

## CONFIRMED PARTICIPANTS INCLUDE:



**Nadia Diakun-Thibault**  
Senior Emerging Technologies  
Architect, **TRANSPORT CANADA**



**Lewis S Eisen**  
B.A., J.D., C.I.P. Speaker, Consultant,  
Author, **PERFECT POLICIES**



**Julia Smith,**  
Gender and Diversity Policy Expert,  
Executive Director,  
**ELEMENTARY LITERACY INC.**



**John Burrett**  
Principal  
**HAIKU ANALYTICS INC.**



**Anna Wong**  
Product Owner  
**CANADA SCHOOL OF PUBLIC SERVICE**



**Alex Way**  
Managing Director  
**MASS LBP**



**Pascale Elvas**  
Senior Director, Priorities and Planning  
**TREASURY BOARD OF CANADA  
SECRETARIAT**



**Sasha Hanson Pastran**  
Researcher  
**CARLETON UNIVERSITY GLOBAL  
GOVERNANCE OF NATURAL  
RESOURCES PROJECT**



**Kelly Cooper**  
President  
**CENTRE FOR SOCIAL INTELLIGENCE**



**Geoff Dubrow,**  
President,  
**GLOBAL DIALOGUE GROUP**

**Marc Khouri**  
Digital Policy and Research, Chief  
Information Officer Branch  
**TREASURY BOARD OF CANADA  
SECRETARIAT**

**Deepika Grover,** Free Agent, on  
assignment as a Senior Policy Advisor,  
**PRIVY COUNCIL OFFICE**

**INFONEX**  
Professional Development

May 22 – 23, 2019 • Ottawa, Ontario

# Strategic Policy Development for the Public Sector

*Develop the policies that will spark interest and make change*

With a focus on jurisprudence, hear recent cases and stories concerning:

- How to align private interests with public funding: bridging the gap with great policy
- Writing inclusive copy
- Building bipartisan policy for universal support
- Top-down policy implementation: how national policies effect provinces and municipalities
- How gender figures into policy creation
- Survey protocols; getting the most out of crowd sourced information
- Culminating support across municipalities and provinces through targeted policy development strategies
- Writing marketable policy
- How oversight bodies' recommendations will aid in your policy development
- Uniting multiple interest groups under one cause
- Blockchain implementation

EVENT PARTNER

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# Strategic Policy Development for the Public Sector

May 22-23, 2019 • Ottawa, Ontario

DAY ONE PROGRAM AGENDA: WEDNESDAY, MAY 22, 2019

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:45

## Welcome and Opening Remarks from the Chair

*Julia Smith, Gender and Diversity Policy Expert, Executive Director, Elementary Literacy Inc.*

8:45 – 9:45

## Smart Policy Through Thorough Analysis and Evidence: GBA+ Primer

*Julia Smith, Gender and Diversity Policy Expert, Executive Director, Elementary Literacy Inc.*

- Describing how the lens works and what the '+' really means
- Improved decision making through thorough analysis
- Applying the lens beyond obvious decisions in the social policy realm
- Application at different points of the policy cycle
- Practical examples of how to increase impact with the lens

9:45 – 10:15

Networking Break



10:15 – 11:00

## Hacking Traditional Methods of Doing Policy

*Pascale Elvas, Senior Director, Priorities and Planning, Treasury Board of Canada Secretariat*

- Taking a multi-lateral approach to policy development
- Focusing on high impact, client facing services
- Providing 'hands-on' support for implementation
- Using digital tools to support policy alignment
- Using human-centred design methodology
- Workshopping complexities and challenges

11:00 – 12:00

## The Blockchain/Cybersecurity/Identity Trinity

*Nadia Diakun-Thibault, Senior Emerging Technologies Architect, Transport Canada*

- Blockchain – the ledger
- Cybersecurity – the aspiration
- Identity – the notional and functional definitions
- Confidentiality – Information is shared with appropriate parties and sensitive information is shared exclusively with the informed consent of appropriate parties
- Integrity – only authorized parties can change data, and that changes do not threaten the accuracy or authenticity of the data
- Availability – authorized users have the use of data or resources when needed or wanted

12:00 – 1:00

Luncheon Break

1:00 – 2:00

## Data, Performance, Evaluation and Policy: Will We Ever Learn?

*John Burrett, Principal, Haiku Analytics Inc.*

- How policy, performance measurement and evaluation is “supposed” to work
- What actually happens (in my experience)
- Why does the real version differ so much from the textbook version and what are the consequences of this?
- What should we do about it?
- Why meta-evaluation and reference to existing research should be so important

2:00 – 2:20

Networking Break



2:20 – 3:20

## Improving Employee Buy-in to Administrative Policies

*Lewis S Eisen, B.A., J.D., C.I.P. Speaker, Consultant, Author, Perfect Policies*

- How policies and directives reflect an organization's culture
- Changing the dynamic around compliance in the office
- Identifying hidden negative messaging in your policies
- The role of policy wording to support a respectful workplace

3:20 – 4:20

## How Oversight Bodies' Recommendations Will Aid In Your Policy Development

*Geoff Dubrow, President, Global Dialogue Group*

4:20

End of Day One

**OTTAWA, ONTARIO**  
**EVENT LOCATION: OTTAWA, ONTARIO**

*Strategic Policy Development for the Public Sector will be held at a convenient downtown location in Ottawa, Ontario. Detailed venue information will be forthcoming as it becomes available.*

