



Everbridge Features 43rd President of the United States George W. Bush Speaking on Leadership and Critical Event Management, as well as CNN's Dr. Sanjay Gupta as Day 1 Keynote for COVID-19: Road to Recovery Symposium

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- Tens of thousands of senior executives, government officials and healthcare experts from 150 countries attend Everbridge's R2R summits
- Day two ([October 15th](#)) keynote speakers will include Dr. Anthony Fauci, Director of the NIAID at NIH, Virgin Group Founder Sir Richard Branson; Mayor of Miami and C-level leaders from Accenture, Auburn University, Carlyle Group, Centers for Disease Control (CDC), Goldman Sachs, and Houston Methodist; as well as international experts from Europe, APAC and the EENA ([Register at Everbridge.com/R2R](#) for Day 2 of the event)
- Day one speakers included C-level leaders from Capital One, Fannie Mae, Ford Motor Company, Fortinet, Humana, IBM, CDC, Mayo Clinic, and others

BURLINGTON, Mass.--(BUSINESS WIRE)--Oct. 15, 2020-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#), today announced highlights from day one of its two-day [Autumn 2020 "COVID-19 R2R: The Road to Recovery"](#) virtual leadership symposium, addressing global best practices to reopen economies amid COVID-19, while most safely returning people to public spaces, offices and campuses. The first day's sessions emphasized the importance of public and private sector partnerships during the next phase of the pandemic. Day two of the symposium offers another impressive lineup of marquee speakers.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20201015005454/en/>

Everbridge's COVID-19: Road to Recovery Symposia bring together tens of thousands of leaders and experts from 150 countries across business, healthcare, and government. To attend the "COVID-19 R2R: The Road to Recovery" virtual leadership summit and to replay select presentations on demand, please visit [Everbridge's event registration page](#).

In his conversation with Everbridge CEO David Meredith, President Bush shared his perspective on leadership and critical event management during a public health crisis, as he addressed leaders across industries. He also emphasized the value of preparedness for crises of all kinds, including pandemics, severe weather, cyber-attacks and more.

"We at Everbridge feel privileged to feature the 43rd President of the United States George W. Bush to speak on leadership and critical event management during the

Everbridge COVID-19 Symposium Autumn 2020 (Graphic: Business Wire)

first day of our COVID-19: Road to Recovery Symposium," said Everbridge CEO David Meredith. "Joined by CNN's Dr. Sanjay Gupta, day one of our event included board level, CEO, president and C-level speakers from Capital One, Fannie Mae, Ford, Fortinet, Humana, IBM, Mayo Clinic and more."

Added Meredith, "While we all await a vaccine, global leaders, including many of our keynote speakers and panelists, strive to utilize innovative technologies, as well as proven best practices to take immediate action to keep their people as safe as possible while also getting their organizations up and running, faster. We can draw inspiration and hope from the many stories shared this week on navigating the uncertainty of returning to work and reopening society, safely."

Day one highlights also included discussions with Director of the Center for the National Center for Immunization and Respiratory Diseases (NCIRD) Dr. Nancy Messonnier; a panel with board members representing Fortinet, DOW, Russell Reynolds Associates, Tyson Foods, and others; as well as a panel dedicated to C-level leadership, including IBM President Jim Whitehurst and Ford Motor Company's former CEO Jim Hackett. Mississippi Governor Tate Reeves and former Florida Lieutenant Governor Carlos Lopez-Cantera spoke from a government leadership perspective, and day one also included a debut speech from newly appointed Everbridge Chief Customer Experience Officer [John Maeda](#). **Each of these sessions can be found on-demand on the Everbridge site.**

Day two (October 15th) keynote speakers will include presidential advisor and Director of the National Institute of Allergy and Infectious Diseases

(NIAID) at the U.S. National Institutes of Health (NIH) Dr. Anthony Fauci and Virgin Group Founder Sir Richard Branson and many other C-level leaders across public and private sectors.

