



KEEPING PEOPLE SAFE AND
BUSINESSES RUNNING. *FASTER.*

An integrated approach
to anticipating and
mitigating the life safety
and operational impact
from unplanned threats
and disruptions.

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EVERBRIDGE
**CRITICAL EVENT
MANAGEMENT**

Used by 5400+
organizations around
the world.



BRINGING YOUR CAMPUS BACK TO LIFE



Introduction



James Podlucky CEM, MEP

Industry Solutions Manager, Everbridge

Emergency Management Professional: City, County, State, Private Sector

Certified Emergency Manager, IAEM

Master Exercise Practitioner, FEMA

National Emergency Management Advanced Academy, FEMA





Challenges

Prioritize Health and Safety Considerations

- Minimize Risk
 - Vaccinations
 - Testing
 - Personal Protective Equipment
 - Emergency Response

'Return to Normal'

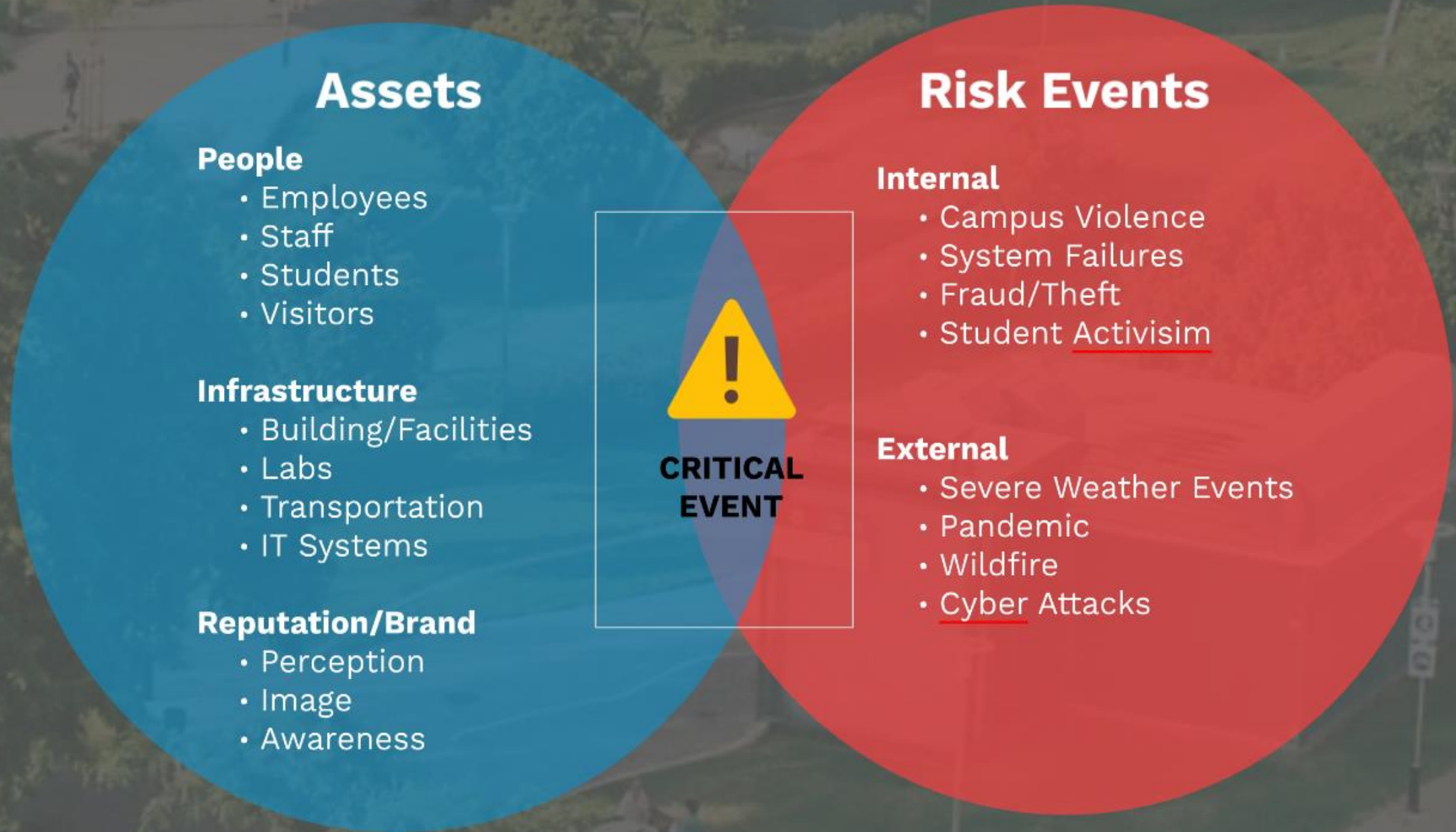
- Back on Campus
- Student Activities
- Social Life
- Mental Health

Logisitcs

- In-person and online
- Flexibility
- WFH (virtual office hours, etc.)



Critical Events' Impact on People, Assets, & Operations



Bringing Your Campus Back to Life

1. Understanding Threats to Campus
2. Responding in a Timely Manner
3. Managing Response and Recovery
4. Track Performance & Lessons Learned



Do You Understand Your Threats?



