



## Dr. Madeleine K. Albright, Former United States Secretary of State, to Keynote Everbridge COVID-19: Road to Recovery (R2R) Executive Summit, May 26-27, 2021

May 3, 2021

*The Georgetown University Professor, Diplomat and Medal of Freedom Recipient Joins 42nd United States President Bill Clinton, Publishing Icon Steve Forbes, and C-Level Business Leaders from Lululemon, Philips, Salesforce.com, and many more, to Discuss Post-Pandemic Resiliency*

BURLINGTON, Mass.--(BUSINESS WIRE)--May 3, 2021-- Everbridge, Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced Dr. Madeleine K. Albright, professor, author, diplomat and businesswoman who served as the 64th Secretary of State of the United States, will keynote its [Spring 2021 COVID-19: Road to Recovery \(R2R\)](#) virtual leadership summit taking place May 26-27, discussing government and business resiliency in a post-pandemic world. The two-day symposium will feature keynote addresses from world leaders like the [42<sup>nd</sup> President of the United States Bill Clinton](#), industry icons such as [Chairman & Editor-In-Chief of Forbes Media Steve Forbes](#), as well as discussions with C-level business executives across industries and global markets, including Lululemon, Philips Domestic Appliances, Salesforce.com, and many others.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210503005327/en/>

The graphic features the Everbridge logo at the top left, followed by the dates "MAY 26 & 27" and a large red arrow pointing right containing the text "COVID-19 R2R". Below the arrow is the subtitle "The Road to Recovery - Spring 2021". On the left, there is a portrait of Dr. Madeleine K. Albright with the text "KEYNOTE Madeleine K. Albright Secretary of State (1997-2001)". At the bottom left, a blue button says "LEARN MORE AT Everbridge.com". On the right, a blue button says "REGISTER AT Everbridge.com/R2R". The background of the graphic is a blue sky over a green landscape with a road leading into the distance.

Dr. Albright received the Presidential Medal of Freedom, the nation's highest civilian honor, from President Obama on May 29, 2012. In 1997, Dr. Albright became the first female Secretary of State and became, at that time, the highest-ranking woman in the history of the U.S. government. From 1993 to 1997, Dr. Albright served as the U.S. Permanent Representative to the United Nations and served as a member of the President's Cabinet. From 1989 to 1992, she served as President of the Center for National Policy. Previously, she served as a member of President Jimmy Carter's National Security Council and White House staff and served as Chief Legislative Assistant to U.S. Senator Edmund S. Muskie.

"We welcome the very accomplished Dr. Madeleine Albright to Everbridge's Spring COVID-19: Road to Recovery Symposium series and look forward to her insights about organizational resiliency garnered from years of diplomatic service and

Everbridge COVID-19: Road to Recovery (R2R) Spring Symposium, May 26 & 27, 2021 (Graphic: Business Wire)

business leadership," said David Meredith, Chief Executive Officer, Everbridge. "As governments, businesses and individuals transition to the post-pandemic 'new normal,' all benefit from sharing best practices on a global basis to increase safety and grow economies."

### New Speakers and Sessions

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.

The latest Everbridge Spring 2021 symposium speakers and sessions include an impressive lineup spanning sectors, industries, and job functions. New speakers include:

- Keith White, Chief of Safety & Security, Salesforce.co
- Dimitri van Zantvliet Rozemeijer, Chief Information Security Officer, Dutch Olympic Committee
- Sarah Wilkinson, Chief Executive Officer, NHS Digital
- Greg Kwiat, Chief Executive Officer, Kwiat & Fred Leighton
- Jeff Marrazzo, Chief Executive Officer, Spark Therapeutics
- Chris Marinak, Chief Operations and Strategy Officer, Major League Baseball (MLB)
- John Beattie, Stadium & Facilities Director, Arsenal FC
- 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)
- Katie Kulikoski, Chief People Officer, Progress
- Sarah Matthew, Founder & Chief Executive Officer, The Vibrant Company
- Uma Subramanian, Chief Executive Officer, AERO
- Tricia Glynn, Managing Director, Avent International & Board of Directors, Lulule
- Jonathan R. Alger, President, James Madison University (JMU)
- Machiel toe Water, CSO & Head of Real Estate, Philips Domestic Appliances
- Fran Lawler, Chief Human Resources Officer, athenahealth
- Udayan Goyal, Managing Partner, Apis Partners
- Tricia Glynn, Managing Director, Advent International
- Michael T. Evanoff, Vice President & Global CSO, Jabil Inc.

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 participants from the Centers for Disease Control and Prevention, the Mayo Clinic, Goldman Sachs, Fannie Mae, Ford Motor Company, Humana, IBM, and others.

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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