

ALGIM Spring Conference

Customer Experience and Web & Digital

15-17 September 2019 | Town Hall, Christchurch

Creating Seamless CX www.algim.org.nz/spring

SUNDAY OPTIONAL ACTIVITIES

ALGIM Spring Conference Programme SUNDAY 15th SEPTEMBER 2019 'Creating Seamless CX'

OPTIONAL WORKSHOPS BEING OFFERED ON THE SUNDAY AFTERNOON – SEE REGISTRATION FORM

ROOM	AUDITORIUM ROOM	AVON ROOM	VICTORIA ROOM
1.00PM - 4.00PM	<p>WORKSHOP: COMMUNICATION, FULL STOP. HOW SEAMLESS IS YOUR WRITTEN CUSTOMER EXPERIENCE?</p>  <p>Shelly Davies, Rockstar Writer Trainer and Brand Goddess, Shelly Davies Writing and Training</p> <p>Here's the problem: We spend too long writing stuff, and people don't read it. Or if they do, it's confusing at best and upsetting at worst.</p> <p>You mean well, but council writing usually makes you sound like a douche.</p> <p>Clear, purposeful writing gets you wins on all fronts: save time, sound more credible, feel more confident, and maintain better relationships.</p> <p>Learn about how to write better in a modern local government context (spoiler alert: it's called plain language).</p> <p>We'll cover:</p> <ul style="list-style-type: none"> • what it is (WTF is plain language? I don't trust it) • why it works (where's the evidence?) • how to use it (don't go making me dumb things down, Shelly) • *dry jokes and booty shaking included <p>NB. Register for this workshop on the registration form</p>	<p>WORKSHOP: CUSTOMER SERVICE CENTRES WORKSHOP – DESIGNING A WELCOMING CX FOR YOUR COMMUNITY</p>  <p>Facilitator: Lance Burdett, Managing Director, WARN International Ltd</p> <p>A facilitated discussion of councils sharing their customer centre design concepts and training and practices to support a safe welcoming environment.</p> <p>Lance will share his safety and security knowledge based on the psychology of safety rather than the usual 'target hardening' systems. If a person is felt welcoming, they generally behave that way. Simple placement of an appropriate counter with well-placed soft furniture de-escalates and calms.</p> <p>The outcome will be some guidelines for local government when reviewing / setting up service centre areas and frontline teams.</p> <p>NB. Register for this workshop on the registration form</p>	
4.00PM - 5.30PM	<p>USER GROUP: ENHOUSE</p> 	<p>USER GROUP: DATACOM</p> 	<p>TEAM ACTIVITY</p> <p>Experience a fun creative team activity with an Christchurch flavour.</p> <p>NB. Register for this activity on the registration form</p>
6:30PM	<p>WELCOME DINNER Meet for Welcome & Networking Dinner at Christchurch Town Hall at 6:30pm NB. Register for this welcome dinner on the registration form.</p>		

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DAY 1: MONDAY 16th SEPTEMBER 2019

ALGIM Spring Conference Programme

MONDAY 16th SEPTEMBER 2019

'Creating Seamless CX'

8.00AM	REGISTRATION OPENS TEA/COFFEE IN EXHIBITION AREA
ROOM	AUDITORIUM ROOM
8.45AM – 9:10AM	WELCOME TO THE 2019 ALGIM SPRING CONFERENCE – Angela Parquist, Waikato District Council Mini pōwhiri welcome
9:10AM – 9:25AM	WELCOME TO THE CITY FROM HOST COUNCILS Mary Richardson , GM Citizens and Community, Christchurch City Council & Bill Bayfield , CE, Environment Canterbury
9.25 AM - 10:10AM	OPENING KEYNOTE PRESENTATION: CX EXCELLENCE Russell Douglas , Director, D&Co / Customer Experience Excellence  Russell will share his thoughts on achieving customer experience excellence through a high-octane presentation that explores emerging trends, CX themes, growth territories and a practical case study from his consultancy, D&Co, that demonstrates how they have used their 'Experience Innovation System' to deliver customer experience excellence for their clients. Russell's philosophy to all things CX is a simple one. He's passionate about the end user and believes that human-centred design methods are essential in delivering business growth. When the customer is delighted, more often than not, revenue and brand engagement quickly follow.