The Symposium features C-level speakers from Fortune 500 and international corporations, universities, healthcare organizations and government agencies including Ford Motor Company, IBM, Fortinet, Accenture, Auburn University, Aviva, CAG Holdings, Capital One, Fannie Mae, Humana, Lumen Technologies, Optum, Rackspace, Siemens, Mayo Clinic, Kaiser Permanente, Los Angeles World Airports (LAWA), Goldman Sachs, the Governor of Mississippi, the Mayor of Miami, Houston Methodist Hospital, CDC Foundation, the Center for the National Center for Immunization and Respiratory Diseases (NCIRD), Duke University Health System, the Commonwealth of Massachusetts, New York City Emergency Management Department, Office of National Commission of Police in Iceland, the European Emergency Number Association (EENA), and Australia's Emergency Alert program, among others.

Over 5,300 global organizations use Everbridge's CEM Platform to assess threats, monitor the wellbeing of their workforce, rapidly communicate warnings, and protect supply chains. At the onset of the pandemic, Everbridge rapidly launched its [COVID-19 Shield™ Return to Work](#) and [Contact Tracing](#) software solutions followed by the introduction of [Everbridge Control Center](#), the industry's first off-the-shelf physical security information management software platform to help organizations return to work while complying with social distancing and Personal Protective Equipment (PPE) policies. Since the pandemic began, Everbridge customers have used its software to send more than 850 million coronavirus-related communications with vital information and instructions to safeguard their populations, employees, patients, and students.

Everbridge serves over 3,700 first responder agencies and 1,500 healthcare entities including the top pharmaceutical, biomedical and medical device and manufacturing companies, as well as the largest healthcare systems (overseeing more than 25 percent of all hospital beds in the U.S.), managed care organizations, pharmacies, and statewide health alert networks (HANs), including the CDC and the NIH.

The Everbridge Platform reaches over 600 million people and currently supports the countrywide [public warning](#) system deployments in [all major regions of the world](#). Everbridge supports population-wide alerting in 11 countries across Europe, Asia, Oceania, The Middle East, Africa, and South America including [Australia](#), [Iceland](#), the Netherlands, New Zealand, [Norway](#), [Peru](#), Singapore and [Sweden](#). Everbridge's population alerting capabilities also power the entire states of [California](#), [Massachusetts](#), [Vermont](#), [New York](#), [Connecticut](#), and [Florida](#), as well as municipalities, counties and cities within 49 of the 50 United States, within all of Canada's provinces, and throughout Europe and Asia, including deployments within multiple populous states in [India](#).

About Everbridge

[Everbridge, Inc.](#) (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' operational response to critical events in order Keep People Safe and Businesses Running™. During public safety threats such as active shooter situations, terrorist attacks or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 5,300 global customers rely on the Company's Critical Event Management Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication devices, and track progress on executing response plans. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, 9 of the 10 largest global consulting firms, 8 of the 10 largest global automakers, 9 of the 10 largest U.S.-based health care providers, and 7 of the 10 largest technology companies in the world. Everbridge is based in Boston with additional offices in 14 cities around the globe. For more information visit www.everbridge.com

Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the anticipated opportunity and trends for growth in our critical communications and enterprise safety applications and our overall business, our market opportunity, our expectations regarding sales of our products, our goal to maintain market leadership and extend the markets in which we compete for customers, and anticipated impact on financial results. These forward-looking statements are made as of the date of this press release and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: the ability of our products and services to perform as intended and meet our customers' expectations; our ability to successfully integrate businesses and assets that we may acquire; our ability to attract new customers and retain and increase sales to existing customers; our ability to increase sales of our Mass Notification application and/or ability to increase sales of our other applications; developments in the market for targeted and contextually relevant critical communications or the associated regulatory environment; our estimates of market opportunity and forecasts of market growth may prove to be inaccurate; we have not been profitable on a consistent basis historically and may not achieve or maintain profitability in the future; the lengthy and unpredictable sales cycles for new customers; nature of our business exposes us to inherent liability risks; our ability to attract, integrate and retain qualified personnel; our ability to maintain successful relationships with our channel partners and technology partners; our ability to manage our growth effectively; our ability to respond to competitive pressures; potential liability related to privacy and security of personally identifiable information; our ability to protect our intellectual property rights, and the other risks detailed in our risk factors discussed in filings with the U.S. Securities and Exchange Commission ("SEC"), including but not limited to our Annual Report on Form 10-K for the year ended December 31, 2019 filed with the SEC on February 28, 2020. The forward-looking statements included in this press release represent our views as of the date of this press release. We undertake no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing our views as of any date subsequent to the date of this press release.

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