

Prospectus
**Corporate &
Shared Services**

Reimagining Business Processes to
Enable the Evolving Government

→ [Publicsectornetwork.co](https://publicsectornetwork.co)

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Corporate & Shared Services

Reimagining Business Processes to Enable the Evolving Government

Public Sector service transformation is seen as key to economic recovery following a tumultuous 2020. The Canadian Government is investing to create an agile, digital enabled workforce through the up-skilling of the public sector, including the targeted use of current professional development budgets, and incentivizing technological training. This will better serve Canadian citizens with an advanced, modern digital government and support the growth of the digital and technology sectors across Canada.

The primary function of government is to work better for the people. However to enable citizen-centric service delivery, back office corporate support functions must be modernized to reduce operational cost, mitigate risk and support future innovation. Additionally, in forward-thinking corporate functions, the opportunity exists to pivot corporate services towards a business enabling role: whereby the back office begins delivering strategic, analytical value and continuous improvement capabilities.

To help public sector departments and agencies across Canada transform their shared service function, Public Sector Network has developed a Quarterly event series.

By showcasing your solutions as a partner at Public Sector Network's Corporate and Shared Services 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

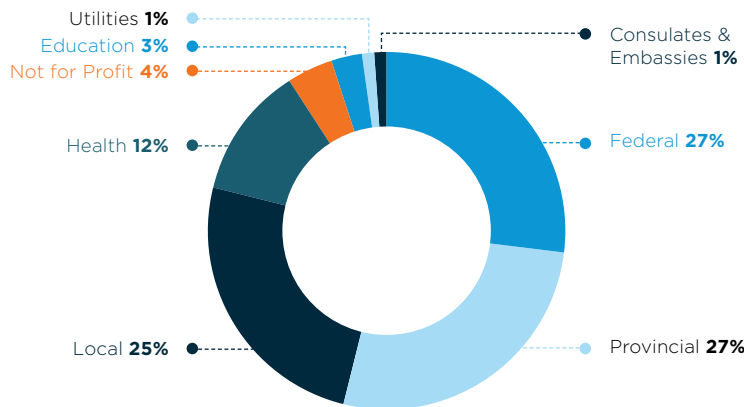
COMMUNITY DATABASE

3,000+ Contacts

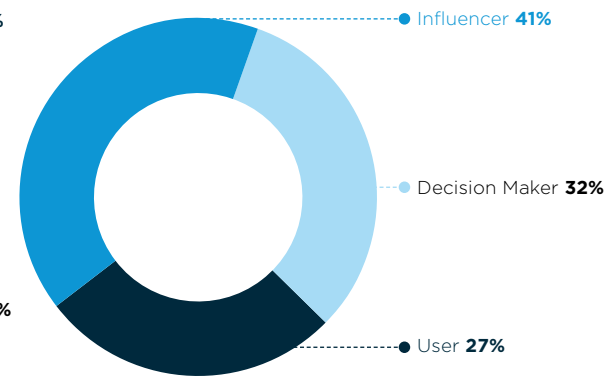
JOB FUNCTION BREAKDOWN

- Procurement
- Shared Services
- Finance Transformation and Analytics
- Supply Chain Management
- Logistics
- Contract Management
- Process Excellence
- Continuous Improvement
- Legal, Risk, Assurance and Governance
- Policy and Reform

