2022 Community Prospectus
Local Government and Municipalities

Transforming to Meet the Demands of Tomorrow

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Local governments are facing multiple new challenges as they adopt and respond to the new post-pandemic reality, as the needs of citizens and stakeholders change in communities across Canada. As the level of government closest to people's daily lives, local governments understand the issues that matter to Canadians — and they have the expertise to deliver results.

The Government of Canada is investing over $17.7 million in municipalities through the COVID-19 Resilience Infrastructure Stream of the Investing in Canada plan. Provincial governments have also increased funding to help deal with fiscal impacts and to ensure the continuation of vital services amid changing constituent demands.

As the closest tier of government to citizens, cities and municipalities are facing a period of significant disruption as they deal with a range of issues including population growth and change, budget constraints, economic recovery and rising demands and expectations on services.

To become future ready, digital transformation for local government is crucial — to embrace new technology, streamline processes, upskill the workforce and increase operational efficiency and resilience.

Get involved in our Local Government 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
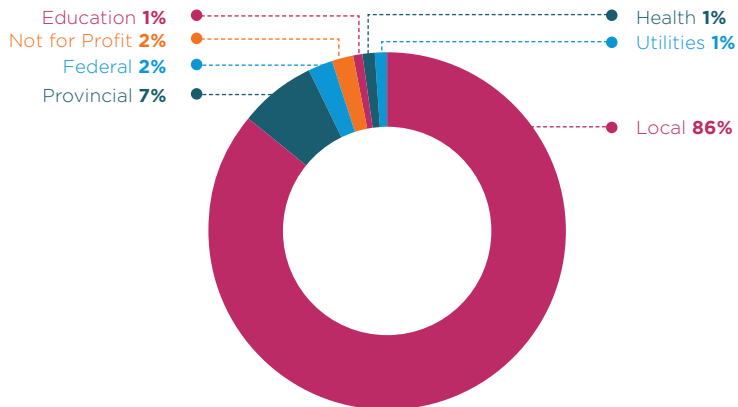
Audience Profile

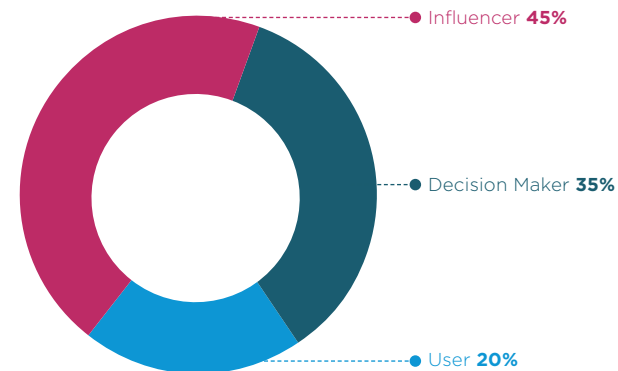## COMMUNITY DATABASE

22,000+
Contacts

JOB FUNCTION BREAKDOWN

- **Data Management and Analytics**
- **Cyber Security**
- **Digital Transformation**
- **Citizen Engagement**
- **Innovation**
- **Strategy**
- **Human Resources**
- **Smart Cities**
- **Procurement**
- **Shared Services**

TIER OF GOVERNMENT

- Education **1%**
- Not for Profit **2%**
- Federal **2%**
- Provincial **7%**
- Health **1%**
- Utilities **1%**
- Local **86%**

