



## Amid Support for Global Vaccination Initiative, Everbridge Chief Customer Experience Officer Dr. John Maeda to Speak at Prestigious 2021 SXSW Global Conference

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*Dr. Maeda's presentation "Safety Eats The World" identifies the importance of Critical Event Management in supporting governments, healthcare systems and businesses to ensure the rapid distribution of the COVID-19 vaccine on a global scale*

BURLINGTON, Mass.--(BUSINESS WIRE)--Jan. 28, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), proudly announces the selection of [Dr. John Maeda](#), Chief Customer Experience Officer, to speak at this year's [SXSW Conference](#), the premiere celebration of diverse, visionary speakers who deliver powerful new ideas in the ever-evolving worlds of technology, film, culture and music. Recognizing the importance of Critical Event Management (CEM) amid the distribution of the COVID-19 vaccine, industry thought leader and global influencer Dr. Maeda recently ranked #11 as a [Top Voices LinkedIn U.S. Influencer](#).

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As the world faces the immense supply chain challenge of [coordinating the global immunization of the COVID-19 vaccine](#), governments and businesses are leveraging technology solutions to [apply best practices](#) to help keep their citizens safer and accurately informed through effective vaccine distribution. By addressing this public health crisis faster, governments will unlock the ability to fully re-open economies and approach a return to normalcy for the betterment of all states, people and businesses.

As a world-renowned technologist and designer, [Dr. John Maeda's](#) "2021 CX Report: Safety Eats the World," will address the trends for greater human safety in the workplace and at home through critical event management technology. Maeda plans to share his emerging insights from tackling critical events such as the outbreak of a global pandemic to the massive distribution of a vaccine, to best practices for preparing and

Amid Support for Global Vaccination Initiative, Everbridge Chief Experience Officer Dr. John Maeda to Speak at 2021 SXSW (Photo: Business Wire)

responding to extreme weather, cyberattacks and business disruptions – all through technology and design. Key takeaways of Maeda's sessions include:

- What is the state-of-the-art in how technology and design are used to manage risks?
- Lessons learned from the black swan event of COVID -19 and the impact of design on the world's road to recovery.
- The value of taking risks versus just managing them. How businesses thrive in an uncertain world.

Spanning six years and millions of views, Dr. Maeda's *Design in Tech Reports* correctly identified trends like Tech's need for inclusive design, China's contactless UX, the unsettling societal impact of AI/ML, and remote work that all took hold soon after SXSW20.

"The stakes of being ready for the next critical event and empowered to lead through it are higher than ever before, as typified by the COVID-19 pandemic and the globe's vaccine dissemination," said Dr. John Maeda. "I'm thrilled to step once again onto the SXSW stage with this mission-driven focus to my talk. We all have a duty of care to help save lives and livelihoods, a topic more pertinent than ever in this new reality. With this talk, I hope to open a broader dialogue about the value of safety, digital transformation, and how the two complement each other."

*Esquire* recognized Dr. Maeda as one of the "75 Most Influential People of the 21st Century." Maeda is an MIT-trained engineer and researcher, Silicon Valley venture capital partner, acclaimed TED-talk presenter and former president of the Rhode Island School of Design, who combines world-class technology and design expertise with a passion for diversity, equity, and inclusion. Maeda authored several celebrated books including *How To Speak Machine*, *The Laws of Simplicity*, and *Redesigning Leadership*. He appeared as a speaker all over the world, from Davos to Beijing to São Paulo to New York, his talks for TED received millions of views, and Maeda's Twitter feed was named one of the 140 best by *TIME Magazine*.

Dr. Maeda spoke at Everbridge's "COVID-19 R2R: The Road to Recovery" virtual leadership summit featuring marquee keynote speakers including the 43rd President of the United States George W. Bush, as well as 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, Virgin Group Founder Sir Richard Branson, and renowned

neurosurgeon and CNN Chief Medical Correspondent Dr. Sanjay Gupta. To learn more, go to [COVID-19 R2R: The Road to Recovery](#).

You can register [here](#) to attend John Maeda's online SXSW session, "2021 CX Report: Safety Eats the World," along with the rest of the March 16-20 virtual events.

### **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 5,400 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 20 cities around the globe. For more information visit [www.everbridge.com](http://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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