



## E-Government & Digital Transformation in Governments

28 Jul - 01 Aug 2024  
Istanbul (Turkey)



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**Ref.:** 9477\_283819 **Date:** 28 Jul - 01 Aug 2024 **Location:** Istanbul (Turkey) **Fees:** 5000 Euro

## Introduction:

Technology has brought about 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 are, and need to, transform their operations to be more accessible, transparent, and accountable. Apart from aligning to the global trend to move to E-Government has a clear and defined agenda and supporting the process to drive change and leverage technology, as a global exemplar.

E-Government is ultimately about realizing the benefits of technology for transforming the way services are delivered to citizens and improving their experience through a 'citizen Centric' model. This has created pressure to e-enable, transform and innovate in an environment filled with buzzwords Artificial Intelligence, Blockchain, Big Data, Machine Learning, Virtual Reality, Robotics.... etc. Yet Governments are mired in legacy and are not 'start-up' businesses, and are obligated to deliver policies and serve all citizens, including those not ready to embrace technology.

Technology must be applied as an 'enabler' at the right time for the right reasons and not just because it is available or the latest trend - the question in mind must always be 'why are we investing in technology'

## Targeted Groups:

- Technologist new to Government
- Business Process and Quality employees
- Finance Managers
- Customer Service Managers
- Policy Writers
- Marketing & Communications delivers
- Excellence Employees

## Course Objectives:

At the end of this course the participants will be able to:

- Recognize the opportunities e-government can bring and Identify and prioritize where technology can be best applied to drive efficiencies, enable change and improve service delivery for Citizens.
- Understand, analyze, and where to 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.
- Ask the right questions and have the confidence to engage in conversations when seeking support to deliver policies, e-enable existing services or seek to improve the citizens' experience.
- 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 them, and ensure that they align with the outcomes sought from the application of technology.
- Have insight and basic understanding of the latest 'buzzword' technologies and their application

## **Targeted Competencies:**

- E-Government -What is E-Government and how governments can adapt and deliver e-services, and encourage a shift to new services to improve the citizen's experiences and how to define suitable Key Performance Indicators
- Digital Transformation - What is digital transformation means, the benefits it can deliver and how to prioritize opportunities for automation, making use of the most appropriate delivery methodologies, and seeking opportunities to share services.
- Technological Developments - All too often people use technological buzz words or feel obliged to apply them when they don't necessarily understand the value and applicability. We will provide a brief overview of the current key buzzwords and how the technologies are being applied.
- A Citizen-Centric Approach - How are citizens expectations changing and how can we best meet their requirements by applying appropriate technology to the delivery of services.
- Innovating Public Policy & Services - What is the role of Government and how can it better develop policies to deliver outcomes and create a structure and environment for innovation that delivers efficiency and improved services to Citizens. Benchmarking and learning from others - successes and failures
- Excellence, Tools & Awards

## **Course Content:**

### **Unit 1: E-Government:**

- Definitions - EU, World Bank
- Why E-Government is important and how it is Progressing?
- E-Government Opportunities
- Creating KPI's that measure desired outcomes

### **Unit 2: Digital Transformation:**

- What is Digital Transformation?
- Why Government is Different from the Private Sector?
- The Key Elements of Successful Digital Transformation
- Process Automation & Prioritization
- Incremental Delivery
- The Importance & 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 & Services:**

- What is Innovation - the many definitions
- Theories of Innovation
- Creating an Environment for Innovation
- Spotting opportunities for and Developing and Articulating Initiatives
- Identify a Customer Service and ways to Improve & 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
- The importance of focusing on Outcomes
- Understanding the Excellence and other Award Criteria for Digital Transformation and Customer Service Improvement
- Applying technology for the right reasons



**Registration form on the :  
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