THANK YOU TO THE HOST COUNCILS



ROOM	AUDITORIUM ROOM		
10:10 AM -10:30AM	OVERALL TRENDS OF 2019 ALGIM WEB AUDIT  Suzee Sinclair , Programme Coordinator, ALGIM ALGIM has audited all council websites in 2019, lets learn about the good, the bad and the incredible and which councils are finalists.		
	OVERALL TRENDS OF 2019 ALGIM CUSTOMER EXPERIENCE MYSTERY SHOP  Mike Manson , CE, ALGIM ALGIM undertook a mystery shop of all NZ Councils in 2019, find out what are the key trends and which councils are finalists.		
10.30AM -10:50AM	MORNING TEA AND NETWORKING WITH THE VENDORS		
ROOM	AWARD FINALIST PRESENTATIONS AUDITORIUM ROOM	AWARD FINALIST PRESENTATION AVON ROOM	VICTORIA ROOM
10.55 AM – 11.20 AM	BEST CUSTOMER CENTRIC PROJECT FINALIST 1: This could be reserved for your council, start preparing your nominations now. More information will be available on how to enter for the 2019 ALGIM Spring Conference Awards by the end of June. Check out the ALGIM Spring Awards .	BEST DIGITAL SERVICE AWARD FINALIST 1: This could be reserved for your council, start preparing your nominations now. More information will be available on how to enter for the 2019 ALGIM Spring Conference Awards by the end of June. Check out the ALGIM Spring Awards .	USER EXPERIENCE (UX) DESIGN  Presented by Silverstripe's Customer Experience expert working in the local government sector. This presentation will break down user experience (UX) design, design thinking, journey mapping, user personas, customer experience (CX) and continuous improvement concepts.
11.25 AM – 11.50 AM	BEST CUSTOMER CENTRIC PROJECT FINALIST 2: This could be reserved for your council, start preparing your nominations now. More information will be available on how to enter for the 2019 ALGIM Spring Conference Awards by the end of June. Check out the ALGIM Spring Awards .	BEST DIGITAL SERVICE AWARD FINALIST 2: This could be reserved for your council, start preparing your nominations now. More information will be available on how to enter for the 2019 ALGIM Spring Conference Awards by the end of June. Check out the ALGIM Spring Awards .	CREATING ACCESSIBLE INFORMATION  Anne Hawker , Principal Disability Adviser, Ministry for Social Development Lack of access to public information has been addressed as a major barrier for print disabled people being fully contributing citizens. MSD, DIA and Ministry of Culture and Heritage are working through the Access Charter of making the public sector accessible to all.
12:00PM – 12.25 PM	BEST CUSTOMER CENTRIC PROJECT FINALIST 3: This could be reserved for your council, start preparing your nominations now. More information will be available on how to enter for the 2019 ALGIM Spring Conference Awards by the end of June. Check out the ALGIM Spring Awards .	BEST DIGITAL SERVICE AWARD FINALIST 3: This could be reserved for your council, start preparing your nominations now. More information will be available on how to enter for the 2019 ALGIM Spring Conference Awards by the end of June. Check out the ALGIM Spring Awards .	EMBEDDING ACCESSIBILITY  Jason Kiss , Principal Advisor Accessibility, DIA Most of us are still adding accessibility after the fact, or in fits and starts. To get the most reliable and efficient accessibility outcomes, it needs to be integrated into the organisation and its activities. This brief session will discuss some key aspects of an embedded approach to accessibility.
12.25PM - 1:25PM	LUNCH AND NETWORKING WITH THE VENDORS		

