



Let's Get Together with
your Industry Peers for
a Virtual Gathering



Tuesday – October 6, 2020 – starting at 12:30 pm ET

Agenda

User Group Kickoff

Steven Fanale, Vice President of Sales, *Everbridge*

Join us at this inaugural event as we welcome retail customers, talk strategy and set up the day. We'll also discuss housekeeping items and preview our sessions.

Customer Panel: How business resilience and associated responsibilities have changed in 2020

Moderator: Greg Mummah, Business Solutions Director, *Everbridge*

Panelist: Hilarie Letson, Senior Manager of Enterprise Business Resilience, *Nordstrom*

Panelist: Robert Mirakaj, Senior Director Global Security & Business Resiliency, *Gap Inc.*

Hear how customers are responding in 2020, how that will impact holiday shopping, how you're bringing back furloughed employees and how COVID-19 is impacting in-person shopping. We'll also hear about how other events in 2020 have played a role in operations and employee communications.

Effective Communication in 2020: Recommendations for Messaging Ahead of Disruptions

Kerry McDonough, Manager of Customer Success, *Everbridge*

We heard from your survey responses that training and best practices are wanted. We will address some preparedness tips and details for managing contact lists and more. Ending with a Q&A session.

Innovating for a Return to Work: Contact Tracing and Beyond

Imad Mouline, Chief Technology Officer, *Everbridge*

We will take a look at the Everbridge solutions roadmap with a focus on use cases for how retail customers are using the tools they have to manage all the events this year. Ending with a Q&A session.