

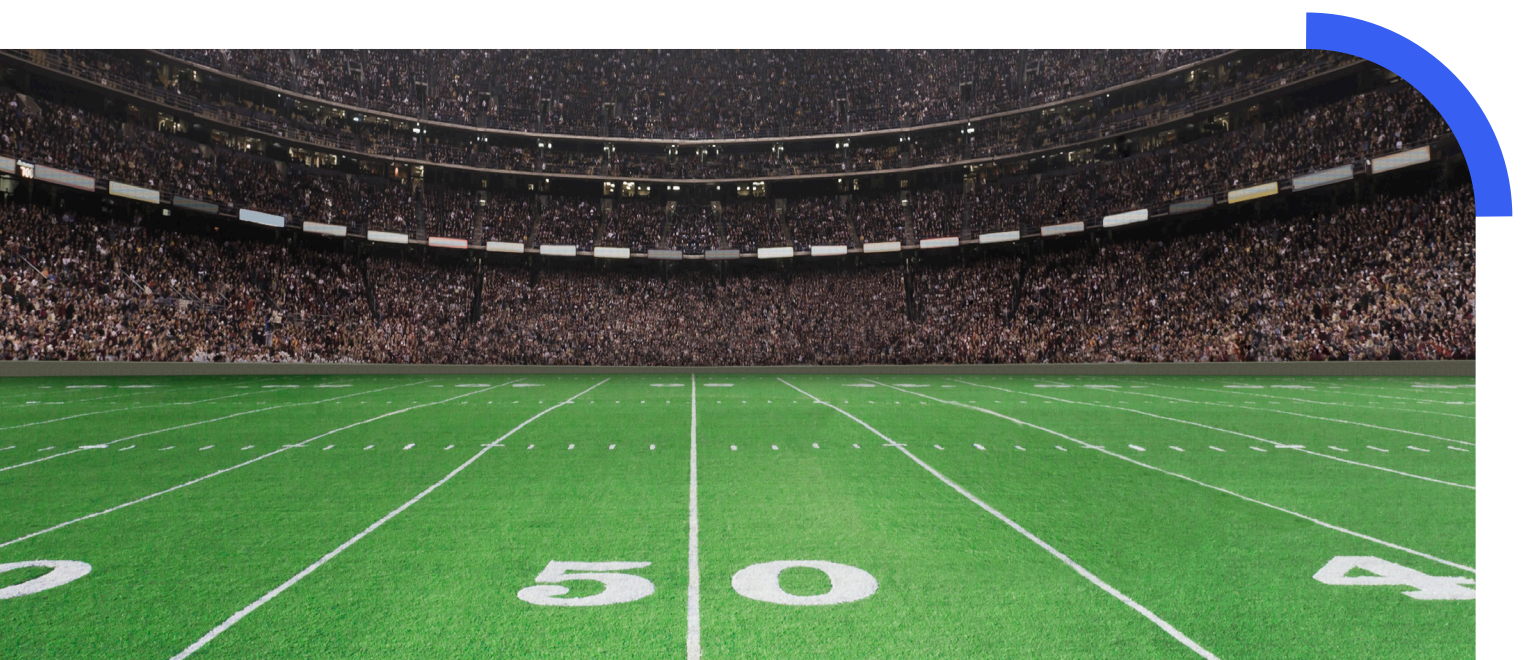


Ensuring safety and security at the Army-Navy game

More than a dozen collaborating departments including the Department of Defense (DoD), FBI, Homeland Security, and Massachusetts State Police relied on Everbridge critical event management technology to keep people safe before, during, and after a large-scale event.

Highlights

- Everbridge identified current FAA Data, UAS information sharing, emergency flight routes, staging locations, and precautionary measures that aided in successful game day operations.
- Everbridge experts, possessing in-depth product knowledge, industry expertise, and best practices, facilitated comprehensive training and tabletop exercises to ensure preparedness before, during, and after the occasion.
- Real-time threat monitoring by the Everbridge team enabled local police and fire departments to quickly respond to emerging incidents.
- Attendees felt secure with pre-game safety reminders and emergency communication.



