



2017 NATIONAL CONFERENCE
Agenda
September 25-27, 2017
City of Hamilton, Ontario

Monday, September 25, 2017				
#	Time	Topic and Description	Presenter(s)	Location
	11:00 am – 12:30 pm	Board Meeting		Beasley Room
1	Noon – 3:00 pm	Conference Registration		2 nd Floor Atrium
2	1:00 pm – 1:10 pm	Conference Opening Remarks	Glenn Brunetti MSDO President	Rosedale Ballroom
3	1:10 pm – 1:30 pm	Welcome from City of Hamilton	Mayor Fred Eisenberger City of Hamilton	Rosedale Ballroom
4	1:30 pm – 2:15 pm	Building Sensational Service from the Ground Up	Sandra Neil Manager, Service Channel City of Hamilton	Rosedale Ballroom
			Melissa Dale Manager, District Recreation Operations City of Hamilton	
5	2:15 pm – 3:00 pm	Security Our Future – The Mohawk Community College Approach	Laura Dobson Chief Information Officer Mohawk College	Rosedale Ballroom
			Tracy Dallaire Senior Director, IT Strategy & Enterprise Architecture Mohawk College	
			Andrew Frank Manager, IT Security Mohawk College	
6	3:00 pm – 3:10 pm	Champion Sponsor Highlight	Sales Force	Rosedale Ballroom
7	3:10 pm – 3:25 pm	Grab & Go Refreshment Break	-	Westdale Room
8	3:25 pm – 4:30 pm	Learning Event: Open House City of Hamilton Citizen Service Centre and Tour of City Hall and Council Chambers	Kirsten Marples Manager, Customer Contact Centre City of Hamilton	Hamilton City Hall
9	5:00 pm – 8:00 pm	MSDO Welcome Reception	MSDO Board	Art Gallery of Hamilton Design Annex



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Tuesday, September 26, 2017				
#	Time	Topic and Description	Presenter(s)	Location
	8:15 am – 8:45 am	Conference Registration	-	2 nd Floor Atrium
10	8:15 am – 8:45 am	Refreshments and Networking Opportunity	-	Westdale Room
11	9:00 am – 9:05 am	Day 2 – Opening Remarks	Michelle Herder MSDO Vice President	Rosedale Ballroom
12	9:05 am – 9:15 am	Champion Sponsor Highlight	Microsoft	Rosedale Ballroom
13	9:15 am – 10:15 am	Open Data and Data Visualization	Craig Atkinson Director, Labour Market and Socio-economic Information Directorate, Strategic Services Branch Service Canada, Ontario Region Government of Canada	Rosedale Ballroom
			Amelia Bauer-Kong Information Analyst	
			Ashley Nanner Manager	
14	10:15 am – 10:35 am	Networking and Refreshment Break	-	Westdale Room
15	10:35 am – 11:30 am	What the Truth and Reconciliation Calls to Action mean for Municipalities	Shylo Elmayan Senior Project Manager City of Hamilton	Rosedale Ballroom
			Deb Bergey Manager, Client Experience and Service Improvement Region of Waterloo	
16	11:30 am – 12:20 pm	MSDO Annual General Meeting & Board Election	MSDO Board	Rosedale Ballroom
17	12:20 pm – 12:30 pm	Champion Sponsor Highlight	Verint	Rosedale Ballroom
18	12:30 pm – 1:30 pm	Lunch and Networking Opportunity	-	Westdale Room



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Tuesday, September 26, 2017 (continued)				
#	Time	Topic and Description	Presenter(s)	Location
19a	1:30 pm – 2:10 pm	Breakout Session: Strategy Theme Service Excellence + Digital Transformation How Service Excellence drove Service and Digital Transformation in the City of Vaughan	Ingrid Harris, PMP Project Manager, Service Vaughan City of Vaughan David Di Benedetto Project Manager, Digital Strategy City of Vaughan	Hamilton Hall Central and West
19b	1:30 pm – 2:10 pm	Breakout Session: Operations Theme Contact Centre Evolution	Brenda Jeffs Manager, Customer Service City of Oshawa Teresa Panico Manager – Access York Regional Municipality of York Audrey Jones Supervisor – Customer Experience City of Kingston Monique Kovacs Manager of Customer Service – Service Barrie City of Barrie Michelle Orth Manager, Community Connection Contact Centre Region of Peel	Rosedale Ballroom
20a	2:10 pm – 2:50 pm	Breakout Session: Strategy Theme Working Towards an Inclusive Community #AjaxForAll	Robert Gruber Manager of Community & Cultural Development Town of Ajax Jai Sahak Diversity and Community Engagement Coordinator Town of Ajax	Hamilton Hall Central and West
20b	2:10 pm – 2:50 pm	Breakout Session: Operations Theme Contact Centre Evolution	*As outlined in #19b	Rosedale Ballroom