ROOM	AWARD FINALIST PRESENTATIONS AUDITORIUM ROOM	AWARD FINALIST PRESENTATION AVON ROOM	VICTORIA ROOM
1.30 PM - 1.55 PM	BEST CUSTOMER CENTRIC PROJECT FINALIST 4: This could be reserved for your council, start preparing your nominations now. More information will be available on how to enter for the 2019 ALGIM Spring Conference Awards by the end of June. Check out the ALGIM Spring Awards .	BEST DIGITAL SERVICE AWARD FINALIST 4: This could be reserved for your council, start preparing your nominations now. More information will be available on how to enter for the 2019 ALGIM Spring Conference Awards by the end of June. Check out the ALGIM Spring Awards .	PRESENTATION FROM INFORMATION LEADERSHIP Synopsis to be confirmed 
ROOM	AUDITORIUM ROOM	AVON ROOM	
2:00 PM - 2:45 PM	BACK FROM THE BRINK; KILMARNOCK'S JOURNEY TO BECOME A PIONEERING IMPACT ENTERPRISE Michelle Sharp, CEO, Kilmarnock Enterprises  Driven by business excellence and social change, six years ago, the team at Kilmarnock embarked on the daunting journey of transitioning Kilmarnock from a charity, to one of New Zealand's pioneering impact enterprises. Michelle and her team have transformed Kilmarnock's culture into one that is innovative, creative and aspirational. In doing so, they have turned a dire financial situation around by diversifying and stabilising contracts and introducing new, previously unimaginable, revenue streams.	IN THEIR SHOES – THE NEED FOR EMPATHY IN THE CUSTOMER EXPERIENCE Shelly Davies, Rockstar Writer Trainer & Brand Goddess, Shelly Davies Writing & Training  You're not an ego maniac. You DO think about your customers. But I bet you're not actually putting yourself in their shoes. We call it all kinds of things: Customer-centric. People-centric. Reader-centric. What we really mean is empathy, and it requires 2 things: <ul style="list-style-type: none"> • vulnerability • authenticity So it should be easy, right? Because vulnerable and authentic are the first words we'd use to describe local government organisations. NOT. Let's talk empathy, vulnerability, authenticity, and smelly footwear.	
2:45PM – 3:15PM	AFTERNOON TEA – NETWORKING WITH THE VENDORS		
ROOM	AUDITORIUM ROOM		
3:20 PM - 3:30 PM	BRIEFING ON SITE VISIT TOURS Explanation on site visit tours. Meet up with your tour group leader for your site visit. Option to join in tours of Christchurch Customer Service and Web and Digital organisations, teams and spaces. Booking form will be sent to registrants for the conference nearer conference date. Watch out for an email in your inbox.		
SITE VISITS – CHRISTCHURCH LOCATIONS			
	Sites recommended (to be confirmed): <ul style="list-style-type: none"> • Christchurch City Council Contact Centre • Christchurch City Council Web & Digital Team • Kilmarnock 		Sites recommended (to be confirmed): <ul style="list-style-type: none"> • Christchurch City Library • Orbica • New 111 call centre
3:35 PM – 3:45PM	DEPART TOWN HALL FOR SITE VISIT TOURS - WEB & DIGITAL / CUSTOMER EXPERIENCE TOURS Join your host to visit site. You will be returned to the venue. TRAVEL TO SITE VISIT Transport has been arranged for some sites		
3:45 PM – 5:00 PM	SITE VISIT TOUR BY HOST		
5:00 PM – 5:20 PM	RETURN TRANSPORT WILL BE ARRANGED TO EITHER THE VENUE (DEPENDING UPON DELEGATE NEEDS)		
5:25PM	WRAP UP CONFERENCE DAY ONE		
5:30PM	PARTICIPANT FREE TIME		



AWARDS EVENING MONDAY 16TH SEP 2019

ALGIM Spring Conference Programme

6:30 PM	NETWORKING AND DRINKS WITH THE VENDORS			
ROOM	AUDITORIUM ROOM			
7:00 PM	AWARD PRESENTATIONS			
	AWARD PRESENTATIONS First group of awards presented <ul style="list-style-type: none"> Presentation from 2018 Web & Digital Professional Development of the Year Award Winner – <i>Carol Knutson, Auckland Transport</i> Web & Digital Training and Development Award Presentation from 2018 Customer Experience Professional Development of the Year Award Winner – <i>Carolyn Bennett-Ouellet, Western Bay of Plenty District Council</i> Customer Experience Training and Development Award Web & Digital Professional of the Year Customer Experience Professional of the Year 			
7:20 PM	AWARDS DINNER – FIRST COURSE SERVED			
ROOM	AUDITORIUM ROOM			
7:50 PM	MOTIVATIONAL SPEAKER: BE INSPIRED			
8:35 PM	AWARD PRESENTATIONS			
	AWARD PRESENTATIONS Second group of awards presented: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> Best Digital Service Best Customer Centric Project </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> Supreme Council Website Best Customer Experience </td> </tr> </table>		<ul style="list-style-type: none"> Best Digital Service Best Customer Centric Project 	<ul style="list-style-type: none"> Supreme Council Website Best Customer Experience
<ul style="list-style-type: none"> Best Digital Service Best Customer Centric Project 	<ul style="list-style-type: none"> Supreme Council Website Best Customer Experience 			
8:55 PM	AWARDS DINNER – SECOND COURSE SERVED			
9:25 PM	ENTERTAINMENT – DJ			
	ENGHOUSE INTERACTIVE PHOTOBOOTH The Photobooth is back by popular demand. Get your team together and capture some great memories!			
11:59PM	ENDS			



