



Municipality Excellence and Expansion Summit - Preliminary Agenda – Day 1

08:00 – 08:55 Guest arrival, registration and welcome refreshments

09:00 – 09:05 Recitation of the Holy Quran and Welcome Address by Naseba

09:05 – 09:25 **Official opening address**

His Excellency Abdul Latif bin Abdul Malik bin Omar Al Shaikh

Minister, Ministry of Municipal and Rural Affairs (MOMRA)

09:25 – 09:30 **Introductory remarks by Chairman**

09:30– 09:45 **Delivering municipal excellence through innovation and technology (Case Study)**

This session will present success stories from a city that has modernised and transformed itself through the implementation of technology. The perspectives will outline how best practices can be replicated from lessons learned, taking us through the different steps and crucial phases involved in providing top-notch municipal services.

Municipalities are always looking for ways to become more efficient, and Internet of Things (IoT) solutions provide several options to save money, improve productivity, and better serve their constituents. The implementation of M2M technologies, IoT and accurate data analysis will not only allow municipalities to evaluate their strategy clearly, but also how improve it, whether it's using resources more efficiently, creating safer neighbourhoods or working on smarter transportation.

09:45 – 10:45 Session 1 – Panel discussion

Benchmarking municipal excellence

With 80% of the Saudi population now living in urban areas, cities are emerging as front runners of innovation. Seizing these opportunities for improving municipal services to the community while facing its challenges is a key priority for mayors and city officials across the world.

This panel of City Officials will address the trends and concerns municipalities face and the impact municipal decisions and actions have on the success of a community, including in the fields of:

- Information Technology (IT)
- Citizen services
- Human Capital

10:45 – 11:30 Session 2 - Panel discussion

Modernising municipal services – the concepts and prospects of sustainable development



In the national development context of Saudi Arabia, in which municipal services represent a core institutional component, there are enormous opportunities as well as daunting challenges on the horizon. In order to fulfil the Kingdom's vision of creating a sustainable environment for their cities, municipalities should be following the highest standards of municipal management.

The panel will address Saudi Arabia's national development priorities to set strategies for urban development, including:

- Waste management
- Traffic management
- GIS
- Energy management

11:30 – 11:45 Pioneering municipal transformation through innovation and technology (case study)

Although cities cannot prosper on technology alone, ICT plays a huge role in delivering excellence to citizens. This presentation will be led by an industry expert showcasing the interaction between visionary leadership and the power of ICT in overcoming key challenges to the municipal system. Delegates will be shown the key challenges and practical solutions to embrace e-services through effective planning and application of innovative tools, techniques and solutions.

11:45 – 13:05 Noon prayer, networking tea break, one-to-one business meetings

13:05 – 13:25 Executing strategy in a Municipal Government (case study)

Municipal governments across the world have made important efforts to advance their management capabilities, by either adopting or developing best-practices. Amongst those, the implementation of a Performance Management Framework has been a recent trend in major cities in USA, Europe, Australia and the Middle East.

Performance Management Frameworks (PMF) facilitate the structured development of a long term vision for municipalities ranging from the value delivered to citizens to internal enablers. Additionally, PMF allows the different strategic objectives of municipalities to cascade across all departments, sections and entities, which fosters the level of alignment across the entire organisation.

During this presentation, examples of municipal frameworks will be showcased, and a road map for its development will be presented and explained. The role of Strategic Planning and Strategy Execution as disciplines to enhance the capabilities of municipalities and the efficiency of the government's planning cycles will also be reviewed.

Keynote speaker:
Roberto Wyszkowski
Partner



ShiftIn Partners, UAE

13:25 - 14:25 Session 3 – Panel discussion

Transforming municipalities through performance management

The use of technology has become quintessential in the execution of a Performance Management System (PMS) and the existing range of Enterprise Performance Management software in the market can help a municipality enhance its PMS in order to increase accountability, learning, improvement, provide early warning signals, and facilitate decision-making.

The performance management system monitors actual performance of the municipal strategic objectives and key performance indicators against set targets and contractual obligations. Effective service delivery relies upon the IDP, efficient utilisation of all resources and the performance management system being closely integrated across all functions at an organizational and individual level. The most valuable reason for measuring performance is that what gets measured, gets done.

During this discussion, a set of best practices in the use of technology to enable the implementation of a Performance Management System will be showcased.

- Defining performance criteria
- Resource allocation
- Budgeting
- Reporting

14:25 – 14:40 **Creating World Class Cities of Tomorrow (international case study)**

Smart, Intelligent Sustainable, Convenient and Safe are a few of the goals when transforming our cities for tomorrow's challenges. Based on twenty years of experience and lessons learned when advising and managing award winning city transformation projects from Singapore and Malaysia, through Hong Kong, Toronto, Moscow and Astana, Kazakhstan, Europe and America, Bill Hutchison will speak about goals, roadmaps, governance, citizen participation, infrastructure, financing and innovation necessary to create new world class "Cities for Tomorrow" that are attractive to citizens, entrepreneurs and investors.

