

# VISITOR ENGAGEMENT FOR HIGHER EDUCATION

## LEVERAGE EVENT BASED OPT-INS



Move In Day



Homecoming



Campus Visit



Parents Weekend



Your Sports Team

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

University and college campuses are extremely busy places with multiple groups of people including students, parents, campus visitors, sports fans and more.

With Everbridge's **Visitor Engagement**, you can easily grow a contact database across these diverse groups by using event-based keyword opt-ins, while maintaining complete control over the publishing of your messages via social media and other contact paths. Everbridge **Visitor Engagement** is the ideal solution for easily communicating with students, parents and campus visitors in real-time—especially during emergencies and other critical situations.

### KEY FEATURES:

**Easy group opt-in, opt-out** – Allow family members, campus visitors, and sports fans to easily opt-in to receive important news, safety information and more.

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

**One-click social media publishing** – Easily connect with multiple Facebook and Twitter accounts to broaden the reach of your message.

**Force Multiplier Publishing** – With one-click, publish important communications to Facebook, Twitter, text, webpage, voice, Everbridge Network and email.

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### PROVIDE LARGE GROUPS OF PEOPLE WITH IMPORTANT INFORMATION

Communicating important event information can be a challenge, especially for large-scale groups. With **Visitor Engagement**, students, parents, university employees, and visitors can easily sign up to receive real-time event notifications and alerts. For example:



- + Groups simply text a keyword, for example **HOMEcoming** to **888777**.
- + Registrants receive event information and notifications directly on their phones.
- + At the conclusion of the event, participants can be invited to sign up for more alerts.

### KEEP VISITORS, CONTRACTORS & SPORTS FANS INFORMED WITHOUT HAVING TO MANAGE DATA

Universities are constantly striving to create a diverse, fast-paced and safe community environment. With **Visitor Engagement**, you can easily reach visitors and employees via SMS, while maintaining complete power and control over the message. Whatever the circumstance might be (homecoming, on-site construction or even an emergency evacuation) use **Visitor Engagement** to keep groups up-to-date with clear and consistent updates.

### PROVIDE GROUPS WITH ONE-CLICK UPDATES

A wide-variety of groups rely on universities to keep them engaged and informed. Use the **Visitor Engagement** one-click publishing capabilities to reach all different types of groups at a moment's notice.

You can share information through various communication channels including event web pages, Facebook, Twitter, SMS, voice, Everbridge Network, and email with a click of a button.

### ONE-CLICK PUBLISHING



#### 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.



VISIT [WWW.EVERBRIDGE.COM](http://WWW.EVERBRIDGE.COM)  
CALL +1-818-230-9700