



VIRTUAL CUSTOMER USER GROUP

A Gathering of Stories, Customers and Best Practices

Tuesday – November 10, 2020 – starting at 12:30pm ET

Time	Session
12:30 – 1:15 PM	<p style="text-align: center;">Virtual User Group Kickoff MJ McCarthy, VP Account Management, <i>Everbridge</i></p> <p>Join us at this inaugural SLG event as we welcome customers, talk strategy, and preview our sessions.</p> <p style="text-align: center;">Customer Panel: A Conversation with State and Local Government Professionals Ben Bills, Public Information Officer, <i>El Paso & Teller County 911</i> Jennifer Lazo, Emergency Management Coordinator, <i>City of Los Angeles, CA</i> Shelli Carter, Energy Efficiency Program Administrator, <i>City of Houston, TX</i> Moderator: Joanna Burlison, Senior Account Manager, <i>Everbridge</i></p> <p>A conversation with peers around what returning to normalcy looks like and how we are pivoting from COVID-19 to whatever comes next.</p>
1:20 – 1:55 PM	<p style="text-align: center;">Customer Success: Best Practices, Tips and Tricks Kerry McDonough, Manager of Customer Success, <i>Everbridge</i> Brandy Montalvo, Customer Success Manager, <i>Everbridge</i></p> <p>In light of everything going on in the world, a global pandemic, hurricane and wildfire season, civil unrest and more, ensuring the deliverability and consumption of your messages to those within your jurisdiction has never been more paramount. During this session, the Everbridge Customer Success Team will discuss various ways to improve deliverability and consumption, including: SmartPath and Single SMS, the power of push alerts via the Everbridge Mobile App, and reaching your Contacts effectively.</p>
2:00 – 2:25 PM	<p style="text-align: center;">Customer Speaker: Frederick County, MD's Mobile Application Roll Out Rebekah May, Emergency Management Planner, <i>Frederick County, MD</i></p> <p>Hear about Rebekah and Frederick County, Maryland's experience rolling out the Everbridge Mobile App. What worked? What did not? Ending with a Q&A session.</p>
2:30 – 2:55 PM	<p style="text-align: center;">Bridging the Gap with Private Sector Partners Brian Toolan, Sr. Director Public Sector Industry Solutions <i>Everbridge</i> James Podlucky, Industry Solutions Manager <i>Everbridge</i></p> <p>Siloed information can delay private sector partners response to an incident and limit situational intelligence. Learn how sharing unified messages with the timeliest information available improves regional resiliency for the whole community.</p>



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3:00 – 3:30 PM

Roadmap for Returning to Normalcy

Claudia Dent, Vice President of Product Marketing, *Everbridge*

Take a look at the Everbridge solutions roadmap with a focus on returning to normalcy in regard to the State and Local Government industry.