14:40 – 14:50 Summary of Day One by Jean Philippe Bonsaudo, Project Director, Naseba

14:50 - 15:50 **Networking Lunch**



Municipality Excellence and Expansion Summit - Preliminary Agenda – Day 2

08: 00 – 08:50 Guest arrival, registration and welcome refreshments

08:50 – 09:00 Welcome remarks by the Chairperson

09:00 – 09:15 **International case study**

09:15 – 10:10 Session 1 - Panel discussion

The role of PPP in developing innovative cities through municipal management

The increasing demand for municipal services calls for an urgency to tap into the modality of public-private partnership in service provision with efficiency in cost and time. This panel will discuss how development can be accelerated through collaboration with the private sector. It will review:

- The key strategies to engaging public and private sector expertise to deliver smarter services to the public.
- The main elements involved in creating and managing a successful public-private partnership

10:10 – 10:30 **Responsive Cities: How Digital Lighting is Shaping Tomorrow's Sustainable Cities (International case study)**

Cities are turning to state-of-the-art technology to enhance liveability and quality of life of citizens. The increasing integration of networked technologies enables new opportunities to utilize light to enhance public spaces through the connected digital lighting solutions which became an important factor in Intelligent Cities, especially when combined with a comprehensive urban plan to engage citizens and stakeholders alike. The connected lighting is a unique resource that enables cities to reap the benefits of cost-cutting and energy saving technology while enhancing neighbourhoods that support vibrant city life and attract economic activity and tourism.

- Supporting city stakeholders to meet their aggressive global targets for energy savings and sustainability.
- The tremendous leverage opportunities offered by public lighting when integrated in city-wide infrastructure networks.
- How light mediates between people and environment by using light to make public spaces more attractive to pedestrians and contributing to a healthier and more sustainable urban future

10:30 – 11:30 Session 2 - Panel discussion

Program vs Project Management: The secret of execution excellence



Programs usually span a far greater duration than a project. This might seem like an arbitrary difference. However, managing a program involves long term strategic planning that's not required of a project.

The ongoing nature of programs also means that they engage in continuous process improvement. Moreover, Programs are tied to the Organization's Financial Calendar and Program Managers are often responsible for delivering results tied to the organization's financial calendar. This panel will outline the following points:

- When and where to differentiate between project and programs
- Selecting the right program/project technology
- Developing strong collaborative teams

11:30 – 12:30 **Noon prayer, networking tea break, one-to-one business meetings**

12:30 – 13:15 Session 3 - Panel discussion

Creating strong municipal systems – innovating and achieving excellence through e-services and e-government

From e-Government to m-Government to now Smart- Government, municipalities are focusing on as many possible methods to transform the way services are delivered to citizens, businesses, governments and all other stakeholders of their region.

This panel discussion will highlight how municipalities and municipal leaders tasked with transforming and integrating cities, and municipalities are planning, developing and monitoring projects and performance. This discussion entails:

- High level strategic planning and whole-of-government implementation
- Integration of service capabilities and seamless information exchange
- Driving productivity and citizen engagement (e-Participation)
- KPIs, competitiveness criteria and measurement framework
- Ensuring stability and security of government systems and information

13:15 – 14:00 Session 4 - Panel discussion

Delivering service excellence to the community

Achieving first class municipal capabilities and services requires community participation and meaningful engagement. Citizens and businesses have also come to expect the same level of service from government that they experience in the commercial sector.

GCC governments are recognizing that service transformation, and particularly citizen centred service delivery, is necessary to create the desired public service outcomes. Leading governments are shifting from a programmatic model of service delivery to a citizen-focused model where service delivery is focused on people, not programs.



This panel will outline:

- How does the public sector stack up in respect to service innovation?
- Municipality accountability and governance
- How to achieve excellent customer experience

14:00 –14:15 **New directions in delivering municipal excellence: Using external data collected from smart systems (case study)**

Collecting data as a concept is great. But municipal organizations that rely solely on data to make strategic decisions are missing the point. In order to use data effectively, we should be focusing on turning the data collected into smart data.

Technology alone doesn't solve the problem of changing data to smart data. While tools are getting better at aggregating and parsing data, it's ultimately up to us as an organization to connect past behaviour to future wants, preferences and needs. The technological advancements we've seen all the way back to the industrial revolution have been about automating a manual process, not making us smarter practitioners.

The questions we must ask are "what processes are in place to handle the data?", "what governance is in place?", and finally, "how do we operationalize the data"? Technology won't answer these questions. First, we must have the right people in place and processes established, then we look at how technology fits in.

This panel discussion will discuss the different ways and systems to create value from the data we collect in order to drive profitability and excellent customer/citizen experiences.

- Data Analysis
- Planning for performance
- Executing for results