VISIT THE EXHIBITORS IN THE FOYER

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DAY 2: TUESDAY 17th SEPTEMBER 2019

ALGIM Spring Conference Programme TUESDAY 17th SEPTEMBER 2019 *'Creating Seamless CX'*

8:00AM	REGISTRATION OPENS TEA/COFFEE IN EXHIBITION AREA	
ROOM	AUDITORIUM ROOM	
8:25AM	WELCOME TO THE 2019 ALGIM SPRING CONFERENCE – DAY TWO Angela Parquist, Waikato District Council	
8:30AM – 8:40AM	WELCOME TO THE CITY FROM CANTERBURY HOST COUNCILS David Ward, CE, Selwyn District Council & Waimakariri District Council	
8:40AM – 9:25AM	KEYNOTE PRESENTATION: STRATEGIC FOCUS: POWERFUL PRIORITIES THAT GET S**T DONE Alicia McKay , Public Sector Strategy Enthusiast, Alicia McKay NZ Tired of spinning your wheels, and motivated to take action on the things that really matter in your organisation? In this challenging and entertaining session, Alicia outlines how to set and use strategic priorities to drive momentum and change in your organisation and life. This session is perfect for those driving projects and internal change programmes, feeling thwarted by internal friction or inaction.	
ROOM	AUDITORIUM ROOM	AVON ROOM
9.30AM – 10:15AM	PRIVACY IN THE CX WORLD Daimhin Warner Director, Simply Privacy  Daimhin will present on privacy in the CX world - going digital with your service delivery, creating customer portals, making it easier for your customers/citizens/community to do business with local government, while addressing the privacy concerns.	RESILIENCE: CHALLENGING LIFE'S CHALLENGES Lance Burdett , Managing Director, WARN International Ltd  All of us face challenges, in today's fast-paced world they have become more prevalent than before resulting in a marked increase in stress levels. Lance will explore the three main reasons why this is happening and, more importantly, how to significantly mitigate these stressors. Learn simple ways to reduce worry, to get to sleep faster, to reduce waking between 3 & 4am, to minimise overthinking, and to remain focussed across the entire day.
10.15AM - 10:35AM	MORNING TEA AND NETWORKING WITH THE VENDORS	

ROOM	AUDITORIUM ROOM	AVON ROOM	VICTORIA ROOM
10:35AM - 11:15AM	<p>LG CASE STUDY: REVIVING A CULTURALLY DEAD ORGANISATION THROUGH FOCUS ON CUSTOMER SERVICE</p>  <p><i>International Speaker</i> Shane Douglas, Customer Services Manager, Whitsundays Regional Council, Queensland, Australia</p> <p>In Local Government, Customer Service, the community's satisfaction and trust in Council 'is' everything. The Customer's experience is not just the first point of contact. The experience is from request to resolution and real changes happen when you get organisational buy in. Understand 'Cultural Entropy' and how in WRC's cultural revival we realised why we are all here...the Customer.</p>	<p>TRANSITIONING FROM ALL OF GOVERNMENT COMMON WEB PLATFORM TO DIGITAL EXPERIENCE SERVICES</p>   <p>Kayleigh Shepherd, AoG ICT Capability Manager & Dave Jackman, AoG ICT Capability Manager, DIA</p> <p>The next iteration of the Common Web Platform has been co-designed by government agencies, vendors and research companies. The outcome from the co-design process is a Digital Experience Services strategic framework. We are currently implementing the framework and are excited to share this journey with everyone. We will also cover the new model for the procurement of digital services and the launch of the Marketplace.</p>	<p>TOPIC: DEMOCRACY FOR THE 21ST CENTURY: USING DATA TO IMPROVE CUSTOMER EXPERIENCE</p>  <p>Kurt Janssen, CEO and Founder, Orbica Ltd</p> <p>Today's local governments have larger, more complex data sets than ever. One of the chief customer experience challenges they face is using this data to create insights and then informing their customers in an interactive, engaging and user-friendly way. Democracy for the 21st century goes beyond PDFs, documents or letters in the post to a seamless interaction through web/mobile technologies that make it easy for customers to understand complex government data, access personal-level information relevant to them, be informed about government projects and portfolios and offer feedback digitally. This is possible by merging business intelligence, geospatial technology and narrative – GeoBI.</p>
11:20AM - 12:05 PM	<p>PANEL DISCUSSION: CANTERBURY COUNCILS</p> <p>The impacts of creating a great customer experience in a region that is re-inventing it-self and rural councils that have had exponential growth</p>	<p>WORKSHOP: CUSTOMER JOURNEY MAPPING</p> <p>Facilitated case studies discussion. A councils 'show and tell' session. Councils will share their approaches to their customer journey mapping activities.</p>	<p>ANALYTICS / DEVELOPING MOBILE APPS</p> <p>Case Study presenters to be confirmed</p>
12:05PM - 1:05PM	LUNCH AND NETWORKING WITH THE VENDORS		

