



## 42nd President of the United States Bill Clinton and Business Icon Steve Forbes Discuss Post-Pandemic Resiliency During Day One of Everbridge COVID-19: Road to Recovery (R2R) Executive Summit

May 27, 2021

[Registration remains open](#) for Day Two of Everbridge's leadership summit featuring keynote from former United States Secretary of State Dr. Madeleine K. Albright; insights from Dr. Judy Monroe, CDC Foundation Chief Executive Officer and Dr. Jay C. Butler, CDC Deputy Director for Infectious Diseases (DDID); and a discussion with Josh Harris, Co-Founder of Apollo Global Management

BURLINGTON, Mass.--(BUSINESS WIRE)--May 27, 2021-- [Everbridge](#), Inc. (NASDAQ: EVBG), the global leader in [critical event management \(CEM\)](#), today announced highlights from Day One of its two-day [Spring 2021 COVID-19: Road to Recovery \(R2R\)](#) virtual leadership summit taking place this week, May 26-27, discussing business resiliency and civic leadership in a post-pandemic world. **All Day One content will be available for registration on demand for 30 days.**

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20210527005548/en/>



42nd President of the U.S. Bill Clinton and Business Icon Steve Forbes Discuss Post-Pandemic Resiliency During Day One of Everbridge COVID-19: Road to Recovery (R2R) Executive Summit (Graphic: Business Wire)

Yesterday's Day One sessions included a keynote address from [42nd President of the United States Bill Clinton](#) on leadership in a time of critical events, and another from [Chairman & Editor-In-Chief of Forbes Media Steve Forbes](#) on the future of work and business. First-day panels also featured discussions with C-level business executives from Salesforce.com, Lululemon, Major League Baseball (MLB), Volkswagen, Philips Digital Appliances, athenahealth, and many more. Together, world leaders and industry luminaries offered key insights about reinvigorating economies, employers' *Duty of Care* for virtual workforces, and the importance of public-private sector partnerships in 2021 and beyond.

In his conversation with Everbridge CEO David Meredith, [President Clinton shared perspective on bolstering nationwide preparation](#) for, and response to, various digital, natural, and manmade crises, noting, "In the worst of times, we're all just people, and our differences fade away, and

we need the same things... [with] resilience, people are the architects of their future."

[During another keynote addressing businesses' response to COVID-19](#), Steve Forbes said, "Companies have a new appreciation of preparedness [for large scale critical events], upping the game in terms of risk insurance. The very fact of how well so many businesses responded and did things, in a way that even they wouldn't have thought possible. I think this shows the spirit of innovation, creativity, versatility is very, very powerful."

Featured speakers shared a number of insights related to trends in business resilience during the road to recovery from COVID-19:

"One of the few, sort of positive things, is that it's really spurred innovation, and we spent a lot of time on the venue side with digital technologies trying to really enhance the in-venue experience as our fans are coming back." – [Chris Marinak, Chief Operations & Strategy Officer, Major League Baseball \(MLB\)](#)

"The definition of resilience is how quickly you adapt to the reality that you have now, not the one that you had before." – [Sarah Matthew, Founder & CEO, The Vibrant Company](#)

"We've been seeing tremendous amounts of pent-up demand, and all signs point to an enormous travel boon in the second half of this year." – [Uma Subramanian, CEO, Aero Technologies Inc.](#)

"It's not so much about the profit during this time, but it's about how do we keep our clients' businesses open." – [Mizinga Melu, Managing Director, Absa Bank Zambia](#)

"The rule books had to be kind of thrown out the window and people had to think, adapt, to be very nimble together, and continue to operate." – [Eddie Everett, CEO, Products & Partnerships, Control Risks](#)

"We found that the simplest (IoT) signal to indicate that an elderly person was active in their home was whether they touched the handle on their refrigerator door." – [Roberta Schwartz, EVP and Chief Innovation Officer, Houston Methodist Hospital](#)

"We just launched a pilot program for on-demand babysitting and tutoring resources for our people... if you have a meeting but your kids might be in virtual school still." – Katie Kulikoski, Chief People Officer, Progress

"The Everbridge Spring 2021 COVID-19: Road to Recovery Symposium kicked off with valuable insights from world leaders, C-level executives, government officials and healthcare experts the world over, helping chart a more resilient way forward," said Everbridge CEO David Meredith in his opening remarks. "One key takeaway remains that technology, along with public and private sector partnerships, offer solutions to previously intractable problems and the hope for a safer and more prosperous future."

Day Two (May 27th) will include a [keynote](#) with former [United States Secretary of State Dr. Madeleine K. Albright](#) and many more global C-level leaders across industries. Highlights also include remarks from World Health Organization (WHO) Director General Dr. Tedros Adhanom Ghebreyesus about vaccine equity.

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. The Everbridge COVID-19: Road to Recovery (R2R) virtual leadership summits attracted tens of thousands of 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 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](#).

### 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](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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