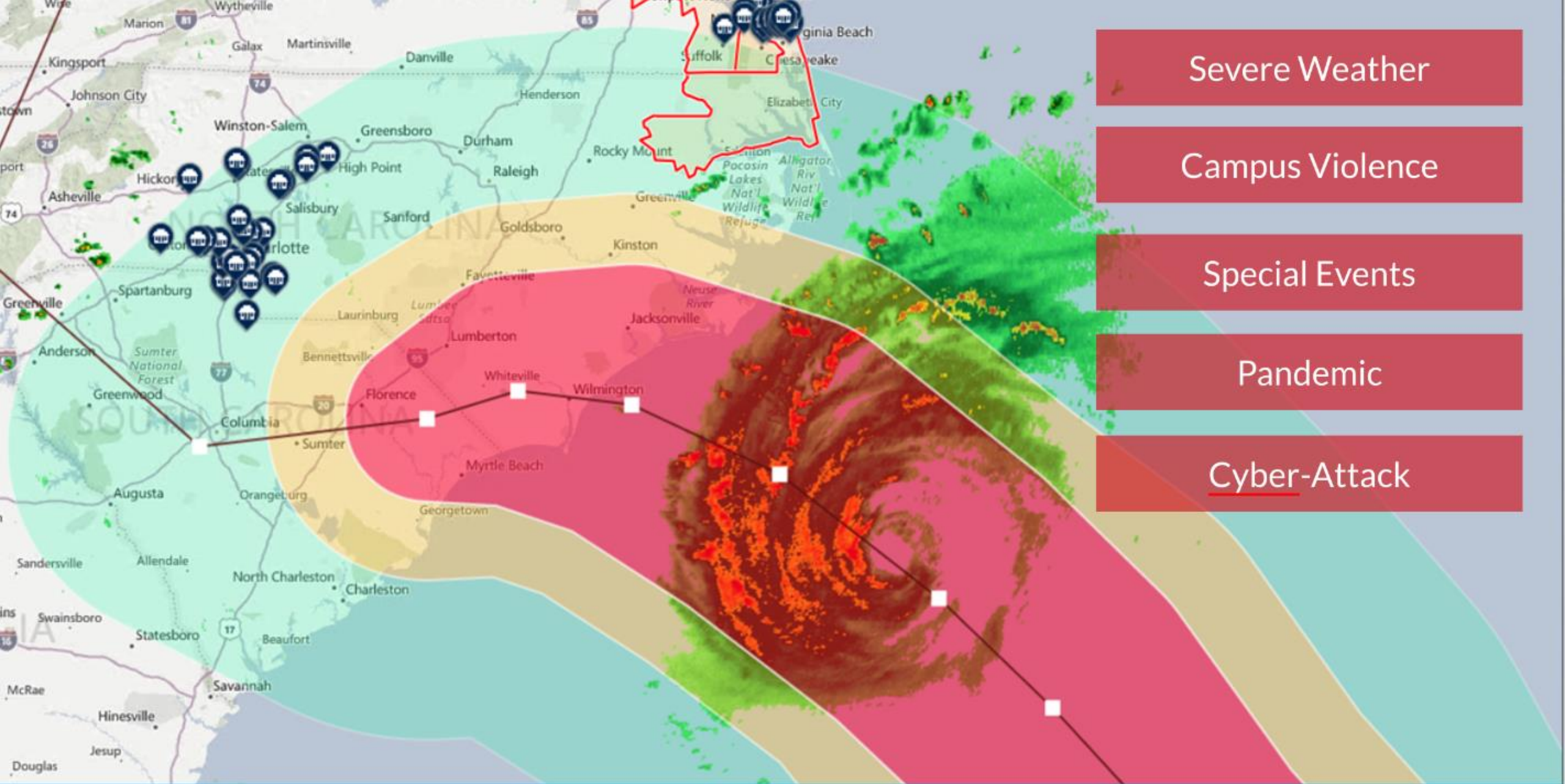
USE CASE: HURRICANE

TODAY

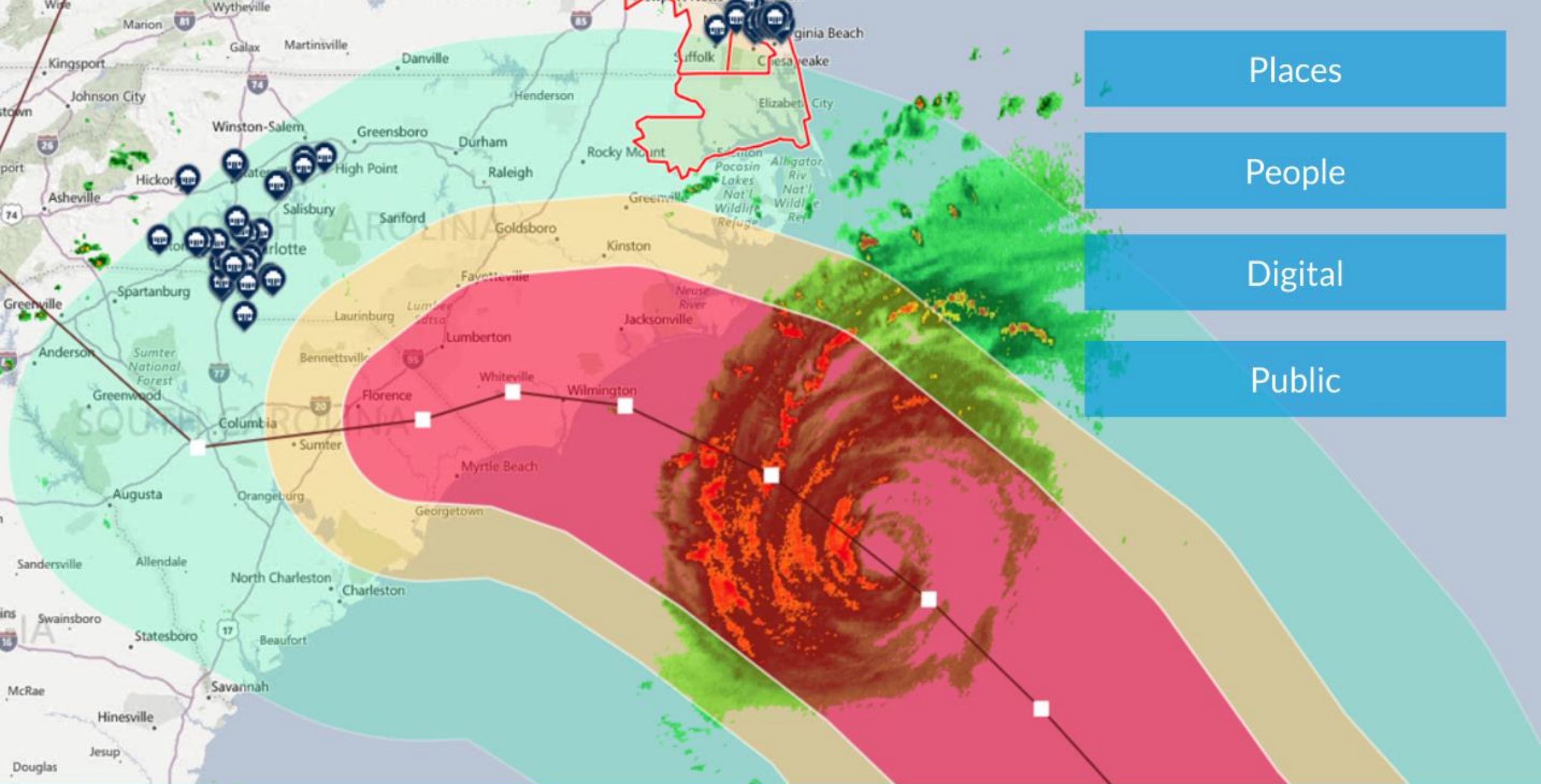
CEM PLATFORM



