



3rd Annual

DATA ANALYTICS FOR THE PUBLIC SECTOR SUMMIT

September 13-14, 2023
Old Mill - Toronto

PRESENTING THE 3RD ANNUAL DATA ANALYTICS FOR THE PUBLIC SECTOR SUMMIT

**The only data analytics
event in Canada exclusively
focused on the public sector.**



Data Analytics for the Public Sector Summit

This summit serves as a catalyst for driving large-scale data transformation initiatives within the Canadian public sector through comprehensive analysis of innovative technologies and invaluable insights.

Join us to network with other data executives within the public sector and source new learnings that will improve your data framework and analytics strategies. This will help enhance your service delivery, ensure the security of public data, and strengthen your overall organizational effectiveness.

Dataanalyticspublicsectorsummit.com



What to Expect

Step out of your comfort zone and fully engage in the experience!



Keynote Panels

Insightful presentations from industry leaders and experts:

- Gain a comprehensive overview of current data trends
- Explore emerging technologies
- Take away strategic insights

Leave with valuable knowledge to drive innovation and stay ahead in your field.



Case Studies

Data specific real-world examples and practical applications:

- Discuss successful projects
- Uncover innovative approaches
- Hear lessons learned

Apply best practices to overcome challenges and achieve desired outcomes.



Q&As

An interactive platform at the end of every session for direct engagement with speakers:

- Seek clarification and delve deeper into topics
- Gain personalized insights and advice
- Source answers to all of your questions

Foster a deeper understanding to enhance your learning and knowledge acquisition.



Roundtables

Informal yet focused discussions with other industry experts:

- Exchange ideas and network with peers
- Collaboratively address key challenges
- Identify new opportunities within your field

Nurture meaningful connections, collective learning, and problem-solving.



Speed Networking

A fun and fast-paced icebreaker:

- Expand your professional connections
- Open doors to new collaborations
- Build community with a diverse group of industry leaders

Cultivate professional relationships, growth, and the exchange of knowledge.

**Take part in the biggest Public Sector
Data Event in Canada for 2023**



Speaker Preview



... AND MANY MORE!



UMA GOPINATH
Chief Information
Officer



ERIC KOLACZYK
Director, Computational &
Data Systems Initiative



ROB DAVIDSON
Director, Data Science



**ROBERTA
FERNELL**
Director of IT



ANEESH JOSHI
Director Technology Advisory,
Commercial Advisory &
Strategy



ROZITA DARA
Associate Professor



**CHRISTOPHER
VALIQUET**
Director GC Data
Community



SASHA FAY
Director of Digital
Analytics



CAROL WILSON
Director of Advanced
Analytics



ANNA WONG
Director Digital Talent
Development



CORY RUSSELL
Director, Population
Health Data Strategy and
Implementation



AHMED SHALABY
Director, Data
Authority



JARED ADAMS
Sr. Director,
Performance



YURI LEVIN
Professor of Management
Analytics, Smith School
of Business



PASCAL TYRRELL
Director of Data
Science, Associate
Professor





Who Attends?



AGENDA - DAY 1

Wednesday, September 13, 2023

Please note that all times listed are EDT (-4:00 UTC).

7:45 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

- Start your day off right and connect with **big data leaders**.
- Get to know your **industry peers** and colleagues over a delicious breakfast.
- Source practical tips, discuss **best practices** and prepare for the day ahead.

8:45 AM OPENING COMMENTS FROM YOUR HOST

Gain insight into today's sessions so you can get the most out of your conference experience.

Rob Davidson, Director, Data Science, **Information and Communications Technology Council (ICTC)**

9:00 AM KEYNOTE PANEL: DATA-DRIVEN CULTURE

Creating and Executing a Data-Driven Culture in the Public Sector

The volume of data that governments, businesses, and Canadians produce is growing exponentially, animated by digital technologies. Your organization's data has the power to enable the government to make better decisions, design better programs, and deliver more effective services. Take away specific solutions to:

- Ensure your workforce has the skills and tools it needs to ethically and securely leverage data to support the public good.
- Discover best practices to reach a mutual understanding between all departments.
- Optimize data collection and unlock the value of your data to provide better services.

