

# Leveraging Mass Notification for Streamlined Employee Communications at One of the Top Five Football Stadiums in England



## Overview

High volume sporting arenas have a unique challenge in protecting both the players and performers, as well as event attendees and employees alike. The environment of one of the top five football stadiums in England features:

- + Capacity over **60,000**
- + **3000+** employees on matchdays
- + Hosts large-scale, high-profile events ranging from sports matches, international fixtures, to music concerts

“Mass Notification always performs when we need it to. Prior to using Everbridge, we would have relied on an “all-staff email”. Now we know we can reach people when we absolutely need to, regardless of whether they have access to email.”

-Stadium and Facilities Director

## Problem: Streamlining Communications to Achieve Business Continuity Goals

When the stadium security teams began building out a business continuity strategy, they required a solution that would enable streamlined communications across their organization. In order to achieve their business continuity goals, the team needed:

- + Security team’s ability to send notifications to individuals or groups using lists, locations, and visual intelligence
- + Rapid and reliable alerting using automation in effort to sunset manual processes
- + Two-way communications and a way to register read receipts

The stadium was reliant upon highly manual processes which did not fulfill their newly established business continuity goals. They needed an updated notification solution that would provide the technology required to maintain operations on both the day-to-day level as well as perform in the face of a larger more threatening risk event. Reaching all employees in the most effective and efficient way possible was paramount in order to optimize labor spent on alerting. Additionally, the stadium wanted the assurance that they were successfully reaching the people that needed to be alerted during any given communication.



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## Solution: Everbridge Mass Notification

The team selected and deployed Everbridge as their provider to automate communications across their entire organization. With Everbridge, the stadium was able to leverage their new mass notification system to:

- + Improve daily operational efficiencies through increased use of mass notification features, i.e., streamlining all-staff alerts about stadium closure, suggested traffic re-routes, or local emergencies
- + Target highly specific groups and easily notify people with only the most relevant information for them
- + Identify and register the safety status of employees should a critical event occur outside of the stadium, even in the case of employees on personal travel
- + Reach any/all employees regardless of whether they have immediate access to email, through mobile or SMS

Furthermore, the stadium was able to use Mass Notification during the COVID-19 pandemic in order to communicate with designated COVID teams, as well as spread the word in the event of a positive case. "It provided peace of mind knowing the message got out to the right people," stated the Stadium and Facilities Director. The stadium was able to receive their first 100% response rate with the use of the Mass Notification system.

Security teams at this top five football stadium are now fully equipped to respond quickly and act appropriately should any critical event occur. They are armed with a powerful tool in order to maintain business continuity throughout their day-to-day operations. Furthermore, they have a solution in place that can scale should they need to expand their critical management capabilities, such as digitizing contingency plans.



## ABOUT EVERBRIDGE

Everbridge, Inc. (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' operational response to critical events in order to Keep People Safe and Organizations Running™. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, and 9 of the 10 largest U.S.-based health care providers. Everbridge is based in Boston with additional offices in 25 cities around the globe.

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