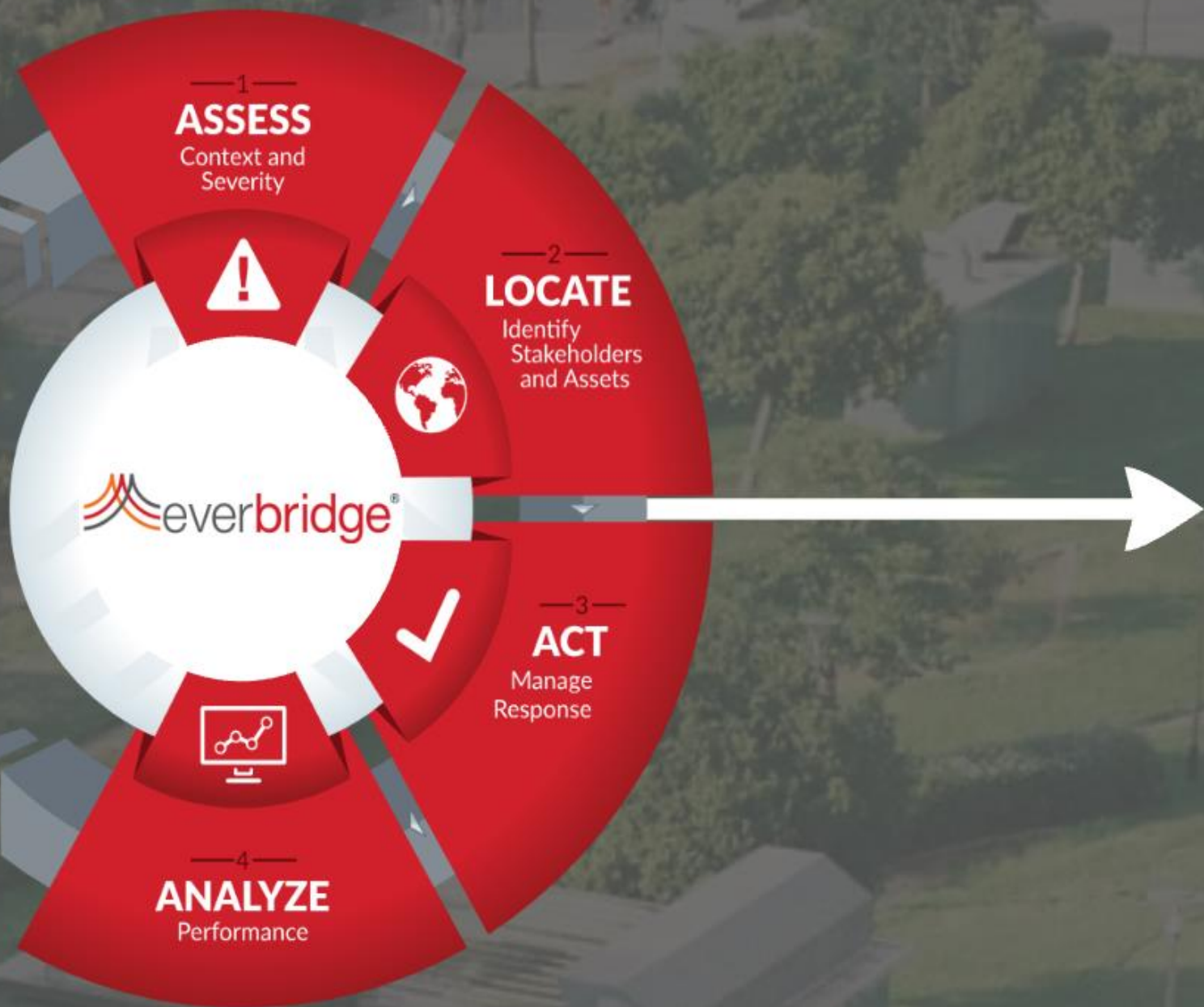
Without a safe learning environment, colleges and universities cannot deliver on their institutional mission.