Amplify a collaborative data culture within your organization to drive positive results for the public good.

Christopher Valiquet, Director GC Data Community, **Canada School of Public Service**

Josian Edmond, Associate Director, Data and Analytics Centre of Excellence, **Canadian Blood Services**

Stefano Tiranardi, Senior Director, Canada's Leader of Sales Engineer Management, **Splunk**

Rob Davidson, Director, Data Science, **Information and Communications Technology Council (ICTC)** **MODERATOR**

9:45 AM KEYNOTE CASE STUDY: DATA SKILLS

Empowering Data Skills for the Digital Era

In the rapidly evolving landscape of the digital era, data has emerged as a powerful catalyst for driving innovation, efficiency, and success across industries. The session "Empowering Data Skills for the Digital Era" is dedicated to equipping individuals and organizations with the essential data skills required to harness the full potential of data. This presentation will delve into key concepts, tools, and strategies to empower the audience in their data-driven endeavors, fostering a data-literate culture and enabling informed decision-making to thrive in the digital age.

Uma Gopinath, Chief Information Officer, **Metrolinx**

10:15 AM INDUSTRY EXPERT: LOGICAL DATA ARCHITECTURE

How to Modernize Data Analytics with an AI-Driven Logical Data Architecture

Canadian government agencies are rapidly modernizing their legacy data analytics systems with cloud-equivalents. But such data transformations are fraught with delays, cost escalations, and resources constraints, resulting in reduced or delayed citizen services. So, how can the agencies mobilize their cloud strategy without hiccups.

Logical data architecture delivers on the promise to enable IT teams to initiate, advance, and complete the cloud transformation at their own pace, while simultaneously enabling citizen-facing front office teams with uninterrupted data availability and use. Further, logical data architectures now utilize AI-driven processes to automate manual tasks, thus accelerating the transformation to the cloud. Gain key insights into:

- The logical data architecture - what it is, and why IT teams should adopt it as the basis for modernization
- How the logical architecture decouples IT's need to transform to the cloud (in their timeline), while enabling the front office teams with uninterrupted data
- Examples of agencies that have successfully adopted the AI-driven logical data architecture

Drive modernization with Logical Data Architecture

Etienne Pelletier, Data Virtualization Expert, **Denodo**

AGENDA - DAY 1

Wednesday, September 13, 2023

10:45 AM SPEED NETWORKING!

Make Meaningful Connections to Move your Organization & Career Forward

Grow your network by meeting like-minded individuals to share your latest ideas and projects with:

- Enjoy a quick icebreaker, exchange LinkedIn information, and **build lasting business relationships**.
- Achieve your conference networking goals in a **fun and agile fashion**.
- **Join a community** of data leaders and gain invaluable support.

11:15 AM EXHIBITOR LOUNGE: VISIT BOOTHS & SOURCE EXPERTISE

- Explore the **latest technologies** and strategies with our industry's leading sponsors.
- Share your challenges with the **biggest innovators** in the business.
- Schedule **one-to-one private meetings** for personalized advice.

11:45 AM CASE STUDY: INTEGRATED ANALYTICS

The Evolution of Analytics at Canada Post: Going Beyond Prediction

Canada Post is committed to being a data driven business and over the past several years the Advanced Analytics team has focused on descriptive analytics (what happened) and predictive analytics (what will happen). Recently we have increased our analytics maturity by including prescriptive analytics with scenario planning and simulations. Our next goal is to go beyond even prescriptive analytics into a fourth level called integrated analytics. In this presentation, we will:

- Explain the evolution of descriptive, predictive, prescriptive, and integrated analytics.
- Provide examples of recent projects at each maturity level.
- Discuss how to provide tools to seamlessly guide business decisions with ML/AI.

Discover the future of integrated analytics and enhance your analytic maturity.