Quick numbers

65,878
attendees

10,000+
shoppers

17+
strategic collaborative departments
in addition to the Army and Navy
football teams

900
credentialed staff

76,778
present in total

2+
critical incidents avoided due to
Everbridge technology

Challenges

Organizing an event of this magnitude required meticulous planning and robust security measures. This required a comprehensive solution to monitor real-time threats, communicate with attendees during emergencies, and ensure a safe environment for everyone.

How Everbridge helped

	Pre-event preparation	Game day execution	Post-event evaluation
Summary	<p>A dedicated Everbridge team member (i.e. a technical account manager) conducted thorough threat analyses and risk assessments, tailoring the technology to the unique needs of the Army-Navy game.</p> <p>The Everbridge platform was seamlessly integrated into existing security infrastructure, allowing for effective collaboration with event organizers and security teams.</p>	<p>On the day of the game, attendees received pre-game safety reminders and emergency contact information. Real-time monitoring of social media, weather updates, and law enforcement channels enabled quick identification of potential threats.</p> <p>During the game, Everbridge provided live monitoring, ensuring a swift response to any emerging incidents. The platform's ability to send instant notifications allowed for clear communication with attendees, guiding them on appropriate actions during emergencies.</p>	<p>After the game, Everbridge conducted a thorough debrief with event organizers and security personnel. The data collected during the event was analyzed, providing insights into response times, communication effectiveness, and overall system reliability.</p>

Everbridge: A full coverage approach

Timeline	Before event	During event	After event
	<p>Several weeks prior:</p> <p>Threat analysis: The Everbridge platform begins real-time threat monitoring across Massachusetts and neighboring states.</p> <p>Risk assessment: The Everbridge team collaborates with event organizers to assess potential risks and vulnerabilities specific to the Army-Navy Game.</p> <p>Days before the game:</p> <p>Communication planning: Everbridge works with security and event management teams to plan communication strategies, including emergency alerts and safety notifications.</p> <p>System integration: On-site Everbridge team ensures seamless integration of their platform with the existing security infrastructure at Gillette Stadium.</p>	<p>Morning:</p> <p>Final briefings: The Everbridge team conducts final briefings with security personnel, emphasizing key features of their platform for real-time threat identification.</p> <p>Afternoon:</p> <p>Attendee communication: Everbridge platform is activated to send pre-game safety reminders and emergency contact information to all attendees.</p> <p>Real-time monitoring: Everbridge monitors various sources for potential threats, including social media, weather updates, and local law enforcement channels.</p> <p>Incident: Around 12:40 on 12/09/2023, team members from Everbridge created an incident in the Everbridge risk platform regarding a protest .60 M=miles from the stadium. Local authorities were there monitoring the situation.</p> <p>During game:</p> <p>Live monitoring: Everbridge provides live monitoring of the event, with a focus on identifying any emerging threats or incidents in real-time.</p> <p>Emergency notifications: In the event of a security concern or emergency, Everbridge sends instant notifications to attendees, guiding them on appropriate actions and ensuring their safety.</p> <p>Incident: At 14:43 on 12/09/2023, team members from Everbridge communicated an incident regarding a potential threat 1.3 miles from the stadium. It was then able to be swiftly neutralized by local authorities.</p> <p>Post-game:</p> <p>Debrief and data analysis: The Everbridge team conducts a post-game debrief with event organizers and security personnel, analyzing data on the performance of the critical event management platform that can be leveraged for future optimization.</p>	<p>After post-game:</p> <p>Performance evaluation: Everbridge evaluates its performance during the Army-Navy Game, looking at response times, communication effectiveness, and overall system reliability.</p> <p>Client feedback: Event organizers provide feedback on the system's contribution to the safety and security of attendees.</p> <p>Follow-up actions:</p> <p>Improvement recommendations: Everbridge offers recommendations for system improvements and enhancements based on the insights gained from the Army-Navy Game.</p> <p>Future planning: The success of the event contributes to ongoing partnerships between Everbridge and event organizers for future large-scale gatherings.</p>



About Everbridge

Everbridge, Inc. (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™.

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