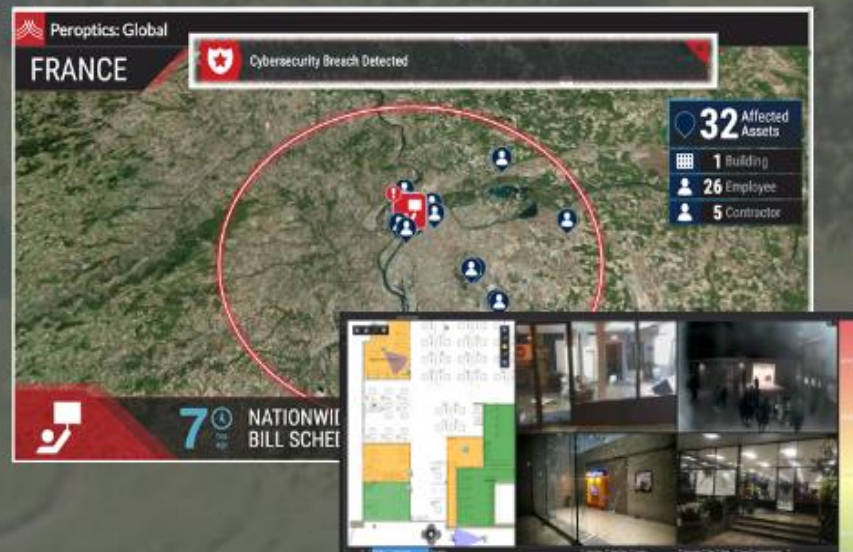
Understanding the Threat Landscape



Understanding the Threat Landscape



Understand Threats



Enable students, faculty staff to alert security team
Visually assess the situation
Re-assess continually as the threat evolves

How Are You Obtaining a Common Operating Picture?



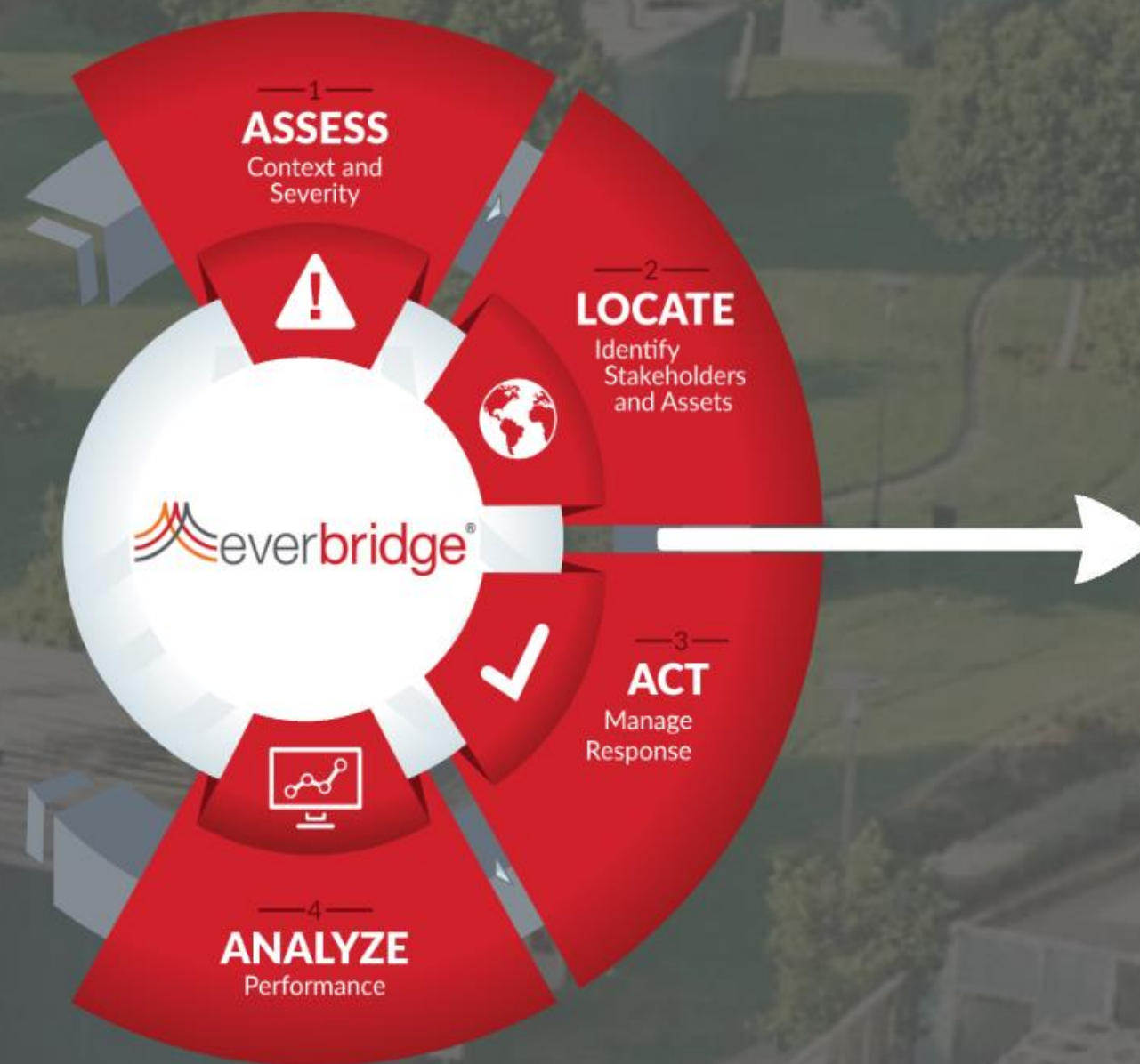
Who Is Impacted?



Who Needs to Know?



Who Can Help?



Respond in a Timely Manner

The image displays the Everbridge mobile app and web interface. The mobile app shows a dark screen with four large circular buttons: "Emergency Call" (orange phone icon), "Check In" (green checkmark icon), "SOS" (red exclamation mark icon), and "Safe" (blue checkmark icon). The web interface shows a detailed view of a location, "ACME GLOBAL, INC", with a list of stakeholders and their contact information. Below this, there is a "Cyber Security Response" section with a table of response resources.