ATTENDEE ROLE

- Influencer **45%**
- Decision Maker **35%**
- User **20%**

INVESTMENT TIMEFRAME

- 0-6 months: 12%
- 6-12 months: 22%
- 12-24 months: 29%
- 24+ months: 37%
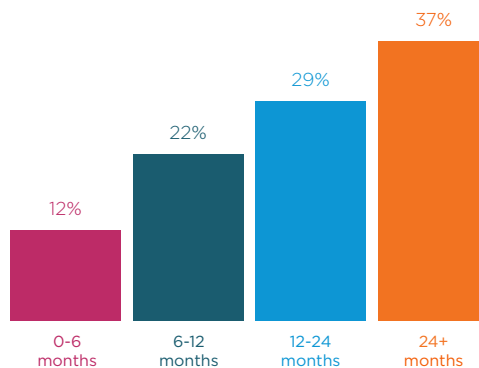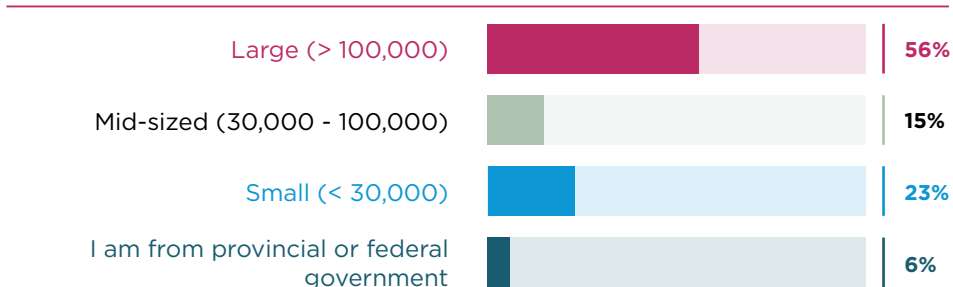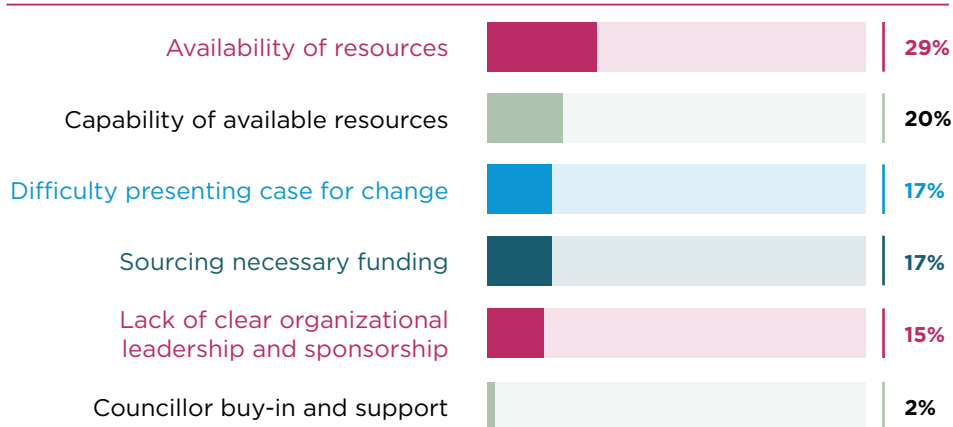
44%

are actively exploring new technologies & solutions

Audience Polling

What size is your municipality?

Category	Percentage
Large (> 100,000)	56%
Mid-sized (30,000 - 100,000)	15%
Small (< 30,000)	23%
I am from provincial or federal government	6%

What challenges are you facing in your customer and technology activities?

Category	Percentage
Availability of resources	29%
Capability of available resources	20%
Difficulty presenting case for change	17%
Sourcing necessary funding	17%
Lack of clear organizational leadership and sponsorship	15%
Councillor buy-in and support	2%

What were the biggest benefits identified in your buy-in case for your program or activities?

Category	Percentage
Improved customer experience	35%
Improved decision-making	23%
Better collaboration and breaking down of organizational silos	18%
Productivity savings	15%
Other	5%
Optimized maintenance spend	2%
Technology/Vendor related cost avoidance	2%

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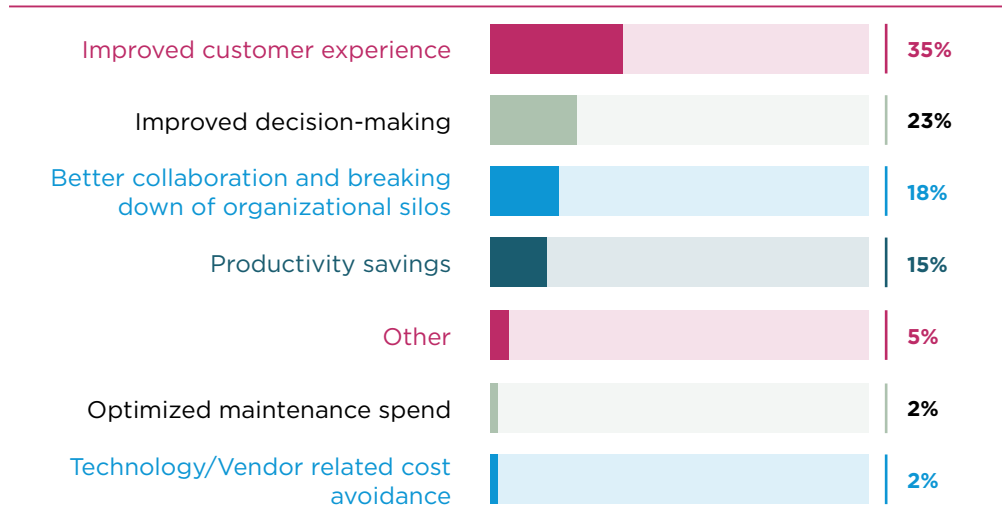
Very informative, a broad range of areas and points of view and position were covered. Very interesting and informative.

