MERCURY

E-Government & Digital Transformation in Governments Course

26 - 30 Aug 2024
Madrid (Spain)

E-Government & Digital Transformation in Governments Course

Ref.: 9477_255381 **Date:** 26 - 30 Aug 2024 **Location:** Madrid (Spain) **Fees:** 5500 **Euro**

Introduction:

Technology has brought unprecedented opportunities to drive efficiencies, enable automation, and change how society interacts and engages in all facets of life. The pace of change is advancing, as are citizen expectations, and global governments need to transform their operations to be more accessible, transparent, and accountable.

Apart from aligning with the global trend to move to e-government, it has a clear agenda and supports driving change and leveraging technology as a global exemplar. E-government is ultimately about realizing technology's benefits for transforming how services are delivered to citizens and improving their experience through a 'citizen-centric' model.

This e-government and digital transformation in governments course has created pressure to e-enable, transform, and innovate in an environment filled with buzzwords such as Artificial Intelligence, Blockchain, Big Data, Machine Learning, Virtual Reality, and Robotics. Yet Governments are mired in legacy and are not 'start-up' businesses.

They must deliver policies and serve all citizens, including those needing more time to embrace technology. Technology must be applied as an 'enabler' at the right time for the right reasons, not just because it is available or the latest trend. The question must always be, 'Why are we investing in technology?'

Digital Transformation and E-Government Certification Path:

For those seeking to formalize their knowledge and expertise in digital transformation within the governmental sector, taking this course can be a stepping stone towards obtaining an e-governance digital transformation certificate.

This e-government and digital transformation in governments course is designed to inform, certify, and validate the understanding of digital government transformation strategies and the role of government in enabling digital change.

In this e-government and digital transformation in governments training, participants will understand the necessity of helping move government entities into the digital age and the benefits, strategies, and critical differences between conventional e-government and a fully digitally transformed government.

Targeted Groups:

- Technologists are new to the government.
- Business Process and Quality Employees.
- Finance Managers.
- Customer Service Managers.
- Policy Writers.
- Marketing and Communications delivery.
- Excellence Employees.

Course Objectives:

At the end of this e-government and digital transformation in governments course, the participants will be able to:

- Recognize the opportunities e-government can bring.
- Identify and prioritize where to drive efficiencies, enable change, and improve citizen service delivery.
- Understand, analyze, and apply technologies appropriately to enable a digital transformation that serves the Department and citizens.
- Develop and implement a 'Channel Shift' strategy to encourage Citizens to take up and move to the most efficient e-enabled services.
- When seeking support to deliver policies, e-enable existing services, or improve citizens' experiences, ask the right questions and be confident in engaging in conversations.
- Recognize the needs of the 'Citizen' in all areas of work, whether writing policy, creating a communications plan, or creating or improving a service.
- Understand the meaning of a Key Performance Indicator, how to create one, and how to ensure it aligns with the outcomes sought from technology applications.
- Have insight and a basic understanding of the latest 'buzzword' technologies and their application.

Targeted Competencies:

Upon the end of this e-government and digital transformation in governments course, the participants will be able to improve:

- E-Government: Exploring how governments offer online services to improve citizen experiences and suggesting suitable Key Performance Indicators KPIs for evaluation.
- Digital transformation: Understanding the shift towards digital processes, its benefits, and how to prioritize automation opportunities using suitable methods while seeking chances to share services.
- Technological developments: Summarize current tech buzzwords and their practical applications.
- Citizen-centric approach: Address changing citizens' expectations and employing technology for service delivery.
- Innovating public policy and services: Discussing the government's role in policy development to enhance services and foster innovation for better outcomes.
- Benchmarking and learning from others: Learning from successful and unsuccessful examples in improving public services.
- Excellence, tools, and awards: Recognizing and utilizing tools and awards to promote excellence in public service delivery.

Course Content:

Unit 1: E-Government:

- Definitions - EU, World Bank.
- Why is E-Government important, and how is it Progressing?
- E-Government Opportunities.
- Create KPIs that measure desired outcomes.

Unit 2: Digital Transformation:

- What is Digital Transformation?
- Why is the government different from the private sector?
- The Key Elements of Successful Digital Transformation.
- Process Automation and Prioritization.
- Incremental Delivery.
- The Importance and Value of Data.

Unit 3: Citizen Centricity:

- What is the Role of Government?
- How are Customer Expectations changing?
- Understanding the Customer Journey.
- What do Citizens want from the government?
- Creating A Customer Journey.

Unit 4: Innovating Public Policy and Services:

- What is innovation, and what are its many definitions?
- Theories of Innovation.
- Creating an Environment for Innovation.
- Spot opportunities for Developing and Articulating Initiatives.
- Identify Customer Service and Ways to Improve and Innovate.

Unit 5: Understanding the Language:

- What are AI, Blockchain, and all the other buzzwords, and when and where can they be applied?
- Delivery Methodologies - Agile, Waterfall, Kanban, Scrum, Lean. Where and when are they appropriate?
- Understand the importance of e-government and focus on digital transformation in governments and outcomes.
- Understanding the Excellence and Other Award Criteria for Digital Transformation and Customer Service Improvement.
- Apply technology for the right reasons.

Registration form on the :
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