Day 1/10	Mon 5/11	Tue 5/12	Wed 5/13	Thu 5/14	Fri 5/15	Sat 5/16
08:00 - 10:00 Network Emily Bennett Michael Smith John Doe David Johnson Sarah Williams	08:00 - 10:00 Network Emily Bennett Michael Smith John Doe David Johnson Sarah Williams	08:00 - 10:00 Network Emily Bennett Michael Smith John Doe David Johnson Sarah Williams	08:00 - 10:00 Network Emily Bennett Michael Smith John Doe David Johnson Sarah Williams	08:00 - 10:00 Network Emily Bennett Michael Smith John Doe David Johnson Sarah Williams	08:00 - 10:00 Network Emily Bennett Michael Smith John Doe David Johnson Sarah Williams	08:00 - 10:00 Network Emily Bennett Michael Smith John Doe David Johnson Sarah Williams

Locate who is at risk from a threat
Identify the right response resource
Quickly communicate with entire community

How Are You Managing Response?

Plan Execution

- Digitize
- Modifications

Automate Workflows

- Physical Security
- Digital Security
- Orchestration

Real-Time Visibility

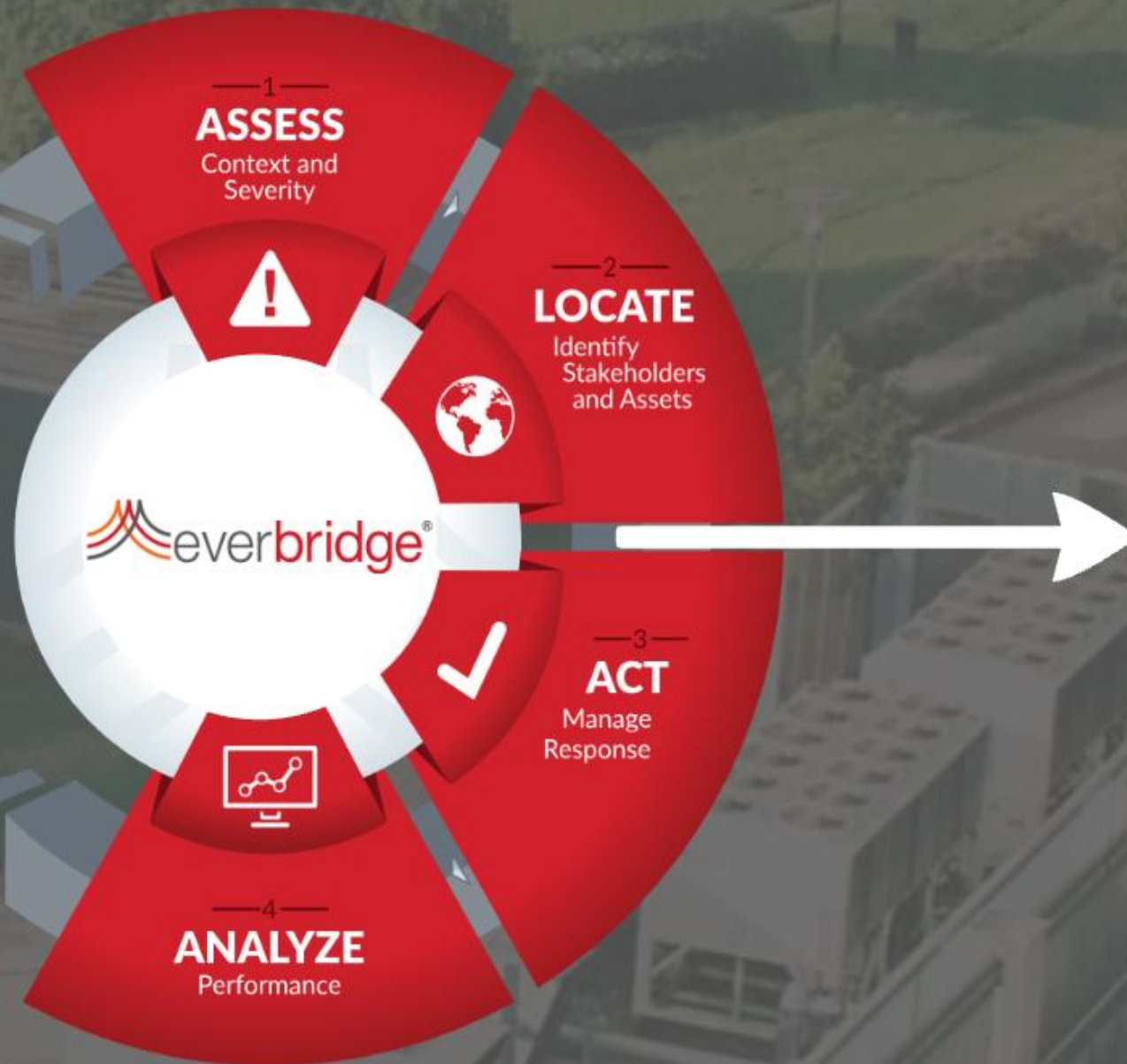
- Status

The screenshot displays a web-based critical event management interface. At the top, a navigation bar includes a logo, the text 'Cambridge State', and a 'Government Demo (Organization Admin)' dropdown. Below this is a menu with options like Dashboard, Unlabeled, Notifications, IIA, Critical Events, Incidents, Contacts/Accounts, Reports, Settings, and Access. The main content area is titled 'CRITICAL EVENT DETAILS' with a sub-header 'Tornado' and an 'ACTIVE' status indicator. A 'Close Event' button is in the top right. The interface is divided into several sections: 'Event Details' on the left shows a map of the 'TORNADO' event location in San Jose, with a yellow circle indicating the affected area. Below the map, it lists event details: LOCAL EVENT DATE / TIME: Mar 3, 2021 15:35:08 EST; USER DATE / TIME: Mar 3, 2021 15:35:08 EST; EVENT OWNER: James Podlucky; TASK AND DASHBOARD ALERTS: On. A 'DESCRIPTION' field is also present. The 'Incident Objectives' section on the right shows 3 tasks with a progress bar and a list of objectives: 'Ensure the safety of all responders and the community', 'Establish a perimeter around the affected campus area(s)', and 'Activate and deploy search and rescue team'. The 'Campus Live Video Feed' section shows a live stream from 'UW Red Square Live Stream'. At the bottom, there are sections for 'Tasks Needing Attention (1)' and 'University Administrator and EPG Channel (0)'. The interface is clean and professional, with a focus on real-time monitoring and response coordination.

