



## Global Leaders of Nationwide Public Warning Systems Join Everbridge COVID-19: Road to Recovery (R2R) Executive Summit to Discuss the Future of Population Alerting

April 21, 2021

Senior Executives and Top Researchers, Sharing Global Expertise from the World Bank, European Emergency Number Association (EENA), a Canadian Public Warning Specialist, and India-based Council on Energy, Environment and Water (CEEW), to Address the Importance of Public Warning Systems to Mitigate Emergencies

Registration Open for Everbridge Spring Leadership Symposium, which Will Include Keynotes from 42<sup>nd</sup> President of the United States Bill Clinton, and Chairman & Editor-In-Chief of Forbes Media, Steve Forbes

BURLINGTON, Mass.--(BUSINESS WIRE)--Apr. 21, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced the addition of senior global public warning experts to speak at its [Spring 2021 COVID-19: Road to Recovery \(R2R\)](#). The virtual leadership summit, taking place May 26-27, will include a former [World Bank](#) Director, as well as senior leaders from the European Emergency Number Association (EENA), a Canadian public warning specialist, and India-based Council on Energy, Environment and Water ([CEEW](#)), sharing their global experience, research and best practices. These and other experts on Early and Public Warning deployments will discuss population alerting, including all-channel, intelligent critical communication to help public authorities protect people and resources during digital, natural, and manmade emergencies.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210421005093/en/>



The two-day symposium will feature keynote addresses from [42nd President of the United States Bill Clinton](#) and [Chairman & Editor-In-Chief of Forbes Media, Steve Forbes](#), and will include presentations from world leaders, health experts and C-suite executives from cross-industry and geography.

“The coronavirus pandemic demonstrated the importance, and value, of broad-scale nationwide population alerting in keeping people safe,” said David Meredith, Chief Executive Officer, Everbridge. “Now, as governments and businesses transition beyond the pandemic, Everbridge symposium attendees will benefit from discussing the future of public warning technology and best practices for safeguarding citizens in preparation for future threats.”

### Everbridge Symposium Public Warning Panels:

(Source: Everbridge)

The Everbridge symposium will feature a broad range of public-warning-related discussions, including how to make governments more resilient, regulatory compliance including the European EEC Article 110 mandating governments to adopt population alerting systems, as well as the future of emergency alerting technology.

The following speakers will join Everbridge hosts, including Chief Experience Officer [John Maeda](#) and Chief Technology Officer [Imad Mouline](#):

- Saskia Van Uffelen, Inclusion & Diversity in IT Services and Public Warning, Corporate Vice President, Inetum
- Ede Ijjasz-Vásquez, former Senior Director, Risk Resilience Global Practice, World Bank
- Tim Trytten, Public Warning Specialist and former Team Lead, Alberta Emergency Management Agency
- Abinash Mohanty, Lead Risks and Adaptation Program, Center for Energy, Environment, Water (CEEW)
- Benoit Vivier, Public Affairs, European Emergency Number Association (EENA)

The multi-year Everbridge symposium series offers global leaders a valuable forum to exchange best practices on how to protect people and business assets; build back and grow revenue streams; increase business resiliency; and mitigate potential threats like IT outages, cyber-attacks, natural disasters, and many other critical events. Speakers and participants represent all sectors of society from business and government, community organizations and advocacy groups, to science, medicine, transportation, sports & entertainment, and academia.

Last year, Everbridge welcomed President George W. Bush, Anthony Fauci, MD, Scott Gottlieb, MD, Dr. Sanjay Gupta, MD, U.S. General Colin L.

Powell, USA (Ret.), and Virgin Group Founder Sir Richard Branson, among others, to serve as keynote speakers. The events attracted more than 40,000 participants including government officials, healthcare experts and senior executives from 150 countries, as well as a discussion with [Richard Gotham, president of the Boston Celtics](#). Additional presenters included officials and executives from the Centers for Disease Control and Prevention, the Mayo Clinic, Goldman Sachs, Fannie Mae, Ford Motor Company, Humana, IBM, and others.

More [local, state](#), and national governments across the globe deploy the Everbridge Platform than any other solution, offering the ability to reach over 700 million people in more than 200 countries. Everbridge represents the first population alerting provider to support five European Union (EU) countries in conjunction with the EU mandate requiring member countries to have a population-wide alerting system in place by June 2022. Everbridge supports population-wide alerting in countries across Europe, Asia, Oceania, The Middle East, Africa, and South America including [Australia](#), Greece, [Iceland](#), the Netherlands, New Zealand, [Norway](#), [Peru](#), Singapore and [Sweden](#). Everbridge's population alerting capabilities also power some of the most populous states in North America including [Florida](#), [New York](#), and [California](#), as well as over 3,700 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](#).

To register for the Everbridge Spring 2021 COVID-19 R2R: The Road to Recovery Symposium, [click here](#).

## 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 to Keep People Safe and Organizations 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 5,600 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 modalities, 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, 2020 filed with the SEC on February 26, 2021. 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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