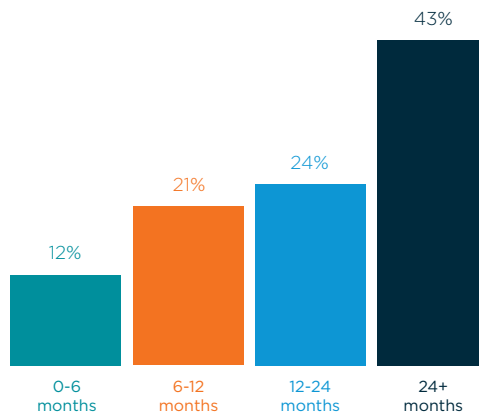
TIER OF GOVERNMENT



ATTENDEE ROLE



INVESTMENT TIMEFRAME

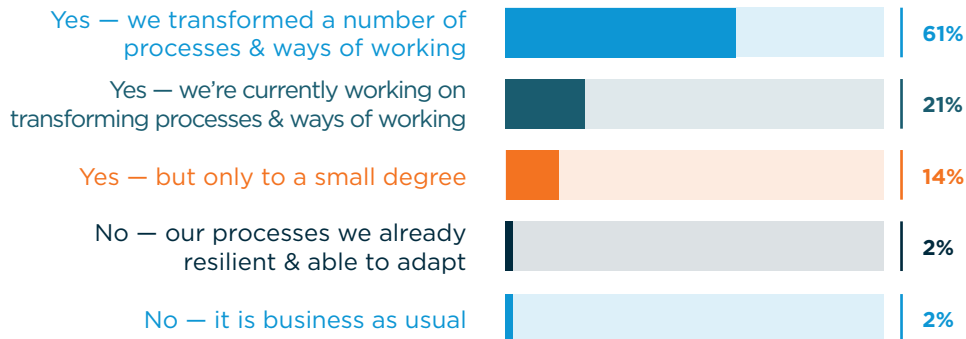


40%

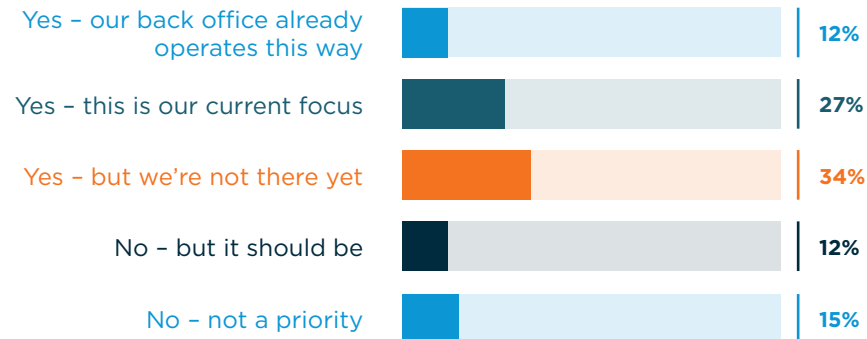
are actively exploring new technologies & solutions

Audience Polling

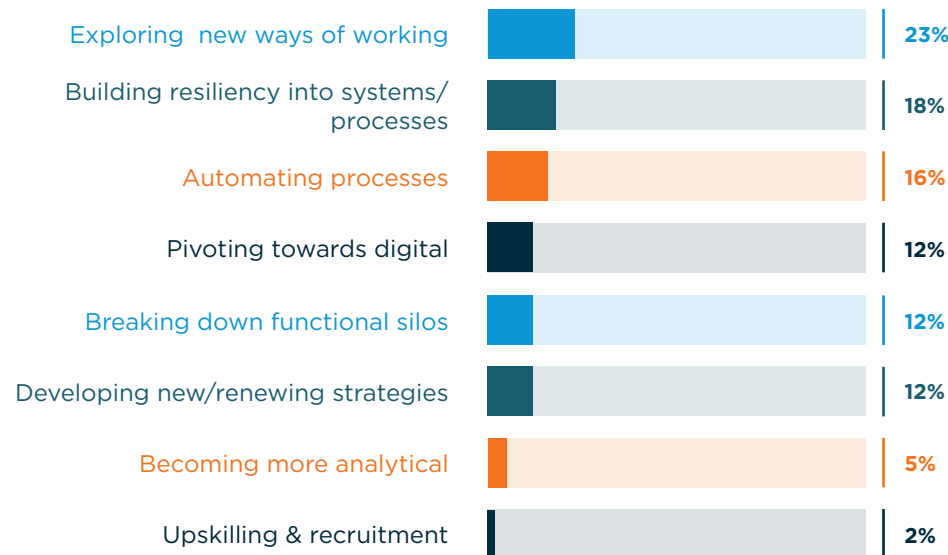
Did the pandemic prompt a rethink of processes and ways of working within your department/function?