A well-managed response when a critical event occurs can enhance an institution's image.

Protecting Online Networks



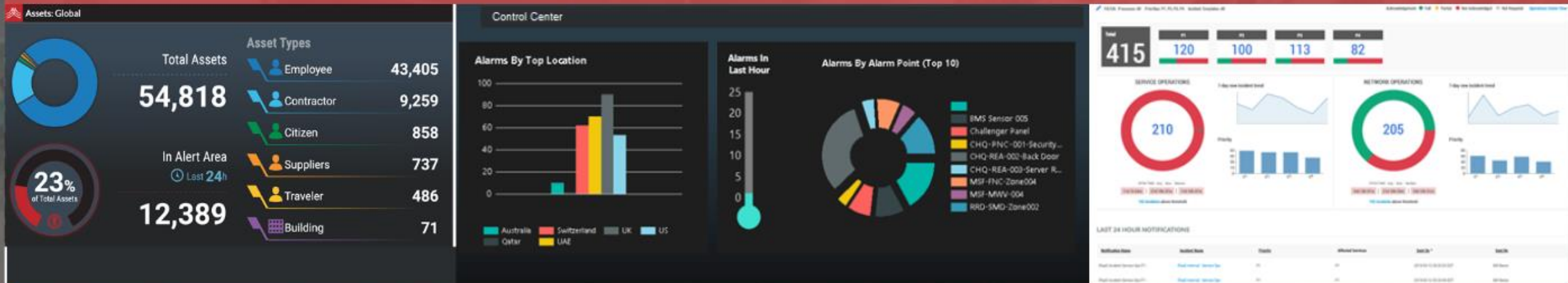


Manage Response and Recovery



Coordinate, collaborate and communicate
Automate plans, policies and procedures
Break down silos