Carol Wilson, Director, Advanced Analytics, **Canada Post Corporation**

12:15 PM INDUSTRY EXPERT: OPENAI

Leveraging OpenAI for Informed Public Policy

In today's rapidly evolving landscape, data-driven insights have become a cornerstone of effective public policy decisions. This session aims to equip current public sector organizations with the tools and knowledge to harness the transformative potential of generative AI in shaping a better future for society. Take away key insights into:

- Informing Better Public Policy Decisions: Explore how AI-driven analytics and advanced machine learning models provide deeper insights and evidence-based information, enabling policymakers to make more informed and impactful decisions. We will present Adastra's success stories and use cases to demonstrate how OpenAI has successfully empowered policymakers to address complex societal challenges and drive positive change.
- Prioritizing Data Protection with OpenAI: As we leverage the benefits of AI, data protection becomes paramount. In this event, we will emphasize the importance of safeguarding sensitive information when utilizing OpenAI. Gain insights into best practices and robust frameworks to ensure the responsible and secure integration of AI technologies in the public sector. Learn how Adastra's expertise in data security helps protect public interests while leveraging the full potential of OpenAI.
- Governance of OpenAI in the Public Sector: Effectively governing the usage of AI is essential for responsible adoption. Our presentation will delve into creating comprehensive governance models for OpenAI. Understand how to set clear guidelines, define roles, and establish monitoring mechanisms to ensure transparency and accountability. By learning from real-world implementations, attendees will be equipped to navigate considerations and challenges associated with AI deployment.

Empower yourself with the knowledge and expertise needed to leverage AI responsibly and ethically, to foster positive societal changes for generations to come.

Kevin Harmer, Chief Cloud Officer, **ADASTRA**

12:45 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

- Meet interesting speakers and pick their brains on the **latest industry issues**.
- **Expand your network** and make connections that last beyond the conference.
- Enjoy great food and service while engaging with your **big data colleagues**.

1:45 PM EXHIBITOR LOUNGE: VISIT BOOTHS & WIN PRIZES

- Browse through different sponsor booths and **test drive new technology**.
- Enter your name for a chance to **win exciting prizes**.
- Take advantage of **event-specific offers** and special content.

AGENDA - DAY 1

Wednesday, September 13, 2023

2:00 PM AFTERNOON KEYNOTE PANEL: DATA GOVERNANCE

Best Practices for Design and Delivery of Data Governance Framework for Safeguarding Public Data

Data Governance has been thrust into the spotlight in recent years, highlighting its highly complex and ongoing nature. Establishing a solid governance framework is essential to uphold the highest quality and ethical standards in the procurement and handling of data, playing a crucial role in your organization's success. Develop a blueprint to:

- Define goals for minimizing risks, establishing internal data use rules, and implementing a robust compliance strategy.
- Form clear data governance roles and leverage innovative technology tools to support your governance program's evolution and achieve compliance objectives.
- Prioritize data quality and implement a central control mechanism to reduce costs in data management and enhance efficiency by enabling process and data reuse.

Bolster your governance framework to ensure the highest ethical standards of data management.

Jared Adams, Sr. Director, Performance, Data, Engagement & Communications, **Innovation, Science and Economic Development Canada**

Jim Barnett, Team Lead, **Shinydocs**

Rob Davidson, Director, Data Science, **Information and Communications Technology Council (ICTC)** MODERATOR

2:30 PM CASE STUDY: HIGHER EDUCATION

Enabling Data Analytics in the Public Sector – McGill's CDSI

Universities have an important role to play in helping to enable data analytics in the public sector, through a unique combination of education and research. McGill's Computational and Data Systems Initiative (CDSI) is a key element of the University's approach to efficiently and effectively meeting challenges posed by this role, with a mandate to connect, complement and, ultimately, amplify the rich ecosystem of McGill investments at the nexus where computing, data, and systems meet – particularly around data science and AI. Gain insights into the diverse mechanisms leveraged by CDSI for success, often working outside the traditional academic toolbox, including:

- A spectrum of data science training programs,
- A multi-unit hub for offering data science solutions, and
- A tiered research-to-action incubation program, with student experiential learning opportunities and prospects for external partnerships integrated throughout.

