



## **2024 MBNCanada National Forum – November 5, 6 & 7, 2024**

### **Theme: *Service Improvement through Data***

#### **About the Event**

The 2024 MBNCanada National Forum, to be held from November 5<sup>th</sup> to 7<sup>th</sup> in Niagara-On-The-Lake, Ontario is an opportunity for municipal government leaders, managers and staff from across Canada to exchange knowledge about leading-edge and emerging practices in municipal government and to network with peers and government leaders. This is a must-attend event for those concerned with data driven decision-making, business process management, continuous improvement, and measuring organizational performance. We have been gathering at this annual conference for over 10 years.

#### **About the Audience**

Attendees include service delivery professionals from Canadian municipalities, as well as benchmarking, strategic planning and performance improvement specialists and invited guests.

### **Call For Presenters**

MBNCanada is inviting submissions from municipal and industry experts to provide dynamic and interactive programming as part of the overall forum experience. The 2024 program will deliver timely information relevant to using performance measurement to understand and improve the delivery of municipal services.

#### **Presentation Formats**

The following formats will be considered for the 2024 Forum:

- **Case studies:** communicating information on actual projects from start to finish. Regardless of the outcome, shared experiences can save time and resources for those considering similar projects or initiatives.
- **Panel Discussion:** Multiple presenters from different municipalities and/or service areas come together to present their perspective on the topic, with the audience participating in a moderated Q&A session.
- **Informational:** not necessarily tied to a specific project or process change, these presentations provide general information on a specific topic, idea or service area. Ideally, these presentations will provide information which can be applied to multiple areas.

## Presentation Topics

Ideally, topics should include a focus on the use of data to identify or leverage opportunities to improve delivery of services to stakeholders. Forum topics could include (but are not limited to):

- **Analyzing Data to Manage Performance:** including big data; performance analytics to manage process performance; measurement and using MBNCanada data and analysis to support decision making
- **Aligning to the Business:** governance & identifying the right measures to support organizational strategy; alignment and integration across business practices; capturing and transferring critical knowledge; quality and risk management, and business value
- **Aligning Improvement to Provincial and Federal Goals:** strategic alignment; stakeholder engagement, and continuous improvement
- **Communication:** communicating municipal performance and results to citizens (e.g. use of citizen-facing dashboards)

## Proposal Criteria

- Presentation content should showcase relevant business process and performance management strategies/approaches, ideally related to any of the 36 MBN Canada service areas, including a specific measure or measures.

- Presentation description should include title, learning objectives (i.e., what will participants learn or better understand from the presentation?) and relevant MBNCanada service area/measure if applicable.
- Remember that members are looking for templates, checklists, and lessons learned when designing your session. Although the 'what worked' is essential, the 'what I wish I knew then' is just as valuable.
- Preference will be given to presentations that focus on case studies or practical tools and techniques versus general or theoretical presentations.
- Preference will also be given to MBNCanada member staff who are involved in the process improvement initiative or data driven decision-making. Consultants or academics are encouraged to co-submit with an MBNCanada member municipality.
- Proposals should be clear, concise and identify proposed format (e.g., presentation, workshop, panel presentation) and presentation length. Presentations may range from 20 to 45 minutes, including time for Q&A.

## **DEADLINE FOR SUBMISSIONS IS FRIDAY, JUNE 28, 2024**

### **Please Note: Remuneration**

There is no fee payable by MBNCanada for this engagement. However, MBNCanada will provide complimentary day-pass registration for the day you will be speaking.

### **Marketing and Promotion**

All selected presenters must provide a photo and short bio, which will be used throughout the promotion cycle leading up to the conference, ensuring you'll get maximum visibility for your participation.

Presenters will be notified of the decision on their submission in mid-July 2024. Selected presenters are asked to provide their final presentation materials (including numbered slide deck) no later than 2 weeks before the Forum.

Please contact Patti Tomalin at [Patti.Tomalin@mbncanada.ca](mailto:Patti.Tomalin@mbncanada.ca) if you have any questions about the Call for Presenters.