# Strategic Policy Development for the Public Sector

May 22-23, 2019 • Ottawa, Ontario

DAY TWO PROGRAM AGENDA: THURSDAY, MAY 23, 2019

7:30 – 8:30 Registration and Continental Breakfast

8:30 – 8:45

## Welcome and Opening Remarks from the Chair

*Julia Smith, Gender and Diversity Policy Expert, Executive Director, Elementary Literacy Inc.*

8:45 – 9:45

## Policy Innovation in a Digital World: How to Engage Canadians?

*Deepika Grover, Free Agent, on assignment as a Senior Policy Advisor at Privy Council Office*

- How connectivity has shifted policy development
- Digital capacity
- Citizen engagement, social inclusion
- New tools, new partnerships
- Pilots, practices and the long-view

9:45 – 10:00

Networking Break



10:00 – 11:00

## Digital Mindset, Skills and Tools for Today's Policy Analyst

*Anna Wong, Product Owner, Canada School of Public Service*

- Challenge the role of today's policy analysts in the current environment e.g. explosion of data, decentralized role of policy making, and numerous new tools and approaches such as AI
- Examine the application of digital to the policy arena and consider what the benefits are of cultivating a digital mindset
- Highlight the current skills and tools that policy analysts should know - from design thinking to data analytics to programming - including how and where to find resources

11:00 – 12:00

## The Governance of Natural Resources: Lessons from Brazil

*Sasha Hanson Pastran, Researcher, Carleton University Global Governance of Natural Resources Project*

Using the case of the Samarco mine disaster in Brazil, and connecting it to similar cases in Canada, this presentation aims to provide a forum for discussion of:

the role of state and non-state actors in policy and outcomes in the natural resource sector;

- the challenges of conflict resolution and participatory decision making in large-scale resource projects;
- Issues related to corporate social and environmental responsibility; and
- Lessons learned on disaster management and community resilience

12:00 – 1:00

Luncheon Break

1:00 – 2:00

## Leveraging Political Agendas

*Marc Khouri, Digital Policy and Research, Chief Information Officer Branch, Treasury Board of Canada Secretariat*

- Anticipating political trends
- Associating multiple agendas for wider support
- Maintaining political relationships
- Aligning your goals with political think tanks

2:00 – 2:20

Networking Break



2:20 – 3:20

## Leading Edge Approaches to Mainstreaming Gender Equality

*Kelly Cooper, President, Centre for Social Intelligence*

- Integration of gender strategy
- National sector action plans to increase the number of women in senior positions and in the technical roles
- Gender gap audit assessments

3:20 – 4:10

## With or For? Developing Policy Collaboratively

*Alex Way, Managing Director, MASS LBP*

- The benefits of involving partners, end-users, and the broader public in strategic policy design
- Examples of collaborative policy design
- Skills & commitments for developing policy collaboratively
- Questions to help determine whether and when collaborative policy development is worthwhile
- Approaches to consider when seeking to develop policy collaboratively

4:10

End of Seminar

### SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Increase your visibility with senior business strategy, technology, analytics, and business intelligence professionals at *Strategic Policy Development for the Public Sector*. A limited number of sponsorship options are available.

For more information or to check availability, contact our sponsorship department by telephone at 1.800.474.4829, ext. 224, or by email at [sponsorship@infonex.ca](mailto:sponsorship@infonex.ca).

# Strategic Policy Development for the Public Sector

May 22-23, 2019 • Ottawa, Ontario

## WHO SHOULD ATTEND THIS EVENT

- Policy Advisors and Analysts
- Policy Development Directors and Managers
- Strategic Planning Advisor and Analysts
- Program Officers
- Policy Researchers and Academics
- Partners in Other Sectors: Private, NGOs
- Policy Consultants
- Directors of Policy

## REGISTER BY PHONE, ON-LINE, OR IN THESE 3 EASY STEPS!

### 1 PRINT YOUR NAME AND CONTACT INFORMATION

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Name of Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

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### 2 SELECT YOUR PREFERRED PAYMENT METHOD

Prices subject to HST.	FULL PRICE	Register by May 3
Course for Groups of 3 +	\$2,199 each	<b>\$1,999 each</b>
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## LOCATION:

*Strategic Policy Development for the Public Sector* will be held at a convenient location in Ottawa, Ontario. Detailed venue information will be forthcoming as it becomes available.

## YOUR REGISTRATION INCLUDES:

Registration fees include all course materials, continental breakfast, lunch, and refreshments. **Parking and accommodation are not included.**

## SPONSORSHIP, EXHIBITION, AND PROMOTIONAL OPPORTUNITIES:

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## CANCELLATION POLICY:

Substitutions may be made at any time. If you are unable to attend, please make cancellations in writing and email to register@infonex.ca or fax to 1-800-558-6520 **no later than May 8, 2019**. A credit voucher will be issued to you for the full amount, redeemable against any other INFONEX course and which is valid for twelve months (one year) from the date of issue.

Registrants who cancel after **May 8, 2019**, will not be eligible to receive any credits and are liable for the entire registration fee.

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