

Speaker Presentation Profile

1. PRESENTER'S INFORMATION

FULL NAME	Lee Naik	
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2. PRESENTER'S BACKGROUND

Lee joined Accenture in March 1998. He is a Senior Manager in Accenture's Public Sector operating group and serves as the head of Accenture's Strategic IT Effectiveness (SITE) practice in South Africa. Lee has a strong alignment to Accenture's Public Sector operating group, having previously spent 9 years delivering several high profile projects in both national and provincial government. Some of Lee's notable achievements include the South African National Elections in 1999, the National Census of 2001 for Statistics South Africa, the design of Transnet's ICT operational model and several strategic projects for the Gauteng Shared Services Centre. Lee has a strong technology background which includes extensive experience in process re-engineering, technical architectures, data modelling, assessment and development of technology strategies. Lee's current focus is on helping organisation's leverage Information Technology as a capability to drive their strategic priorities and create tangible business value.

3. TITLE/TOPIC OF PRESENTATION

Leveraging Web 2.0 to improve Government Citizen engagement

4. PRESENTATION SYNOPSIS/ABSTRACT

Brief summary of content and focus of the presentation:

The presentation will focus on the potential Web 2.0 design patterns, models and tools will have for enhancing government-citizen engagement, citizen centricity and ultimately service delivery. Governments have always been conservative adopters of technology. There is a risk of widening the disconnect between citizens who embrace collaborative technology and government unless they are willing to use capabilities such as Web 2.0 to provide enhanced citizen services.

The session will aim to

- Contextualise the burning platform for improved government-citizen engagement and the need to improved service delivery (leveraging key research findings from the Accenture Leadership in Customer Service report)
- Demonstrate that Web 2.0 and open tools can provide government with the opportunity to deliver services while reducing cost and improving social outcomes
- Illustrate the practical adoption of Web 2.0 models to current government scenarios and interactions with the citizen, including experiences in Cataluña and Norway

Key points for discussion include:

- Understanding Web 2.0 / Open Tools and potential opportunities
- Explore potential of Web 2.0 to reduce costs
- Explore the potential of Web 2.0 to increase transparency and enhance multi-channel service delivery
- Discuss how Web 2.0 design patterns and technologies can be utilised in current eGovernment initiatives to support enhancements in citizen interactivity and centricity