

Course venue

European Institute of Public Administration (EIPA)
O.L. Vrouweplein 22
6211 HE, Maastricht
the Netherlands

Programme Organiser

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Fee

EIPA Members' fee: € 1260,-
Regular fee: € 1400,-

The fee includes documentation and refreshments. Lunches, a reception or dinner are included if mentioned in the programme. Accommodation and travel costs are at the expense of the participants or their administration.

Discounts

EIPA offers a 10% discount to all civil servants working for one of EIPA's supporting countries, and civil servants working for an EU institution, body or agency.

Who are the supporting countries?

Civil servants coming from the following EIPA supporting countries are entitled to get the reduced fee: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania, Luxembourg, Malta, the Netherlands, Norway, Poland, Portugal, Spain, Sweden, United Kingdom. For all other participants, the regular fee applies.

Meals

Lunches and the reception will be served at a restaurant in town. Special dietary requirements (e.g. vegetarian, diabetic) can be indicated once you receive the confirmation of the seminar.

Hotel reservations

EIPA has special price arrangements with a number of hotels. All hotels are within 10 minutes walking distance from EIPA. Should you wish to make use of this possibility, please book directly via the links below. Payment is to be made directly and personally to the hotel upon checking out. At the time of booking, please mention in the requested field the EIPA project number for your course **1922601**.

- **Townhouse Hotel**
www.townhousehotels.nl/eipa
- **Hotel Derlon**
www.derlon.com/eipa
- **Designhotel Maastricht**
<https://www.edenhotels.nl/en/promotions/eipa-maastricht/>
- **Bastion Hotel**
<https://www.bastionhotels.com/en-gb/eipa>

Registration

Kindly complete the online registration form which can be found on EIPA's website <https://www.eipa.eu/courses/> before 15 May 2019.

Confirmation

Confirmation of registration will be forwarded to participants on receipt of the completed online registration form.

Payment

Prior payment is a condition for participation.

Cancellation policy

For administrative reasons you will be charged €150 for cancellations received within 15 days before the activity begins. There is no charge for qualified substitute participants.

EIPA reserves the right to cancel the activity up to 2 weeks before the starting date. In that case, registration fees received will be fully reimbursed. EIPA accepts no responsibility for any costs incurred (travel, accommodation, etc.).



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Digital Transformation Project Management in the Public Sector

Maastricht (NL), 5 - 6 June 2019



www.eipa.eu

Description / Programme

Designed for public-sector project managers, this two-day seminar on Digital Transformation offers a crash course in how to make your project more successful by getting up-to-date on the latest developments and best practice.

As the European Commission states in its eGovernment Action Plan:

'The digital transformation of government is a key element to the success of the Single Market.'

Indeed, the public sector has a leading role to play in this globally-prominent field. It is not uncommon for technical innovation to outpace the rate at which it can be absorbed by government, but as society changes, public services must adapt to the new reality.

These changes affect not only internal government operations but also the way government interacts with the public at large, from individual citizens to private companies. Throughout Europe, public administrations are going paperless and innovating in ways that make their work easier and more cost-effective.

Our course will help you understand Digital Transformation, learn how to cope with it and, more importantly, learn how to thrive through it. From Cyber Security and Big Data to Artificial Intelligence and Cloud Computing, you will get a complete overview of the dynamic and promising trends set to define the coming decades, and will learn how to keep projects lean while increasing efficiency.

What you will learn in this course:

- What Digital Transformation is, and what views there are on the matter;
- How project management is influenced by Digital Transformation (and vice versa!);
- How the transformation will affect your organisation;
- Can digitisation make processes more efficient?
- The effect of techniques and technology, and the relationship with disruptive developments: relevant new developments like Cloud Computing, Agile and SCRUM methods;
- The relevance of information beyond the supportive technique;
- How to deal with project management and digital leadership;
- Governmental policies on how to deal with digitisation;
- Political and legislative context;
- Soft controls: how the human factor is incorporated into these changes.

By the end of the course, you will:

- Have insight into what is going on with regard to

- Digital Transformation;
- Have greatly increased your level of knowledge on digitisation and the latest on cyber security, artificial intelligence and big data;
- Have an international view on governmental responses to digitisation;
- Be better able to manage related projects;
- Have insight into the human factor of change processes, in order to execute changes more effectively.

