



## Everbridge Supports Research for “Creating Effective Warnings for All” at University College London (UCL) Conference

08/22/23

*The premier public warning event brings together global policymakers, researchers, and practitioners to explore the latest advancements in early warning systems*

LONDON--(BUSINESS WIRE)--Aug. 22, 2023-- [Everbridge](#), Inc. (Nasdaq: EVBG), the global leader in [critical event management](#) (CEM) and national [public warning](#) software solutions, today announced its participation at the [Creating Effective Warnings for All](#) Conference taking place at University College London (UCL) from September 11 to 13, 2023. As the only private technology company sponsoring this important event, Everbridge joins government and humanitarian leaders in showcasing its technology and commitment to driving innovation and excellence in public warning systems. Everbridge [Public Safety](#) solutions support the UN's “[Early Warnings for All](#)” initiative, the goal of which is to protect every person on Earth with an early warning system by 2027.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230822498116/en/>



**Everbridge  
to Sponsor  
Premier  
Public Warning  
Conference**



“We are honored to participate in and support such a valuable forum as 'Creating Effective Warnings for All' at the esteemed University College London and to share our experience implementing public warning systems for countries around the world,” said Dave Wagner, CEO of Everbridge. “Helping to build resilient communities and organizations is core to our mission. Everbridge is committed to acting now in driving the innovation and collaboration – with our customers, partners, and stakeholders – needed to pursue global climate adaptation goals within our industry and beyond.”

The [Creating Effective Warnings for All](#) Conference brings together global policymakers, researchers, financiers, and practitioners from around the world to discuss and explore the latest advancements in warning systems. The three-day conference aims to promote

Everbridge Supports Research for “Creating Effective Warnings for All” (Photo: Business Wire)

knowledge exchange, collaboration, and the development of best practices to ensure effective warnings reach all individuals, regardless of their location or abilities.

The Everbridge gold sponsorship reflects the company's dedication to research in advancing public safety and emergency communication. With its robust and market-leading cell broadcast and location-based SMS and address-based SMS platform, Everbridge enables organizations to rapidly and accurately disseminate emergency warnings, saving lives and keeping residents and travelers informed. Helping to protect populations across the globe, Everbridge Public Warning is trusted and deployed by more national governments than any other provider including the United Kingdom, Germany, Norway, Sweden, Spain, the Netherlands, Greece, Iceland, Estonia, Singapore, Peru, Australia, New Zealand, Mauritius, and several coastal states in India.

Everbridge will present three sessions during the conference:

### **Monday 11 September 2023**

15.30 - 17.00 **Session 3A**

“Accelerating early action: Integrating EWS and trigger-based finance with national and international financial mechanisms”  
Panel: Glynnis Kellaway, Sr. Director Finance, Everbridge; Viktoria Seifert, Willis Tower Watson

### **Tuesday 12 September 2023**

10.45 - 11.15 **Keynote panel discussion**

“Making the last mile, the first: Integrating bottom-up and top-down approaches”  
Panel: Val Risk, VP International Public safety Everbridge; CUAMM UK; Red Cross

13.30 - 15.00 **Session 5A**

"The role of technology in warnings – now and the future"

Panel: Manuel Cornelisse, Sr. Director Sales, Everbridge; CUAMM; Red Cross

15.30 - 17.00 **Session 6C**

"Translating warnings from technology to action, and filling the gaps"

Panel: Chris Van Arum, Peter Sanders, Directors of Product Management and Standards, Everbridge

Attendees will have the opportunity to engage with the Everbridge team to gain insights into best practices and emerging trends in early warning systems.

Everbridge serves as an active institutional member of both the International Telecommunications Union (ITU) and the [UNDRR Private Sector Alliance for Disaster Resilient Societies \(ARISE\)](#) and takes part in the European Union research and innovation program **Horizon 2020**.

#### **About Everbridge**

[Everbridge](#) (Nasdaq: EVBG) empowers enterprises and government organizations to anticipate, mitigate, respond to, and recover stronger from critical events. In today's unpredictable world, resilient organizations minimize impact to people and operations, absorb stress, and return to productivity faster when deploying critical event management (CEM) technology. Everbridge digitizes organizational resilience by combining intelligent automation with the industry's most comprehensive risk data to Keep People Safe and Organizations Running™. For more information, visit <https://www.everbridge.com/>, read the company [blog](#), and follow on [Twitter](#). Everbridge.. *Empowering Resilience*.

#### **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, 2022 filed with the SEC on February 24, 2023 and other subsequent filings with the SEC. 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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