Eric Kolaczyk, Director, Computational & Data Systems Initiative, **McGill University**

3:00 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT INDUSTRY EXPERTS

- Enjoy **exclusive sponsor demos** and experience the next level of big data innovation firsthand.
- Meet one-on-one with leading solution providers to **discuss organizational hurdles**.
- **Brainstorm solutions** and gain new perspectives and ideas.

3:30 PM CASE STUDY: AGRI FOOD

Data and Artificial Intelligence for Food

With the rapid growth of population and the increasing demand for food worldwide, there's a growing interest to use digital technologies such as Internet of Things (IoT), artificial intelligence, and robotics to improve agriculture and food production and sustainability. This requires data collection, large amounts of data in many of the applications, from diverse data sources in the food supply chain and effectively integrating, processing, and using them to improve practices and decision making.

- Review the challenges that prohibit effective use of data and digital technologies in the food supply chain and potential solutions.
- Consider design thinking mindset and the need for engaging diverse stakeholders.

This talk presents several case studies on how data and digital technologies can be used responsibly and effectively to build a more resilient food supply chain.

Dr Rozita Dara, Associate Professor, **University of Guelph**

AGENDA - DAY 1

Wednesday, September 13, 2023

4:00 PM CASE STUDY: SYSTEM INTEGRATION

Newell System Integration Project (NSIP): A Journey of a Lifetime

The County of Newell has worked towards a common vision of digital transformation designed to improve the way we work and deliver services to our constituents for over a decade. This has been a journey of learning how to develop an automated and integrated group of systems, of fostering a culture of governance and innovation, and being rewarded with easily accessible data that can tell the County's story. Share in our learned experience related to:

- Building a strong foundation.
- Leveraging automation and integration to boost service capacity and add value to service delivery.
- What to do once you arrive (the myth).

Roberta Fernell, Director of IT, **County of Newell (Alberta)**

4:30 PM CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from today's sessions. Source a summary of action points to implement in your work. Discuss tomorrow's highlights!

4:45 PM EVENING RECEPTION: ENJOY GREAT CONVERSATION, & NETWORKING

- **Relax and unwind** with tasty cocktails after a long day of learning.
- Don't miss your chance to win fun prizes at our **Reception Gift Giveaway**.
- Make dinner plans with your new connections and explore the best of what Toronto nightlife has to offer. Just be sure to set your alarm for Day 2!

5:30 PM CONFERENCE DAY 1 ADJOURNS



AGENDA - DAY 2

Thursday, September 14, 2023

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7:45 AM NETWORKING BREAKFAST: BUILD COMMUNITY CONTACTS

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Rob Davidson, Director, Data Science, **Information and Communications Technology Council (ICTC)**

9:00 AM LEADERSHIP PANEL: DATA TRANSFORMATION

Driving Innovation and Cultivating a Canadian Data Economy

Canadians want to drive innovation in a data-driven economy, prepare for the future of work and uphold trust and confidence in how their data is used. Placing Canadian citizens at the heart of government policies, programs and services involves harnessing data effectively to meet their needs. Master the success factors to:

- Drive exceptional digital services with a seamless user experience
- Mitigate budget risks as the public sector data footprint expands
- Streamline delivery of public services, reduce fraud and human error, and ensure the safety and security of public data

Perfect how you utilize public data to effectively prepare for the future of work.

Ahmed Shalaby, Director, Data Authority, **Service Canada**

Roy Marra, Director Business Solutions & Service Delivery, **IESO**

Aneesh Joshi, Director Technology Advisory, Commercial Advisory & Strategy, **Infrastructure Ontario**

Rob Davidson, Director, Data Science, **Information and Communications Technology Council (ICTC)** **MODERATOR**

9:45 AM KEYNOTE CASE STUDY: IMPROVING OUTCOMES

Canada's Quality of Life Framework

This presentation will provide an overview of Canada's Quality of Life Framework. Released in Budget 2021, the Framework is composed of 20 headline indicators (and 84 in total) organized into five interrelated domains: prosperity, health, environment, society, and good governance.