Township of Hornepayne

PUBLIC SECTOR NETWORK Certified B Corporation

Snapshot of Key Accounts & Speakers 2021

ORGANIZATIONS

Calgary Emergency Management Agency	Durham Region
City of Barrie	Edmonton Global
City of Burnaby	ESET Canada
City of Coquitlam	Innovation Guelph
City of Edmonton	International Association of Emergency Managers
City of Fort Saskatchewan	Maricopa County, Arizona
City of Guelph	Municipal Property Assessment Corporation
City of Hamilton	Municipality of Grey Highlands
City of Kelowna	Municipality of North Grenville
City of Kitchener	Niagara Region
City of Leduc	Pincher Creek Regional Emergency Management Organization
City of London	
City of Los Angeles	Region of Peel
City of Maple Ridge	Regional Municipality of Halton
City of Montreal	The Corporation of The City of Windsor
City of New Westminster	The Regional Municipality of York
City of Ottawa	Toronto Public Library
City of Stratford	Town of Caledon
City of Toronto	Town of Lincoln
City of Vancouver	Town Of Orangeville
City of Winnipeg	Town of Whitby
Colorado Department of Transportation	University of Alberta
Community Disaster Response Ontario	University of Calgary
Conservation Halton	Warden, Wellington Count
County of Huron	

AB
GORDIE MAH
Chief Information Security Officer
University of Alberta

AB
ROGER LOCKWOOD
Director, Procurement
City of Edmonton

BC
KAREN STEWART
Chief Information Officer
City of Maple Ridge

BC
JAZZ PABLA
Director, Information Services
City of Kelowna

BC
ZHILA PIRMORADI
Lean Six Sigma Program Lead, Engineering Strategy & Standards
City of Vancouver

BC
MARK PAIN
SCMP, Purchasing Manager, Finance, Technology & Police Services
City of Coquitlam

ON
KALYAN CHARAVARTHY
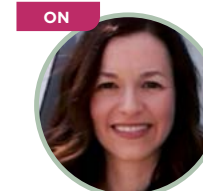Chief Information Officer
Durham Region

ON
ANDREA MCKINNEY
GM Corporate Services
Town of Orangeville

ON
DAVID MESSER
Program Manager Data & Technology, Smart Cities Office
City of Guelph

ON
SILVIA FRASER
Director, Transformation, Workplace Strategies, ModernTO
City of Toronto

ON
NENZI COCCA
Director, HR Systems & Operations
City of Hamilton

QB
ANDRE SHOJAIE
Chief of Agile Practices & Continuous Improvement
City of Montreal

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.

"

I love when presenters speak of their challenges, mistakes, and how they would have done something differently, especially when they can use one or two projects as examples.

Municipality of North Cowichan

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**

19 January 2022

Q2:   **National Insights - Summer Edition**

1 June 2022

Q3:   **National Insights - Fall Edition**

20 September 2022

Q4:   **National Insights - Winter Edition**

8 December 2022

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I found the event professional, informative, and with plenty of experienced good practices.
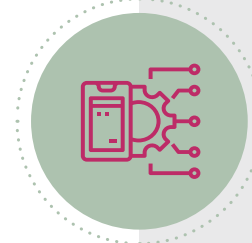
City of Ottawa

2022 Themes

Building Trust and Better CX

Workforces and Wellness

Digital and Data

Operational Efficiency and Resilience

Local Government and Municipalities
Transforming to Meet the Demands of Tomorrow
Virtual Events

National Audience

CANADA: | **20 Jan** | **1 Jun** | **20 Sep** | **8 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
12:10pm 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

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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	• Post-show Report • Exclusive branding & promo of event insights	• Infographic • Co-branded content highlighting key polling statistics	• 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, 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

Improving Customer Experience & Engagement in Local Government

Data & Analytics in Local Government

Improving the Operational Efficiency of Your Municipality

Modernizing the Local Government Workplace

Procurement Excellence for Municipalities

Marketing & Communications for Municipalities

Mitigating Cyber Security Risks in Local Government

Using Technology to Meet Your Customer Needs

2021 Partners

PUBLIC SECTOR NETWORK

ACQUIA

BlackBerry.
Intelligent Security. Everywhere.

Bonfire

BRIGHT PATTERN

CERIDIAN

ENVIRONICS
ANALYTICS

eseT
ENJOY SAFER
TECHNOLOGY™

EY
Building a better
working world

FUJITSU

Kifinti
Solutions inc.
"Never Better"

MNP

nintex

Northeastern University

servicenow.

vmware

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"

I enjoyed the diversity and variety of presentations. It kept the session moving and interesting. Great format.

City of Vancouver

"

Excellent. Presentations were very good. The panel session was excellent, very well thought out questions and responses from the panelists. Valuable and practical examples.

City of Winnipeg

"

Excellent, the information was relevant and the speakers were knowledgeable and well prepared.

City of Richmond

"

Great perspectives, from a wide range of views, which gives a complete picture. Very helpful!

Regional Municipality of Waterloo

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.

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