

Citizen-Centred Government: Exploring the role of CX

November 15th | 2:30 to 3:30 pm ET

Free and open to all!

Join us as we dive into the world of Customer Experience (CX) in government with leaders who are redefining service in the public sector. We'll break down common misconceptions about the role, hear how they define CX, and learn about their goals for the year ahead. Drawing from years of experience in provincial and federal government, they'll share insights on launching impactful CX initiatives—from concept to execution—and discuss how they've demonstrated value and ROI to secure continued investment.

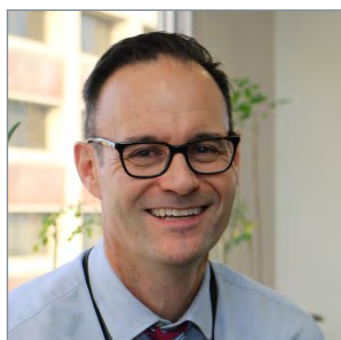
Our guests will also unpack real-life examples of tackling pressing challenges, like creating self-serve options, addressing the digital divide, personalizing services, and building trust with citizens. Looking to the future, we'll explore what it takes to scale CX in government, discuss key issues on the horizon, and hear their advice for students interested in public sector innovation. Tune in to get practical tips, recommended readings, and essential resources for anyone eager to make a difference in government CX.



[Register Here](#)



Ryan Hum
Chief Client Experience
Officer and Associate
ADM, Citizen Services at
Employment and Social
Development Canada



Gene Smith
Assistant Deputy Minister
and Chief Digital Officer,
Digital Design and
Delivery Division at the
Government of Alberta



Vass Bednar
Executive Director,
McMaster University's
Master of Public
Policy Program



Moderator:
Sarah Reid-Morris
National Innovation and
Customer Strategy leader
at Deloitte Digital