



**DRAFT – V.7**

**TUESDAY, FEBRUARY 21<sup>ST</sup>, 2017**

**CROWNE PLAZA GATINEAU-OTTAWA**

2 Rue Montcalm, Gatineau  
(819-771-4777)

**WELCOME LUNCH**

**12:00 P.M. – 12:55 P.M. EST**  
**TERRASSE DES CHUTES**

**LEARNING EVENT**

*Hosted by Government of Canada*

**1:00 P.M. – 5:00 P.M. EST**

**Showcase of Service Innovations with an emphasis on “Digital”**  
*(Series of mini events by Federal Departments)*

**Three Sisters Hall**

**Canada’s Agriculture and Food Museum**

*901 Prince of Wales Drive, Ottawa, ON*

*Delegates to meet in lobby of the Crowne Plaza Hotel at **12:55 p.m.** to board bus*

**WELCOME RECEPTION**

**6:30 P.M. – 8:30 P.M. EST**

**Crowne Plaza Hotel – Salon Châteauneuf**

*Business Casual*



## LEARNING EVENT AGENDA

12:55 p.m.	Delegates to meet in lobby of the Crowne Plaza Hotel to board bus.
1:00 p.m.	Depart Hotel and proceed to the Canada's Agriculture and Food Museum.
1:20 p.m.	<b>Welcome Remarks by Hosts</b>
<b>1:30 p.m. – 4:50 p.m.</b>  <b>1:30 – 1:50 p.m.</b> <b>1:50 – 1:55 p.m. Q&amp;A</b>          <b>1:55 – 2:15 p.m.</b> <b>2:15 – 2:20 p.m. Q&amp;A</b>          <b>2:20 – 2:40 p.m.</b> <b>2:40 – 2:45 p.m. Q&amp;A</b>   <b>(Refreshments served in meeting room)</b>	<p><b><u>Topics for Learning Event</u></b></p> <p><b>1. <u>Design Thinking Techniques - (TAB A)</u></b>  <i>Presenter: TBC, Immigration Refugees and Citizenship Canada</i></p> <p>In the past year ESDC and IRCC have experimented with using design thinking techniques to better understand client pain points and to better design systems that make sense for how people interact with the real world. This session will explore in particular how ESDC and IRCC used human centred design to make improvements to Canada's Old Age Security and Family Class Sponsorship programs.</p> <p><b>2. <u>The Canada's Revenue Agency's Digital Journey - (TAB B)</u></b>  <i>Presenter: Canada Revenue Agency – Silvano Tocchi</i></p> <p>Filing taxes every spring is an annual (if not exactly cherished) rite of citizenship for Canadians. For many, it is one of the few times a year they directly interact with the Government of Canada. With the tax-filing season fast approaching, Canadians will soon be completing their annual tax and benefit returns, and the CRA wants to make the whole process much, much easier. This means always thinking of new ways to offer better services to Canadians...and staying innovative. We've already come a long way! Tax information can now be automatically downloaded directly into electronic tax returns; refunds appear in Canadians' bank accounts in no time; and they are able to get an email alert when changes are made to their personal information – and all of this happens in a secure digital space! In this session, participants will learn how the CRA delivers key programs securely online and they will explore the e-Interactions vision and strategy for end-to-end digital services. This discussion will also include an overview and history of certain CRA services: their development process, the assessment tools used, knowledge gained and how the CRA seeks to understand the needs of their clients.</p> <p><b>3. <u>Build In Canada Innovation Program - (TAB C)</u></b>  <i>Presenters: Chris Baird and Sean Crossan, Public Services &amp; Procurement Canada</i></p> <p>Through the Build in Canada Innovation Program, using a competitive procurement process, the government buys innovative pre-commercial goods and services, and tests them in government departments and other partners. This program was made permanent in 2012. The Program is a win-win for both Canadian businesses and testing partners:</p> <ul style="list-style-type: none"> <li>• Businesses are better able to take the next step and sell their innovation on the marketplace</li> <li>• Partners test, assess and keep innovations that are not yet available in the market</li> </ul>



2:45 – 3:05 p.m.

3:05 – 3:10 p.m. Q&A

**4. Digital Services Design Playbook - (TAB D)**

*Presenters: Suzanne MacDonald and Christopher Scipio, Innovation, Science and Economic Development Canada*

To increase productivity and competitiveness, Canadian businesses need to have access to government services that are designed around their needs and result in positive user experiences. To help meet client expectations, **ISED is creating a Digital Services Design Playbook**. This Digital Services Design Playbook is intended to guide **managers and employees who must design or re-design a service for the digital channel**. It includes guiding principles, best practices and toolkits for **various stages of the service design process**. The presentation will provide an overview of the beta-version of the Digital Services Design Playbook and offer members of the Councils the opportunity to share their ideas and contribute to the co-creation of the next iteration of the Playbook.

3:10 – 3:30 p.m.

3:30 – 3:35 p.m. Q&A

**5. Innovative service partnership in Ontario Region - (TAB E)**

*Presenter: TBC, Service Canada Ontario Region*

3:35 – 3:55 p.m.

3:55 – 4:00 p.m. Q&A

**6. Optimizing existing technology to improve service delivery - (TAB F)**

*Presenter: Stéphanie Hébert, Directrice Générale de la Direction des services aux citoyens et des programmes pour la Région du Québec, Service Canada*

This pilot re-allocates excess resources virtually to another office that is having high transaction volume. This is done with existing technology (Microsoft Lync). A pilot project using Lync technology as a means of image transmission is currently being tested. The citizens as well as the service agents who are part of this pilot are very supportive of this new service model.

4:00 – 4:20 p.m.

4:20 – 4:25 p.m. Q&A

**7. GCCollab – Digital collaboration with external associates – (TAB G)**

*Presenter: TBC, Treasury Board Secretariat*

The presentation will speak to a new member of the GCTools suite – GCCollab, a platform that supports digital collaboration with individuals outside of the federal public service (academics, students, provinces etc.)

4:25 – 4:45 p.m.

4:45 – 4:50 p.m. Q&A

**8. My VAC Account Online Services – (TAB H)**

*Presenters: Gary Graves, Lorna Bonvie, Kim Andrews, Veterans Affairs Canada*

4:50 – 5:00 p.m.

*Coat check and board bus*

5:00 p.m.

*Depart the Canada's Agriculture and Food Museum*

5:20 p.m. approx.

**Return to Hotel**