Who this course is for:

- Project leaders and managers dealing with digitisation projects;
- Supporting staff, such as members of the project management office;
- Management, responsible for information in organisations;
- Supporting staff assisting senior management;
- CIOs and staff responsible for IT;
- IT transition managers.

Course methodology and highlights:

This course offers a valuable combination of practice and theory, so you can use the knowledge in your work straight away. Our speakers combine experience in the field with an academic background.

- The speakers will be working interactively with the group and will present hands-on knowledge and theoretical concepts, challenging the group to respond.
- During the two days of the course, a few small assignments will be carried out to increase the learning effect.
- Members of the group will bring their experience to the table, discussing and adding value to that experience.
- A few related case studies from EIPA research will be brought to the table for extra insight.
- The group will receive a detailed handout of the presented material and a free copy of a book on one of the matters discussed.

WEDNESDAY 5 JUNE 2019

- 09.00 **Introduction to the course and its subjects**
Dion Kotteman (NL), Project Leader, C-Level IT & Strategy advisor, former CIO Dutch Government

We start by summarising and introducing the seminar

- Participant introduction
- Programme overview
- Definitions and key concepts
- **Digital Transformation:** including technologies, disruptive innovation, impact on reputation and European examples

Programme

- We also reference the degree to which these technologies are becoming ubiquitous and how this affects their importance

10.00 Coffee break

10.30 Policy and Legal Issues

The political and legislative context of Digital Transformation, specifically in the European context, must be addressed

- **Governmental IT policies:** from digital-only to click-call-face interaction
 - **Triple Helix:** Government, academia and industry
 - **Investment:** from hardware to R&D, AI and data analysis
 - **Data Storage:** in the context of the Cloud, GDPR, encryption and **privacy by design**
- Participants are invited to share experiences*

12.30 Lunch

14.00 New techniques

We look at specific technologies and techniques with an emphasis on dealing with risk, quality and cost

- **Use of Cloud Computing:** Private, Public and Hybrid
- **Cyber Security and Identity Management,** including attribute-based identity management
- Integrating **big data, predictive analysis and Artificial Intelligence (AI)**
- **Risk Assessment, Quality and Project Assurance**
- **Cost Containment:** while prioritizing progress and political/societal goals, we must also manage finances efficiently

Participants are invited to come up with questions and participate in the discussion

16.00 Coffee break

16.30 Project Leadership

In dealing with Digital Transformation, project management and digital leadership are key. Project leaders and managers have to know how to deal with new technologies and cope with change.

- How does leadership differ from management, how should a manager position him/herself and how can a leader be agile?
- We will discuss the position of the CIO and the relevance of IT in the Board Room.
- **Structure:** if structure follows strategy, how do we structure Digital Transformation?
- **Aligning and Communicating with Stakeholders**
- Henry Mintzberg's **Emergent Strategies**
- **Balancing stability and innovation:** governments prioritize the former, and do not always provide the right environment for the latter

17.30 Reception at Hotel Derlon

THURSDAY 6 JUNE 2019

09.00 Methods

Given that Digital Transformation of the public sector concerns increasing government receptivity to its citizens, the natural paradigm for project managers to follow is that of agile methods.

- **Agile Methods,** including **SCRUM**
- Assigning work, including **Prince2**
- **Consortium** building and project manager relationship to other officials

10.30 Coffee break

11.00 Learning from Successful Projects

We address European projects for Digital Transformation of public services with an eye to extracting practical recommendations.

- Degrees of Digital Transformation (Digitalisation, e Government and Digital Government) and their relation to Open Government and agile methods
- The **Digital Society and Economy Index (DESI)** and the importance of Human Capital and Connectivity to Digital Public Services
- Project phases:
- **Design:** including agile methods as permanent feature, Continued Business Justification and user-stories
- **Implementation:** Specific techniques drawn from successful projects
- **Diffusion:** Strategies including contests, training users, branding and impact on sustainability

12.00 Project: The successful digitalization of legal offices and processes

Presentation by guest speaker from Spain's EPSA-award nominated 'Digital Justice'

12.30 Q&A Session

13.00 Lunch

14:30 The Human Factor

We close with the key to success, the very foundation of any project: human beings. Project management must, in the final analysis, consist in convincing those involved (including users!) to embrace change.

- **Change management**
 - Identifying and managing **project saboteurs**
 - Fostering **flexibility**
 - Social **inclusion** in the use of technology
- An assignment for (sub-) groups is part of the afternoon*

16.30 End of the seminar