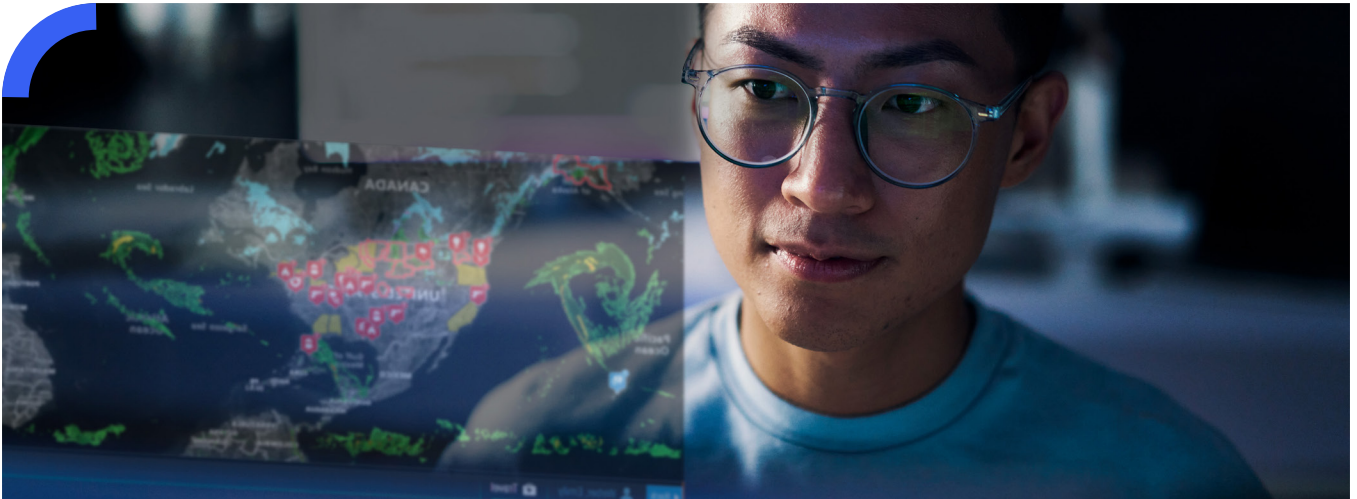




Public safety & security UK briefing on Martyn's Law

Prepare, detect, and protect with Crisis Management





The UK Government is consulting on plans to introduce a new law requiring operators of public spaces to consider the risk of a terrorist attack and take proportionate and reasonable measures to prepare for and protect the public from such an attack.

Under the proposals outlined in the consultation document, those responsible for a publicly accessible location will have a “protect duty”. The protect duty would apply to certain publicly accessible locations, widely defined as “any place to which the public or any section of the public has access, on payment or otherwise, as of right or by virtue of express or implied permission”.



Publicly accessible locations include a wide variety of everyday locations such as:

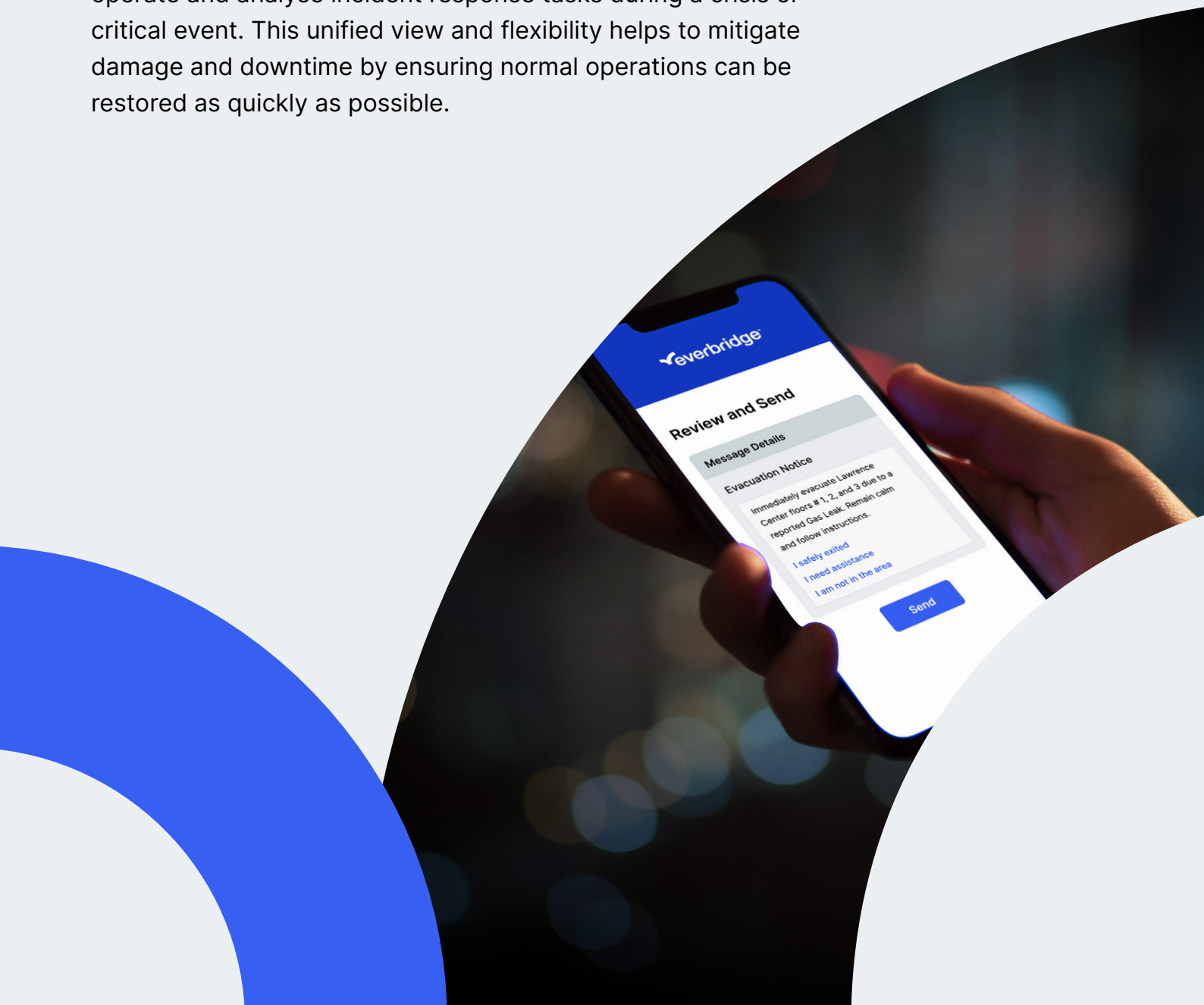
- Sports stadiums
- Festivals & music venues
- Hotels
- Public houses
- Clubs
- Bars
- Casinos
- High streets
- Retail stores
- Shopping centres
- Markets
- Schools
- Universities
- Medical centres
- Hospitals
- Places of worship
- Government offices
- Job centres
- Transport hubs
- Parks
- Beaches
- Public squares
- Other open spaces