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Tuesday, September 26, 2017 (continued)				
#	Time	Topic and Description	Presenter(s)	Location
21	2:50 pm – 3:10 pm	Networking and Refreshment Break	-	Westdale Room
22a	3:10 pm – 4:10 pm	Breakout Session: Strategy Theme Digital Strategy – Call Reduction	Glenn Brunetti Manager, Digital Strategy Region of Peel Cathy Kealey Multi-Channel Supervisor Region of Peel	Hamilton Hall Central and West
22b	3:10 pm – 4:10 pm	Breakout Session: Operations Theme 311 Calgary App Moving your 311 CRM to the Cloud	Clarke Bellamy Manager, 311 Citizen Services City of Calgary	Rosedale Ballroom
22	4:10 pm – 4:15 pm	Wrap-Up and Evening Logistics	Shelley Darlington MSDO Conference Liaison	Rosedale Ballroom
24	5:15 pm – 9:30 pm	Networking Dinner	5:15 pm to 6:15 pm Cocktails 6:15 pm to 7:15 pm Dinner 7:15 pm to 9:15 pm Networking and Entertainment	Edgewater Manor



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Wednesday, September 27, 2017				
#	Time	Topic and Description	Presenter(s)	Location
25	8:15 am – 8:45 am	Refreshments and Networking Opportunity	-	Westdale Room
26	9:00 am – 9:05 am	Day 3 – Opening Remarks	Glenn Brunetti MSDO President	Rosedale Ballroom
27	9:05 am – 10:00 am	Champion Sponsors Panel: Artificial Intelligence and Service Delivery	Franco Amalfi Director, Strategic Government Programs Oracle Public Sector North America Oracle	Rosedale Ballroom
			David Moody VP & Global Business Leader Digital First EM Verint	
			Britt Oldenburg National Public Sector Lead Business Solutions Microsoft	
			TBD Sales Force	
28	10:00 am – 10:40 am	Canada Café: Serving Vulnerable Communities	Glenn Brunetti Manager, Digital Strategy Region of Peel	Rosedale Ballroom
			Deb Bergey Manager, Client Experience and Service Improvement Region of Waterloo	
29	10:40 am – 11:00 am	Networking and Refreshment Break	-	Westdale Room
30	11:00 am – 11:20 am	Canada Café Wrap-up	*As outlined in #28	Rosedale Room
31	11:20 am – 12:05 pm	Web Optimization – The Saskatoon Experience	Rob Gilhuly Service Saskatoon Project Manager City of Saskatoon	Rosedale Room



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Wednesday, September 27, 2017 (continued)				
#	Time	Topic and Description	Presenter(s)	Location
32	12:05 pm – 12:15 pm	Champion Sponsor Highlight	Oracle	Rosedale Ballroom
33	12:15 pm – 1:30 pm	Lunch and Networking Opportunity	-	Westdale Room
34	1:30 pm – 2:30 pm	Greater Toronto Airports Authority: Emergency Communication and Preparedness	Scott Armstrong Director, External Communications Greater Toronto Airports Authority	Rosedale Ballroom
35	2:30 pm – 2:45 pm	Closing Remarks	Glenn Brunetti MSDO President	Rosedale Ballroom
36	2:45 pm – 3:00 pm	Grab & Go Refreshment Break	-	Westdale Room
37	3:15 pm	Optional Learning Event: Guided Tour of Art Gallery of Hamilton	Kirsten Marples Manager, Customer Contact Centre City of Hamilton	Art Gallery of Hamilton