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ROOM	AUDITORIUM ROOM	AVON ROOM	VICTORIA ROOM
1:05PM– 1:50PM	<p>JOURNEYS TO THE SINGLE VIEW OF THE CUSTOMER</p> <p>Facilitated by Georgiana Johnson, GM – Customer Experience & Sales New Zealand, Datacom</p> <p>This session will take the format of a show and tell/panel type session – where three-four councils will share their journeys to date in achieving the single view of the customers.</p> <ul style="list-style-type: none"> • Waikato RC • Christchurch CC • Selwyn DC <p>Kindly sponsored by </p>	<p>CASE STUDY WORKFORCE MANAGEMENT: HOW TO GET THE BEST FROM YOUR TEAM</p> <p>Maree Newton, CS Manager, Tauranga City Council</p> 	<p>ALL OF GOVERNMENT DESIGN AND STRUCTURED CONTENT MODEL FOR WEBSITES</p> <p>Jas Hua, UX Product Lead AOG Design System – Navigate programme, Department of Internal Affairs</p>  <p>DS (lego blocks) : The all-of-government (AOG) design system alpha is a catalogue of reusable base elements, components, and patterns for building websites and applications, along with guidance on how and when to use them. The design system is your box of lego blocks that you can pick and choose relevant components to construct new websites or improve existing ones. Accessibility and usability are built into every level of the design. By using the design system, it will help to improve your internal workflow efficiency as well as delivering more consistent experience for the end users.</p> <p>Structured Content Model Structured content means separating out the content you'd put onto a web page into parts, treating it like data. This "data" has been referred to as components. These components can then be organised in a predictable way and is usually classified by a set of pre-determined metadata.</p>
1:55PM – 2:25PM	<p>CASE STUDY - WAIKATO REGIONAL COUNCIL</p> <p>Nicola Chrisp, Manager Communications & Engagement, Waikato Regional Council</p>  <p>Hear how Waikato RC are working cross-council and with central governments service innovation lab in Wellington to implement a regional digital strategy - technology enabled, information led, and customer-centric.</p>	<p>CASE STUDY - OUR TRANSFORMATION FOR REQUEST FOR SERVICE</p> <p>Dana Burnett, My Council Programme Manager, Christchurch City Council</p>  <p>Request for service is the bread and butter of every Council. Find out how CCC is transforming end to end request services from service design to process to technology to data to online and becoming modern and easy to deal with. Warning: The change and challenges encountered are not for the faint hearted.</p>	<p>THE CHANGING ASPECT OF CS IN RELATION TO SOCIAL MEDIA</p> <p>Krystle Field, Senior Social Media Advisor, MBIE</p>  <p>The changing aspect of customer service in relation to social media</p>
2:30 PM - 3:15 PM	<p>KEYNOTE PRESENTATION: GENIE FOR LOCAL GOVERNMENT</p> <p>Matthew Benson, Senior Analyst & Genie Partner Engagement Manager, Deakin University, Australia</p>  <p>Genie is a smart digital personal assistant originally designed to help students at Deakin University navigate through life. Since its release it has won a swag of international awards and is a huge success with students. Deakin are now sharing Genie with the world. Could this award winning assistant provide personalised council assistance to people in New Zealand? Deakin's Matthew Benson thinks Genie can, and will demonstrate real world examples of how a personal assistant could transform local council service delivery.</p>		
3:15PM – 3:30PM	<p>WRAP UP - Closing and prize giving – Mike Manson, CE, ALGIM</p>		
3:35PM	<p>CONFERENCE ENDS</p>		

ALGIM would like to acknowledge and thank their corporate members for their support

ALGIM CORPORATE MEMBERS

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