It is supported by two 'cross-cutting lenses': a diversity and inclusion lens to understand the distributions of quality-of-life outcomes, and a 'sustainability and resilience lens' which aims to look at long term trajectories. Intended as a tool for policymaking to go 'beyond GDP', the release of the Framework corresponded with a series of investments in federal data to fill quality of life data gaps, to improve disaggregation of key data sets, for a Census of the Environment, and Indigenous-led distinctions-based data strategies among other related investments. In addition, we will also provide insight into how Statistics Canada is coordinating these efforts through its Quality-of-Life Statistics Program to create a data 'value chain' that puts more timely, disaggregated data on the issues that matter most to people living in Canada, into the hands of decision-makers with a view to improving outcomes for Canadians.

Gayatri Jayaraman, Director General, Census Subject Matter, Social Insights, Integration and Innovation Branch, Social, Health, & Labour Statistics, **Statistics Canada**

10:15 AM EXHIBITOR LOUNGE: VISIT BOOTHS & SOURCE EXPERTISE

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- Share your challenges with the **biggest innovators** in the business.
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10:45 AM ROUNDTABLES

Discover Thought-Provoking Ideas to Drive Your Performance

Take a deep dive down the innovation rabbit hole in one of our roundtable discussions. Share common challenges and best practices with your data peers on a topic of your choosing:

- Women In Data
- Designing Data Strategies & Culture
- AI Tools and Technologies
- Data Cloud & Storage
- Data Governance and Risk Audit
- Geospatial/ ESG Data

AGENDA - DAY 2

Thursday, September 14, 2023

11:30 AM CASE STUDY: FORECASTING

Electricity Forecasting and Data Science at the IESO

Discover how the IESO is adopting a Data Science approach within its electricity forecasting groups. This case study will explore how the IESO's electricity forecasting group is using supervised and unsupervised machine learning techniques to better understand residential and small business customer energy usage.

Anthony Ionno, Lead Data Scientist, [IESO](#)

12:00 PM NETWORKING LUNCH: DELVE INTO INDUSTRY CONVERSATIONS

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1:15 PM AFTERNOON KEYNOTE PANEL: DATA TALENT AND SKILLS

Recruiting and Retaining Data Talent in the Public Sector

Demand for data professionals in Canada and globally remains strong, yet the supply is insufficient. Bridge your skills gap by leveraging academic partnerships, training alternatives within the public sector, and exposing students to real-world organizational challenges. Adopt best practices to:

- Leverage academic partnerships, pursue training alternatives, and strengthen communication between government and universities.
- Attract talent with meaningful and exciting data projects and the latest tools.
- Cultivate a positive work environment to motivate and retain employees.

Attract and retain the best data talent for your organization to thrive in a competitive market.

Yuri Levin, Professor of Management Analytics, Smith School of Business, [Queen's University](#)

Anna Wong, Director Digital Talent Development, [Treasury Board of Canada Secretariat](#)

Louise Bernier, Executive Advisor Analytics, Automation & AI Decision Making, [Versatil](#)

Pascal Tyrrell, Director of Data Science, Associate Professor, [University of Toronto](#) MODERATOR

2:00 PM CASE STUDY: POPULATION HEALTH MANAGEMENT

Barriers and Opportunities of Population Health Management Through Data and Analytics

Planning for, and delivering, services through a population health approach requires a holistic understanding of the health and wellbeing of a local population. This session will explore the following:

- Population health data strategies, including recent dashboards and consolidated sources of information, supporting Ontario Health Teams
- Identifying challenges in data usage, privacy, and breaking down silos
- Integrating value-based care and clinical pathways, including the supporting data underpinning those strategies
- Future state planning to enable true Population Health Management at both the patient and system level
- Recognizing potential applications for advanced analytics

Optimize your data and analytics strategies to reduce barriers to service delivery.

