



Global Higher Education Leaders Join Everbridge COVID-19: Road to Recovery (R2R) Executive Summit to Discuss the Post-Pandemic Digital Transformation Across Today's Universities

May 24, 2021

- Top officials from James Madison University, University of Virginia, and Henley Business School Africa to Share New Approaches to Learning and Campus Safety Prompted by the Coronavirus
- Everbridge Virtual Leadership Symposium will feature Keynotes from 42nd President of the United States Bill Clinton, Chairman and Editor-In-Chief of Forbes Media, Steve Forbes, and former United States Secretary of State Dr. Madeleine K. Albright

BURLINGTON, Mass.--(BUSINESS WIRE)--May 24, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM), today announced the addition of an expert panel of leaders in Higher Education to speak at its [Spring 2021 COVID-19: Road to Recovery \(R2R\)](#) this week. The virtual leadership summit, taking place May 26-27, will host the Presidents, Deans, and Directors of prominent schools including James Madison University, the McIntire School of Commerce at the University of Virginia, and Henley Business School Africa, sharing their vast experience as they map out the transformation of the post-pandemic higher education landscape. The experts will discuss topics such as [the safe return of students to campus](#); the new learning environment for 2021 and beyond; best practices for earning student and faculty trust; and maintaining engagement during remote learning.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210524005504/en/>



"Along with nearly every sector of society, COVID-19 has accelerated the digital transformation of higher education," said Dr. John Maeda, Everbridge Chief Experience Officer and panel moderator. "Now more than ever it remains critical to understand the best practices as leading universities pivot to new ways of learning while coordinating a managed return to campus that protects students and faculty."

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

Global Higher Education Leaders Join Everbridge COVID-19: Road to Recovery Executive Summit to Discuss the Post-Pandemic Digital Transformation Across Today's Universities (Photo: Business Wire)

Everbridge Symposium Panel: *The Digital Transformation of Higher Education During COVID-19*

The COVID-19 pandemic suddenly and dramatically transformed ways of working, living, and learning on a global level. The field of higher education, in particular, underwent radical changes driven by the need to digitalize education and training in record time. The following speakers will join Everbridge Chief Experience Officer and panel moderator [John Maeda](#) for a discussion on how the pandemic led to unfamiliar terrain for educators while prompting digital innovation and opportunity in a time of uncertainty:

- Jonathan Alger, President, James Madison University
- Nicole Thorne Jenkins, Dean, McIntire School of Commerce, University of Virginia
- Jon Foster-Pedley, Dean & Director, Henley Business School Africa

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, 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, and featured presentations by educational

leaders [Jay Gogue, President of Auburn University](#) and Hector Batista, Executive Vice Chancellor and COO of The City University of New York (CUNY). The COVID-19: Road to Recovery (R2R) virtual leadership summits 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 5,700 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

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.

All Everbridge products are trademarks of Everbridge, Inc. in the USA and other countries. All other product or company names mentioned are the property of their respective owners.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20210524005504/en/): <https://www.businesswire.com/news/home/20210524005504/en/>

Jim Gatta
Media Relations
jim.gatta@everbridge.com
215-290-3799

Joshua Young
Investor Relations
joshua.young@everbridge.com
781-236-3695

Source: Everbridge, Inc.