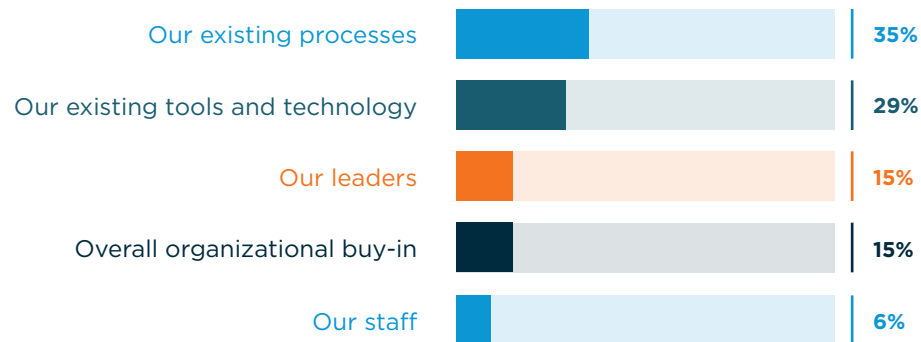
Is shifting away from transactional processes to a more advisory/support role a focus for your back-office function?



What is the biggest priority for your department/function over the next 12 months?



What is your biggest barrier to reaching your process automation goals?



Snapshot of Key Accounts & Speakers 2021

ORGANIZATIONS

Agriculture and Agri-Food Canada	Government of Nova Scotia
Alberta Environment and Parks	Innovation, Science and Economic Development Canada
Alberta Health Services	Manitoba Agriculture and Resource Development
Alberta Urban Municipalities Association	Ministry of Environment and Climate Change Strategy
BC Public Service	Ministry of Finance
British Columbia, Ministry of Citizens' Services	Ministry of Public Safety and Solicitor General
Calgary Emergency Management Agency	Natural Sciences and Engineering Research Council of Canada
Canada Border Services Agency	Ontario Financing Authority
Canada Revenue Agency	Ontario Ministry of Government and Consumer Services
Canadian Heritage	Ontario Ministry of Labour, Training and Skills Development
Canadian Institute for Procurement and Materiel Management	Ontario Northland Transportation Commission
Chartered Institute of Procurement and Supply	Parks Canada
City of Markham	Polar Knowledge Canada
City of Mississauga	Public Procurement Agency
City of Montreal	Public Services and Procurement Canada
City of Vaughan	Regional Municipality of Niagara
Corporate Management Services Branch	Royal Canadian Mounted Police
Department of Enterprise Services	Service Canada
Director General Material Systems and Supply Chain	Shared Services Canada
Elections Canada	Supply Ontario
Employment and Social Development Canada	Technation Canada
Financial Transactions and Reports Analysis Centre of Canada	The Regional Municipality of York
Government & Consumer Services	Town of Orangeville
Government of Newfoundland and Labrador	



ZACHARY WOODWARD
Senior Director, Procurement
Modernization & Continuous
Improvement
BC Public Service



RUTH LAU SEIMERS
Director Procurement
**Ministry of Citizens'
Services British Columbia**



MARK JANES
Director of Procurement
**Government of
Newfoundland & Labrador**



GENEVIEVE BINET
Director General, Enterprise
Transformation
**Canada Border Services
Agency**



PAUL GLOVER
President
Shared Services Canada



RICARDO A. SEOANE
Associate Director, Strategic
Policy Sector, Acquisitions Branch
**Public Services & Procurement
Canada**



TAMARA MCNULTY
Director - Procurement,
Contracting & Contributions
Parks Canada



JOSEPHINE DAHAN
Director, Special Projects
**Treasury Board of
Canada Secretariat**



LORENZO IERACI
Associate Deputy Minister
**Public Services &
Procurement Canada**



KEN KANDEEPAN
Chief Financial and Risk
Officer
Ontario Financing Authority



ANDREW SHOJAIE
Chief of Agile Practices &
Continuous Improvement
City of Montreal



JACINT L. BOUCHER
Director, IT Client Services
Transformation & Modernization
Services
Agriculture & Agri-Food Canada

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.



Thank you for this great session. I realize that to some extent we are all on different journeys with process improvement. This type of forum is excellent to share ideas and connecting with like-wise individuals.