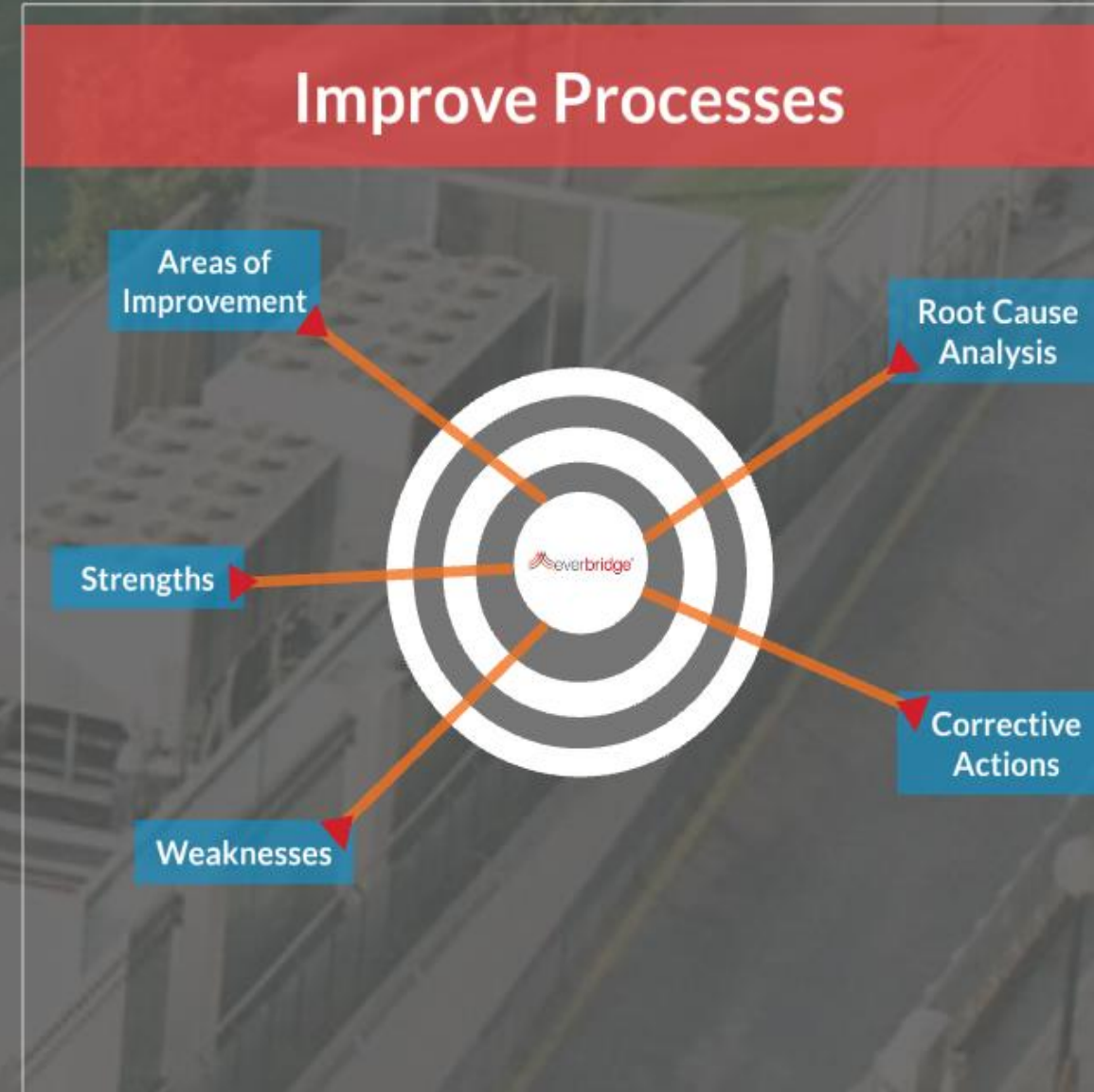
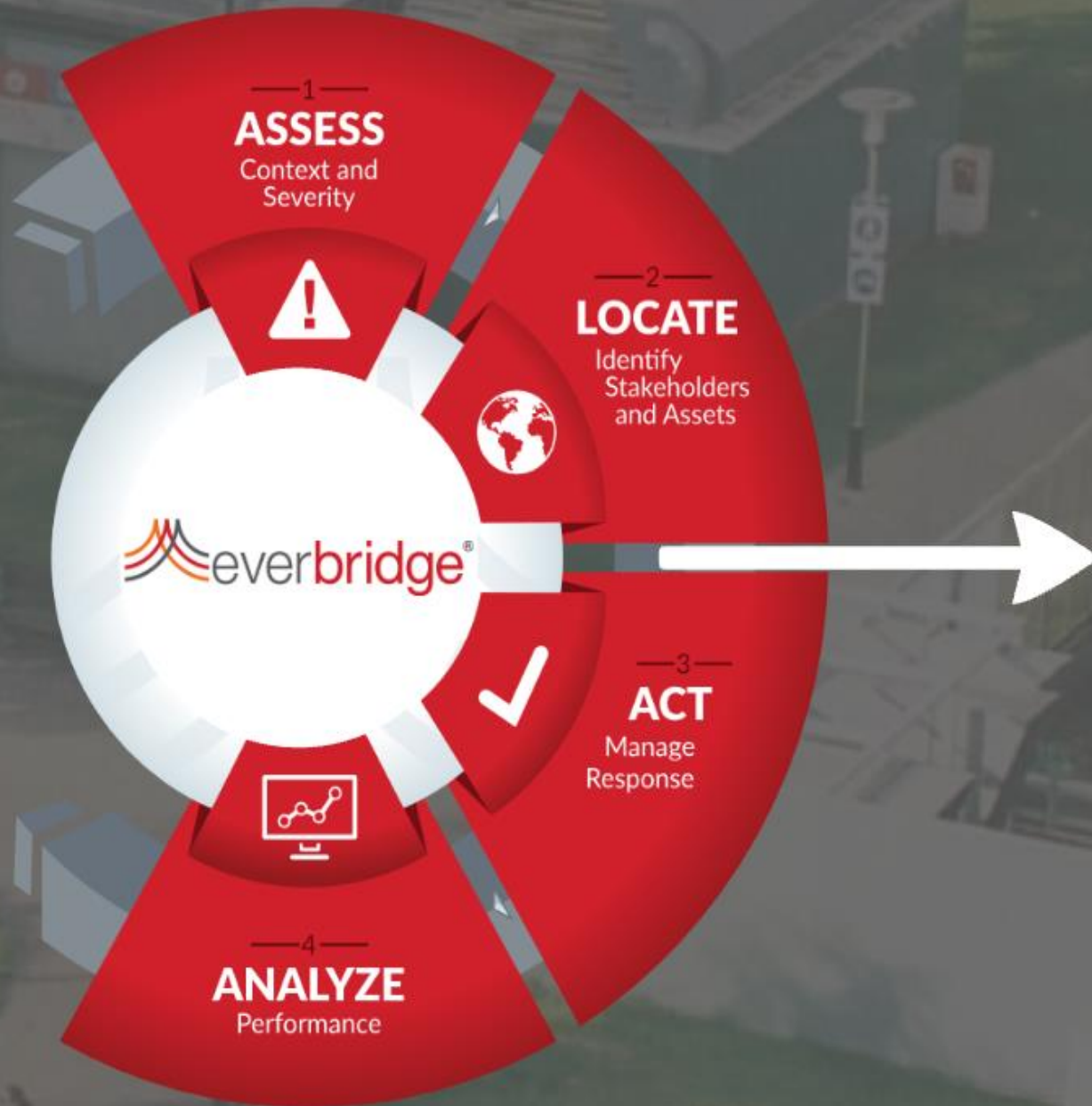
How Are You Analyzing Performance?