Cory Russell, Director, Population Health Data Strategy and Implementation, [Ontario Health](#)

2:30 PM EXHIBITOR LOUNGE: ATTEND VENDOR DEMOS & CONSULT INDUSTRY EXPERTS

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3:00 PM CASE STUDY: DATA STEWARDSHIP

Developing a Data Strategy for Unmanaged Organizational Data: A Fisheries and Oceans Canada Case Study

In 2019, Fisheries and Oceans Canada developed its first Data Strategy. The Strategy was in response to Government of Canada priorities to maximize the public value of data and information as strategic assets. Fifty commitments were identified that the department could implement to improve data management, so that departmental data would be more available and reusable for decision-making and to achieve results for Canadians. This session will cover:

- Examining DFO's approach to its data strategy, discuss lessons learned, and offer insights into potential differences between the needs of public and private sector data strategy that can create pitfalls for government organizations.
- Addressing unmanaged departmental data i.e., not managed by IT systems nor by staff with assigned roles. Much of the departmental data exists outside of systems, as science data, as information about regulatory activities or collected through direct engagements with clients.

AGENDA - DAY 2

Thursday, September 14, 2023

- Understanding and managing its data at source and ensuring data is fit for purpose for the original business needs before data can be made fully accessible.

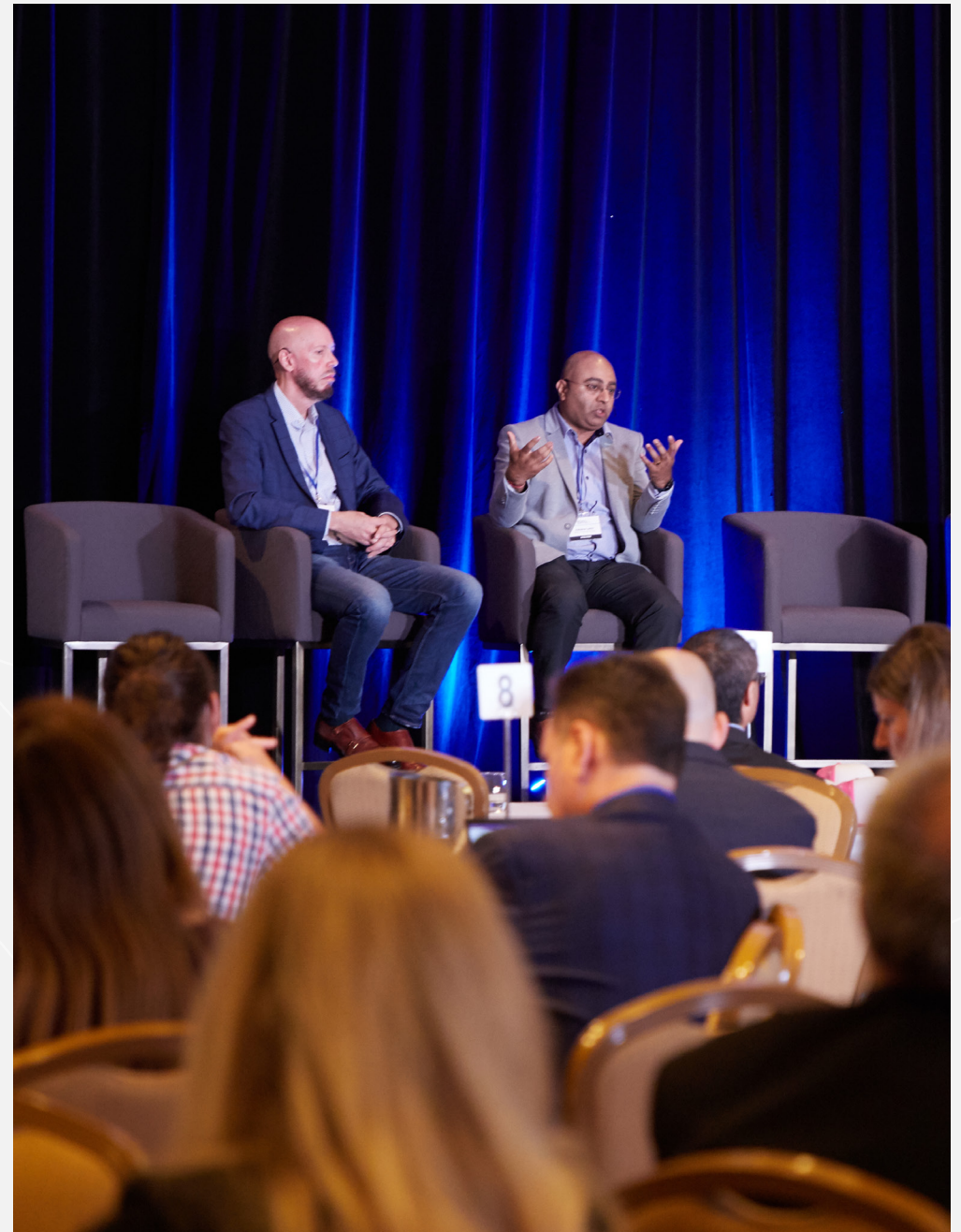
Improve data management to scale accessibility with a clear strategy