Shared Services Canada

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 - Spring Edition

2 March 2022

Q2: National Insights - Summer Edition

5 May 2022

Q3: National Insights - Fall Edition

13 September 2022

Q4: National Insights - Winter Edition


2 November 2022



Speakers provided great knowledge. I learned a lot about process improvement. It is great to hear about the experiences of our experts, and how they have overcome challenges.

Manitoba Education

2022 Themes



Taking a Whole Government Approach



Leadership and Workforce Management



Process Transformation and Optimization



Strategic Stakeholder Partnering Engagement and Management



Process Excellence and Business Enablement



Corporate & Shared Services Virtual Events

National Audience

CANADA: 2 Mar | 5 May | 13 Sep | 2 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 (Platinum 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

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 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.

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



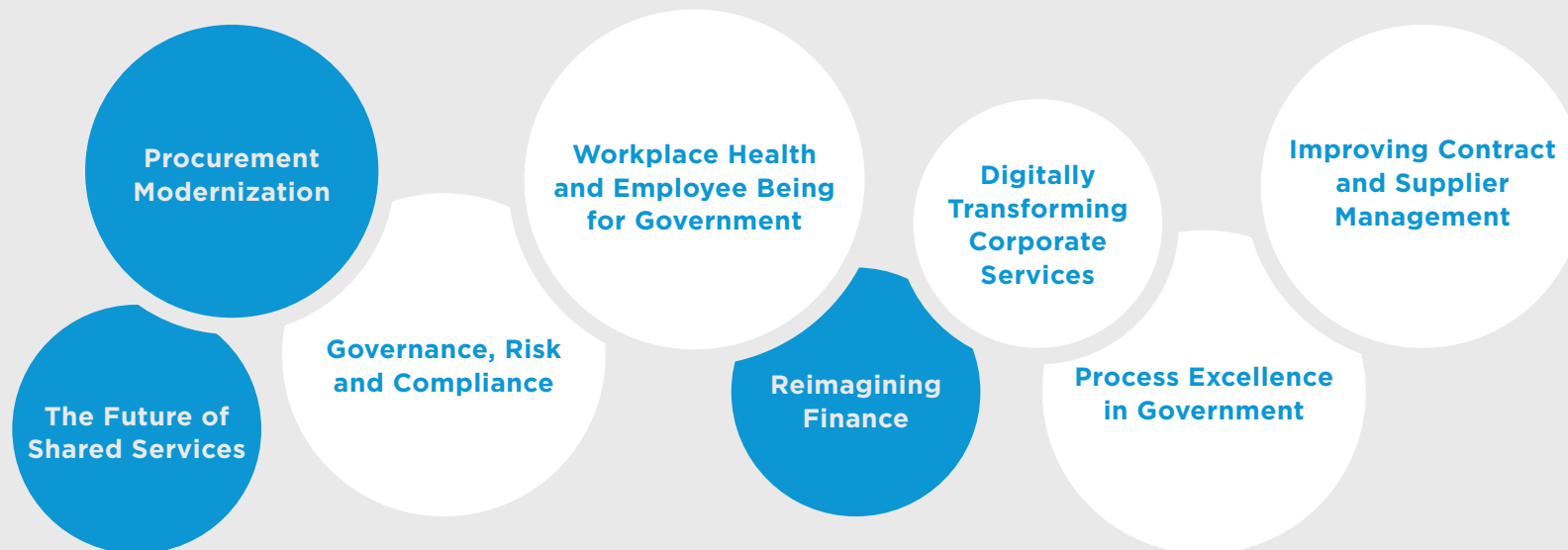
Industry
specific



Invitation
only



Peer-to-peer
discussion



2021 Partners





An excellent range of representatives, backgrounds and experiences on how to build a digitally-enabled corporate service.

The Princess Margaret Cancer Foundation



Amazing, thought-provoking! I have pages of notes to review and digest. I have been messaging my leadership team throughout.

City of Grande Prairie



A great representation of views in the speakers and panelists selected. The organization of the event was excellent. The team at the Public Sector Network were very organized and helpful in ensuring that participants had everything they needed for a successful virtual participation in the event.

Parks Canada

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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