

# VISITOR ENGAGEMENT FOR AIRPORTS

EASILY COMMUNICATE WITH PASSENGERS, AIRPORT NEIGHBORS  
AND THE AIRPORT COMMUNITY



## EASY OPT-IN, EVENT WEB PAGES AND SOCIAL MEDIA HUB

The public has come to expect - and demand - information in real time, whether it is communication to visiting passengers about a special event, noise or construction updates to airport neighbors or critical notifications to the public as they drive to the airport.

The Everbridge **Visitor Engagement** interface enables airports to target specific groups and communicate with the public like never before, leveraging public opt-in SMS, the ability to push critical airport messaging to Google Alerts and Google apps (e.g. Google Maps) and simultaneously push messaging to event-specific web pages, multiple social media networks, FIDS, signage, SMS and other communications paths with a single click.

### KEY FEATURES:

**Easy Group Opt-In, Opt-Out** – Allow passengers, airport neighbors and community members, or those traveling in for a special event, to text a simple keyword to 888-777 to easily opt-in and receive event updates, traffic and parking information, noise or construction bulletins and more.

**Event Web Pages** – Web pages provide real-time feeds of all notifications related to your public and internal-facing events.

**‘One-Click’ Publishing** – Publish important communications to Facebook, Twitter, SMS, airport webpage, event web page, voice, Everbridge Network, FIDS, email and other paths with one simple click, and from any location.

**Deliver Messages Quickly** – Control the messaging, stay in front of the story and share with targeted audiences in real time.

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## PROVIDE PASSENGERS, AIRPORT NEIGHBORS AND THE AIRPORT COMMUNITY WITH IMPORTANT INFO

Communicating important event information can be a challenge, especially for large-scale groups. With **Visitor Engagement**, passengers, airport neighbors and the public from the surrounding areas can easily sign up to receive real-time event notifications and alerts. For example:

- + Neighboring residents and businesses can simply text a keyword to receive updates on a specific project or event, such as:

Text **NashvilleAirshow** to **888777**

- + Registrants receive event information, updates and notifications directly on their phones, and the keyword can be anything you can think of.
- + At the conclusion of an event, participants are not intermingled with your media relations list, your passenger notifications or other ongoing communications groups, eliminating the need for time-consuming opt-out processes or audits.

## CONTROL THE CONVERSION WITH SEAMLESS, CONSISTANT COMMUNICATION ACROSS ALL PLATFORMS

**Simultaneously push real-time messages to your airport website, event web pages, Twitter, Facebook, FIDS and roadway signage with one click.**

### About Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Beijing and London.

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



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Whether managing an event from the airport EOC, a terminal or airside location, or while at home on the couch, the Everbridge **Visitor Engagement** interface is optimized for use on tablets or mobile devices, enabling use during real-world conditions when you're not tethered to a desk, and facilitates seamless posting of information to multiple media with one click.

## LEVERAGE THE POWER OF GOOGLE ALERTS

When the airport experiences an emergency incident, leverage the power of **Visitor Engagement** and its direct interface with Google's search engine and Google apps, placing your post as the first result in Google Searches of your airport name or airport code, and displaying this critical information as a real-time alert within Google Maps (e.g. alerting people as they drive to the airport).

## TARGET AIRPORT NEIGHBORS VIA ZIP CODE SMS

More than 9,000 law enforcement agencies in the US currently leverage Everbridge's citizen notification via zip code opt-in (we call this Everbridge solution Nixle). Most airport communities have hundreds or thousands of neighbors who have already opted-in to receive critical notifications from their community, and now, **Visitor Engagement** allows your Airport to inform these residents when critical events occur at your airport (e.g. fuel farm fire, hazmat, active shooter, emergency evacuation).

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