B.C.



LORI HALLS
Deputy Minister,
Emergency Management BC



JOHANU BOTHA
Assistant Deputy Minister,
Manitoba Emergency Measures Organization



SANDY FADALE
Senior Cyber Security Analyst, Office of the Chief Information Officer, Finance & Treasury Board
Government of New Brunswick



MANEESH AGNIHOTRI
Director of Business Application Resilience, Office of the CISO
City of Toronto



MOHAMMAD QURESHI
Chief Information Officer, Infrastructure Technology Services, Government & Consumer Services
Government of Ontario



JEFF CURTIS
Chief Privacy Officer
Sunnybrook Health Sciences Centre



JOHN ROBERTS
CISO
Ontario Public Service

How We Help

Digital events provide a unique platform for public servants — across different tiers, province, 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.



Very well organized, comprehensive, easy to understand. Gives a wide overview of the subject and helps to consider a different approach to the risk mitigation.

City of Mississauga



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

27 January 2022

Q2: National Insights - Spring Edition

13 April 2022

Q3: National Insights - Summer Edition

28 September 2022

Q4: National Insights - Fall Edition

16 November 2022

Canada Roadshow

Q4: Cyber Security & Risk Management Roadshow

Vancouver

30 November 2022

Edmonton

2 December 2022

Ottawa

6 December 2022

Toronto

7 December 2022

2022 Themes



Cyber Threat Protection



**Integration of Governance,
Risk and Compliance**



**Incident Response and
Recover**



Cyber Security Analytics



Cyber Security & Risk Management Virtual Events

National Audience

CANADA: 27 Jan | 13 Apr | 28 Sep | 16 Nov

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
AVAILABILITY	1	1	1	2
 EVENT CHAIR	Elevate your brand as the event chair, introducing all speakers, and delivering closing remarks	-	-	-
 KEYNOTE PRESENTATION	Provide the opening keynote address (15 minutes)	Elevate your brand with the first partner speaker slot (15 minutes)	-	-
 SPOTLIGHT PRESENTATION	-	-	Elevate your brand with the second partner speaker slot (15-minutes)	-
 PANEL INVOLVEMENT	Moderate the closing panel discussion	-	-	Influence the conversation by participating on the closing panel discussion
 DEMAND GENERATION	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
 BRANDING	Sponsor's logo identified as Event Chair Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Platinum Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Gold Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Silver Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 MARKETING	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)
 RESOURCES	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
 SPOTLIGHT INTERVIEW	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	-
 CONTENT	<ul style="list-style-type: none"> Post-show Report Exclusive branding & promo of event insights 	<ul style="list-style-type: none"> Infographic Co-branded content highlighting key polling statistics 	<ul style="list-style-type: none"> Infographic Co-branded content highlighting key polling statistics 	-
PRICE	\$17,500	\$15,000	\$10,000	\$7,500



Cyber Security & Risk Management Roadshow

Vancouver	Edmonton	Ottawa	Toronto
30 Nov	2 Dec	6 Dec	7 Dec

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 faces, 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

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

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
 SPEAKING	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	-
 ROUNDTABLE	60 min roundtable	60 min roundtable	60 min roundtable	60 min roundtable
 BRANDING	Sponsor's logo identified as Platinum Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Gold Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Silver Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)	Sponsor's logo identified as Bronze Sponsor with active link to sponsor's website carried on the virtual summit landing page, event website and program (PDF)
 LEADS	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
 TICKETS	4 (including speaker)	3 (including speaker)	2 (including speaker)	2 (including roundtable facilitator)
 WISHLIST	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	\$12,500	\$10,000	\$7,500	\$5,000



Great panel. Presenters were concise and displayed mastery over the subject.

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 delivering the right topic to the right audience, pre- and post- production, hosting of 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 two 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.

The chatham house rules peer-to-peer discussion will enable critical updates and enable 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



“

The presentations and selected topics were awesome. The facilitators were also great.

City of Edmonton

“

This was an informative and useful event. PSN has done an excellent job!

City of Toronto

“

An excellent event and line up of speakers.

Alberta Health Services

“

This event provided information that was both timely and relevant.

Town of Northeastern Manitoulin and the Islands

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 BCorp 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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