

Customer Spotlight

Event Management in Philadelphia for the 2018 Super Bowl Championship Parade



“ We were just shy of 100,000 subscriptions in four days, which allowed us to push out to everyone attending this parade alerts about event information, mass transit, and other public safety info. This was our unified way to reach attendees quickly and reliably.”

Daniel Bradley
Director of Emergency Management
City of Philadelphia

PROBLEM

The Philadelphia Eagles celebrated their first Super Bowl win in franchise history with a parade the size of which the city had never seen, bringing throngs of fans from across the region into the city for the big event.

With officials expecting the largest parade crowd in the city's history, preparations were made to accommodate more than two million people along the nearly five-mile route.

Managing those crowds was the main focus of Philadelphia's Office of Emergency Management, which wanted to ensure a fun and safe experience for everyone.

SOLUTION

Using Everbridge's Community Engagement platform, PhilaOEM created and heavily promoted a Mobile Keyword for communicating with the crowds.

Through social media and the local press, the City encouraged fans who planned to attend the parade to text **READYEAGLES** to **888-777** to receive important safety, traffic, and event alerts.

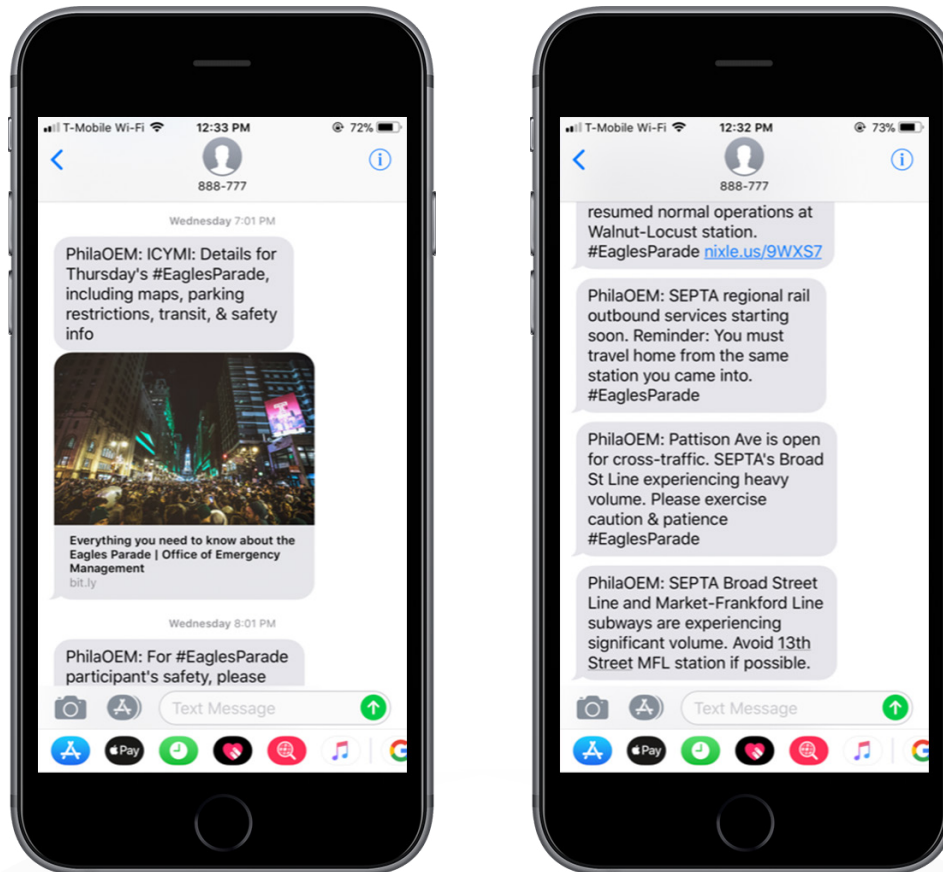


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RESULT

Within four days, more than 97,000 people signed up for the alerts. Among the timely notifications sent was information pertaining to street closures, transit delays, weather updates, reunification locations for missing persons, and updates along the parade route. In all, more than two million alerts were sent to registrants via Everbridge.



The City of Philadelphia previously used Keyword alerts for other large gatherings, including the 2016 Philadelphia Marathon (**Keyword: RUNPHL**) and Pope Francis' visit to the city in 2015 (**Keyword: PAPALVISIT**), which drew an estimated crowd of 800,000 people.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) is the global leader in critical event management and enterprise safety applications that automate and accelerate an organization's operational response to critical events in order to keep people safe and businesses running faster. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Lansing, London and Stockholm.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.