This list is by no means exhaustive, but it does demonstrate the diverse nature of publicly accessible locations.

Everbridge Crisis Management

Crisis management, business continuity, and security teams are often dispersed and face many distractions during an incident or attack. This results in miscommunication, overlooked tasks and delayed response times. Everbridge Crisis Management addresses these challenges by centralising response plans, activities, and resources through a common operating picture and accompanying mobile application.

Fully integrated with the Everbridge Critical Event Management Platform, Crisis Management employs Everbridge's best-in-class technology for mass notification, incident management and mobile collaboration. This provides a single platform for all stakeholders, from field operatives to boardroom executives, to operate and analyse incident response tasks during a crisis or critical event. This unified view and flexibility helps to mitigate damage and downtime by ensuring normal operations can be restored as quickly as possible.



Crisis Management features

Unified response & communication

Crisis Management orchestrates all crisis response activities, teams, resources and communications from a single event page. The application includes operator dashboards, integrated chat, incident log, and smart conferencing, and leverages response plans from existing business continuity and enterprise risk management solutions.

Dynamic task management

The Crisis Management Task Manager helps turn static standing operating procedures (SOPs) into actionable tasks that can be assigned to either a function or an individual. Tasks can be added 'on-the-fly' in the middle of a crisis for unanticipated situations and scenarios.

Mobile response plans

Crisis Management provides users with a single interface to notify people, mobilise response teams, use and execute their existing emergency, disaster recovery and business continuity plans, and collaborate with team members no matter where they are located.

Flexible and powerful forms

Crisis Management provides user with advanced form builder and wide range of application such as impact tracker survey, request management and incident management form capabilities. These forms can be used in emergency, critical events or recording minor incidents/logs.



What value does Crisis Management add to an organisation?

For customers who did not have a solution in place prior to acquiring Crisis Management, on average

Crisis management reduced their initial response time by 50%

- Using auto-launch to trigger task lists and send communications to all stakeholders
- Creating pre-defined templates in advance

Crisis management reduced critical event management time by up to 60%.

- Combining dynamic task lists and having the ability to instantly notify task owners instead of requiring everyone to be in the same location or on the same conference bridge to receive tasks
- Receiving real-time feedback within forms within an event, instead of making manual phone calls and/or sending emails requesting information from the field
- Capturing event details directly into a situation report, instead of manually gathering this information throughout the event
- Real-time updates, instead of scheduled checkpoints
- Dashboard views to communicate to different stakeholder groups



How is Crisis Management used before, during, and after a crisis?

	DIY APPROACH	CRISIS MANAGEMENT
Before	<ul style="list-style-type: none"> • Lack standardise communication templates • Long, disorganised manuals in binders • Limited or no simulated exercises • No drills except evacuations 	<ul style="list-style-type: none"> • Incident specific communication templates • Digitised plans • Table-top exercises and tests • Specific drills
During	<ul style="list-style-type: none"> • Unsure messages are reaching employees, executives, and stakeholders • Human stress introduces natural errors • Lack of centralised command structure • Poor access to information and useful task lists 	<ul style="list-style-type: none"> • Message confirmation ensuring successful and timely delivery • Gathering and collecting essential information using surveys • Providing timely & meaningful status updates using impact tracking and dashboards • Checklists at your fingertips
After	<ul style="list-style-type: none"> • No meaningful improvement as everything is manual or quasi-manual • Lack of analytics and dashboards Gaps 	<ul style="list-style-type: none"> • After-action analytics, dashboards, and reports • Completing necessary forms • Auditing



Crisis Management unifies your business continuity, disaster recovery and emergency communication processes to accelerate response times for both large and small disruptions.





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™.

For more information, visit [Everbridge.com](https://www.everbridge.com), read the company [blog](#), and follow us on [LinkedIn](#) and [Twitter](#).

[Get in touch](#) to learn about Everbridge, empowering resilience.