David Collister, Manager of Chief Steward Office, **Fisheries and Oceans Canada**

3:30 PM CLOSING COMMENTS FROM YOUR HOST

Review the key solutions and takeaways from the conference. Source a summary of action points to implement in your work.

3:45 PM CONFERENCE CONCLUDES



“

The diversity of attendees and sessions from a variety of backgrounds were great. I appreciated that there were lots of presentations and things to learn ... Case studies are practical and resonate. The differing formats were useful to convey the material.

Niagara Region



“

Interesting presentations providing insightful information that is applicable to day-to-day tasks.

Agriculture and Agri-Food Canada

“

I am very impressed with the panels. Guests from USA bring different perspectives by sharing their learnings.

Ontario Pension Board

“

Hearing lessons learned from leaders in the public sector had a lasting impact.

LCBO

“

Great idea sharing from public sector peers!

Peel Regional Police



“

Good presentations and speakers.

Canadian Institute for Health Information



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How to Register

IN-PERSON PASS

FULL TWO-DAY ACCESS:

Take advantage of keynote sessions, panel discussions, case studies, interactive roundtables and one week of pre-event networking via our dedicated platform

FACE-TO-FACE NETWORKING:

Connect and build valuable relationships with our audience of thought leaders

5-STAR TREATMENT:

Enjoy the complimentary breakfast, lunch, and cocktail reception, all within one stunning location

EXPO HALL:

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

SPEAKER PRESENTATIONS:

Take home PowerPoint and white papers addressing your biggest challenges

ON-DEMAND ACCESS:

Conveniently rewatch any session for up to 3 months after the event

VIRTUAL PASS

TWO-DAY LIVE STREAM ACCESS:

Tune into keynote sessions, panel discussions and case studies with real-time Q&A from the comfort of your home

VIRTUAL NETWORKING:

Connect and build valuable relationships with our audience of thought leaders through topic message boards, interactive roundtables, and one-on-one discussions via our private messaging tool

VIRTUAL EXPO HALL:

Form lasting business partnerships, test drive the latest solutions and gather exclusive content from industry-leading experts

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Take home PowerPoint and white papers addressing your biggest challenges

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REGISTER NOW

GROUP RATES

To be eligible for group rates, delegates MUST register at the same time.

For more information and to book your group passes, contact

Tommy Jones
Delegate Sales Executive
Email: tommy@strategyinstitute.com

REGISTER FOR DELEGATE PASS

Contact:

Tommy Jones
Delegate Sales Executive
Email: tommy@strategyinstitute.com

Regular Price

\$1,695 CAD

Regular Price

\$1,195 CAD