

ALGIM

2016 Web & Digital Symposium

DELEGATE INFORMATION

Tuesday, 24 May 2016

8:30 am - 8:45 am

OPENING - DAY TWO

WELCOME TO DAY TWO OF THE WEB AND DIGITAL SYMPOSIUM

ROOM 1

Marion Dowd, Information Technology & Services Manager, Western Bay of Plenty District Council

Results of the 2016 Local Government Website Survey

8:45 am - 9:30 am

SPEAKERS PRESENTATION

THE DISCONNECTED WORKPLACE: WHY AREN'T WE WORKING LIKE WE PLAY?

ROOM 1

Cairo Walker, Consultant on the digital workplace, C/- Step Two Designs

Cairo shows us a fresh perspective on why so little has changed since the century clicked over. Using her broad experience, Cairo will suggest a way through for organisations looking to capitalise on their intranet or digital workplace initiative.

Using case studies and real-world examples, the session will provide:

- a model for understanding digital workplace maturity and where your organisation sits
- a people-centric view of the digital workplace, and how to get 'fit' for the challenges ahead
- a lens into today, as well as a scope out to the future, to understand the possibilities for the connected organisation

9:35 am - 10:05 am

SPEAKER PRESENTATION

LIGHTNING SESSIONS ON COUNCIL INTRANETS

ROOM 1

Lightning sessions on Council intranets:

1. Hutt City Council
2. Whakatane District Council
3. Marlborough District Council

10:05 am - 10:25 am

MORNING TEA & NETWORKING

10:25 am - 12:25 pm

EXHIBITION AREA

CASE STUDIES

WORKSHOP ONE

CUCUMBER DIGITAL - GOOGLE ANALYTICS / TAG MANAGER

ROOM 2

Nick Baker, Digital Analyst, Cucumber

10:25 am - 10:55 am

**CUPCAKES VS GATEAUX: HOW SCRUM HELPED
CHRISTCHURCH CITY COUNCIL DELIVER AND HOW IT
CAN HELP YOU TOO**

ROOM 1

Tony Dale-Low, Senior Agile Project Manager, SilverStripe
Dana Burnett, IT Service Manager - Digital Channels,
Christchurch City Council

Some may ask what the heck Scrum is. Some may heard about it and still wonder what the heck it is. Agile Project Manager of SilverStripe, Tony Dale-Low, together with Dana Burnett, IT Services Manager of Christchurch City Council, gives you all the answers you may have about Scrum and show how it helped the council innovate the way their teams work and deliver services. You will be able to take away some learnings to make immediate change to your work, how you work with other team members, and see results from day one!

10.25am - 12:25pm

A fast-paced run through how to use Google Analytics to improve the performance of your website, including the basics of SEO, tracking email marketing, AdWords, social media. This will be a hands on session for attendees to understand how to assess the performance of their own sites using Google Analytics and Google Tag Manager. We have developed this material with a specific focus on Local Government.

If you can't measure it, how will you know if you have improved it?

Topics covered

- Google Analytics (GA) basics
- GA advanced including Goals.
- Google Tag Manager explained
- The benefits of Google Tag Manager
- Email Marketing and GA
- Social Media and GA
- Adwords and GA
- Search Engines and GA/Google Search Console

Technical requirements

Attendees must have access to the internet, their Google Analytics account. Ideally, attendees will also have a Google Tag Manager account (if they don't have one, encourage them to create one prior). The basics of setting up Google Tag Manager are set out in this Blog post. <http://www.cucumber.co.nz/blog/2015/june/11/google-tag-manager-101-part-1-the-basics/>

If you would like to participate in the workshop "hands on" please bring a laptop with wireless capability. Free Wi-Fi will be available at the venue.

Please email Krystal at events@algim.org.nz to register for this session

11:00 am - 11:30 am

***EFFECTIVE LOCAL GOVERNMENT IN AN INCREASINGLY
DIGITAL-CENTRIC WORLD***

ROOM 1

Gabe Ponzanelli, Digital Strategy Director, Sitecore

Who are the digital citizens, and what do they want? How do you make citizen engagement compelling in a cross channel digital world?

Find out how new digital marketing capabilities assist with Citizen Centric Services, and reduce costs across the board.

11:35 am - 12:05 pm

DANGER MAPPING

ROOM 1

Clint Van Marrewijk, CEO, Thundermaps

Two way communication of danger between cities and citizens - a European Union project to roll-out "smart city 2.0" apps into European cities. ThunderMaps warns people before they encounter danger. Through sales to businesses that are legally required to record risks and hazards, ThunderMaps has built the largest database of the world's dangerous locations (photos, descriptions, locations, and the status of the danger) where non-confidential danger data is shared from one business to another, from one person to another, and now via the European Union also between cities and its citizens.

12:10 pm - 12:25 pm

LAWA UPDATE

ROOM 1

Dr Abi Loughnan, Project Manager - Environmental Monitoring and Reporting Project, Land, Air and Water Aotearoa, Land, Air and Water Aotearoa (LAWA)
Gemma Wilson, Digital Communications Advisor , Otago Regional Council

What - LAWA (Land Air Water Aotearoa) is a collaboration of organisations with a common aim: to tell the story of our environment.

Land, Air, Water Aotearoa (LAWA) has been established by

like-minded organisations with a view to helping local communities find the balance between using natural resources and maintaining their quality and availability.

Initially a collaboration between New Zealand's 16 regional and unitary councils, LAWA is now a partnership between the councils, Cawthron Institute, Ministry for the Environment and Massey University and has been supported by the Tindall Foundation.

This presentation will highlight features of the LAWA website.

12:25 pm - 1:20 pm

LUNCH & NETWORKING

Lunch

EXHIBITION AREA

1:20 pm - 1:50 pm

SPEAKER PRESENTATION

OPEN SOURCE COLLABORATIVE ENGAGEMENT FOR CO-CREATION IN GOVERNMENT

ROOM 1

Cam Findlay, Senior adviser on Free & Open Source Software, LINZ

NZGOAL is an open licensing framework for content and data that has been popular and well used. It does not yet extend into the release of Open Source Software, until now. The NZGOAL Software Extension (NZGOAL-SE) is currently making it's way through due process and once released, provided guidance for public sector projects on licensing and release of Open Source Software code. Perhaps what is most interesting about this policy, is the participative process undertaken during the public consultation and revision process. It was carried out by borrowing the concepts, processes and tools from the Open Source Software community and applying them in a Government context. Cam's talk will cover how the NZGOAL-SE online engagement was run, the lessons learned and the caveats to be aware of if you'd like to try something similar.

1:50 pm - 2:35 pm

KEYNOTE PRESENTATION

REBUILDING LOCAL GOVERNMENT USING 0'S AND 1'S

ROOM 1

Alex Gelbak, Director of Innovation , OpenCities / Seamless

Technology has forever transformed how we engage and communicate, how we do business, and how we live our lives.

And yet, even though we've seen so much change happen already, this is just the beginning.

Just as we've gotten our heads around how to deliver great digital experiences to residents on mobiles, new paradigms like the internet of things, big data, personal AI, natural language processing and augmented reality mean it will soon be time to rethink everything again.

Leveraging learnings and patterns from the past, Alex will be demonstrating local government case studies from the future, to show how the next way of disruptive technology will change the way councils engage and deliver services to their community.

2:35 pm - 2:50 pm

WRAP-UP & EVALUATION PRIZE DRAW

CONCLUSION OF DAY ONE & ALGIM PRIZE DRAWS

ROOM 1

Marion Dowd, Information Technology & Services Manager, Western Bay of Plenty District Council