



Everbridge Critical Event Management provides customers with in-depth analysis at the Super Bowl

Streamlining intelligence for large-scale events

The experienced analysts at [Everbridge](#) specialize in creating special event briefings to streamline intelligence tailored for large-scale events such as sporting games and festivals.



Special event briefings are created around planned (and unplanned) events which prompt high numbers of incidents in [the Critical Event Management \(CEM\) platform](#). For a major planned event like the annual Super Bowl—arguably the largest, most high-profile, single-day American sporting event every year, along with the most anticipated halftime show in the entertainment industry—specific security risks and vulnerabilities are addressed in the special event briefing that our dedicated CEM intelligence analysts create.

A variety of Super Bowl details are included in the special event briefing: security specifics, planned spinoff events, transit details, and possible protests. Unpredictable occurrences like suspicious packages and security incidents are also covered.

The creation of the briefing also comes with a special event tag so that customers can follow any incidents created by our real-time intelligence analyst team. Customers are then able to view all associated information and known impacts within a single view on the [risk visualization platform](#). Analysts include supplementary material concerning the event such as maps, additional information disseminated by government and public safety authorities, and situation reports.

For large-scale events like the Super Bowl, the experienced analysts at Everbridge create a special event briefing to streamline relevant intelligence. All special event content for the Super Bowl is produced by our skilled intelligence analysts, providing real-time updates and alerts 24/7, as well as an in-depth analysis of the event. Using thousands of sources including social media and the dark web, CEM analysts turn raw information into actionable, vetted intelligence,

providing a clear and concise assessment of the situation or event.

Situation reports provide timely, in-depth contextual information about the Super Bowl that may impact organizational strategic planning, assets, business continuity, employee safety, and corporate security. In addition, the Tactical Resolution team delivers enhanced situational details via contextual layers about threats or disruptions allowing a deeper level of understanding regarding the event.

The Super Bowl's special event briefing is created the week before Sunday's kickoff, as Super Bowl-related events happen the entire week leading up to the game, meriting their own security concerns and potential impacts. Because it is attended by numerous national and international luminaries, celebrities, and entertainment figures, significant planning around the event and within the city in which it's held is required to secure the location before and during the big game.

Kick off real-time safety and security for your organization in the best way possible: with [Everbridge CEM](#). With the CEM platform as your quarterback, we've got your play-by-play every step of the way—before, during, and after the big game.



[Schedule a demo](#) with the Everbridge team today.

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