Data Analytics

Building and Sustaining
Capabilities

Training and Exercise





CEM PLATFORM | ARCHET



Understand Threats

everbridge®



Respond in a Timely Manner

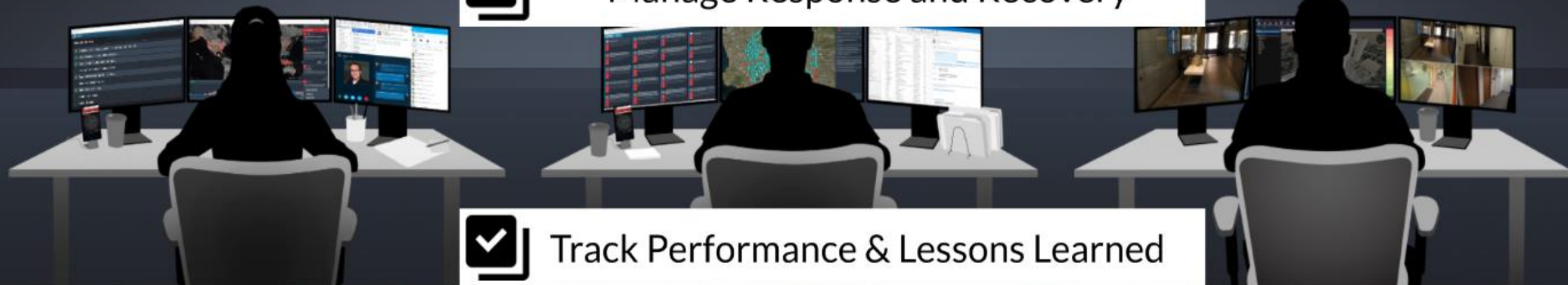
USE CASE: HURRICANE

TODAY

CEM PLATFORM

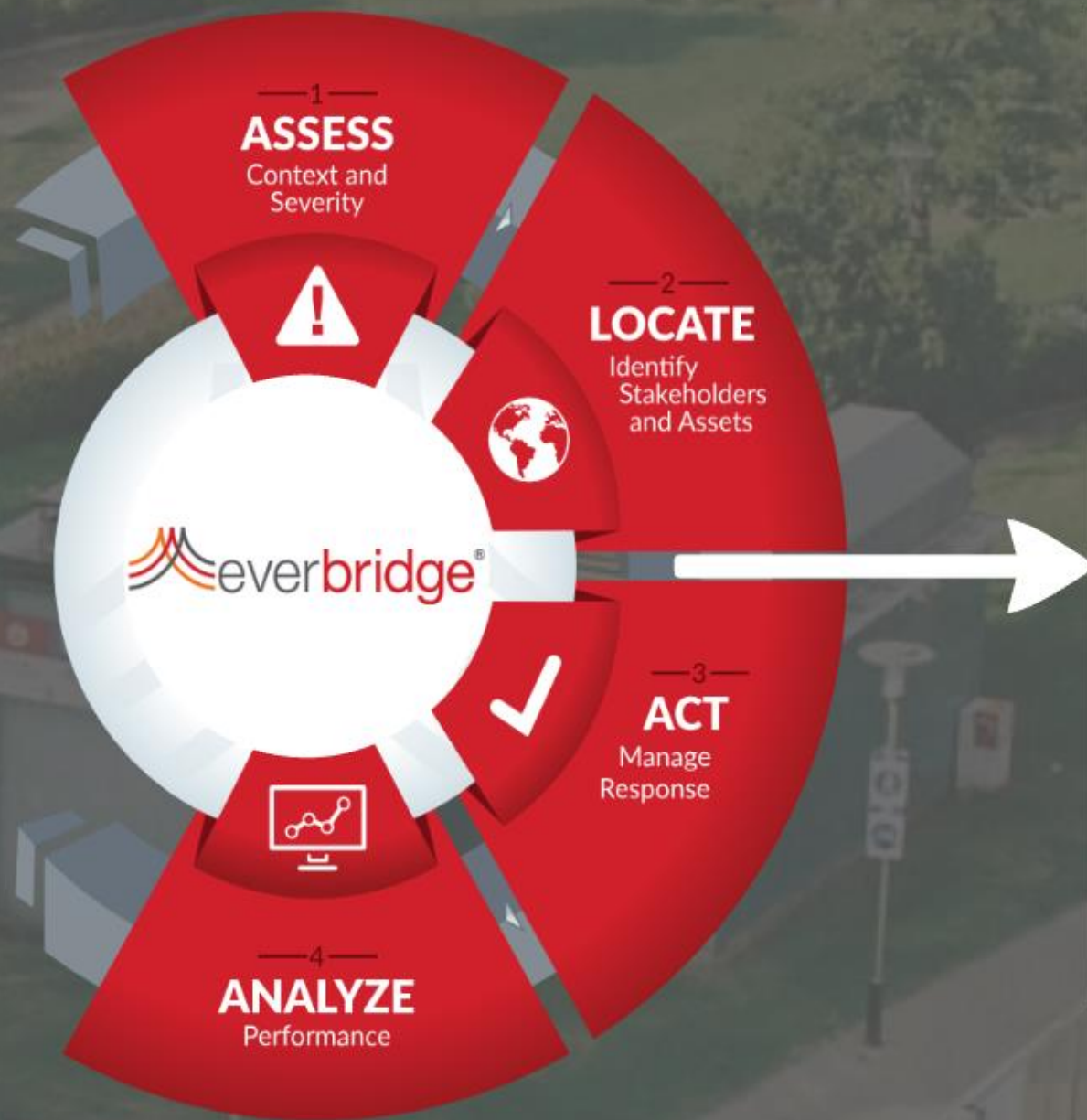


Manage Response and Recovery

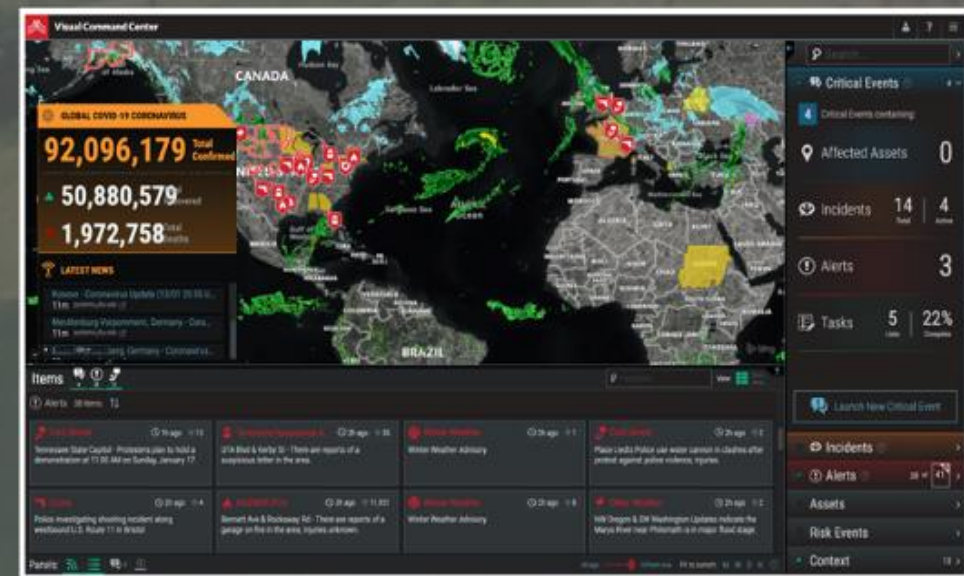


Track Performance & Lessons Learned





Always n



Build Organizational Confidence



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Questions

