

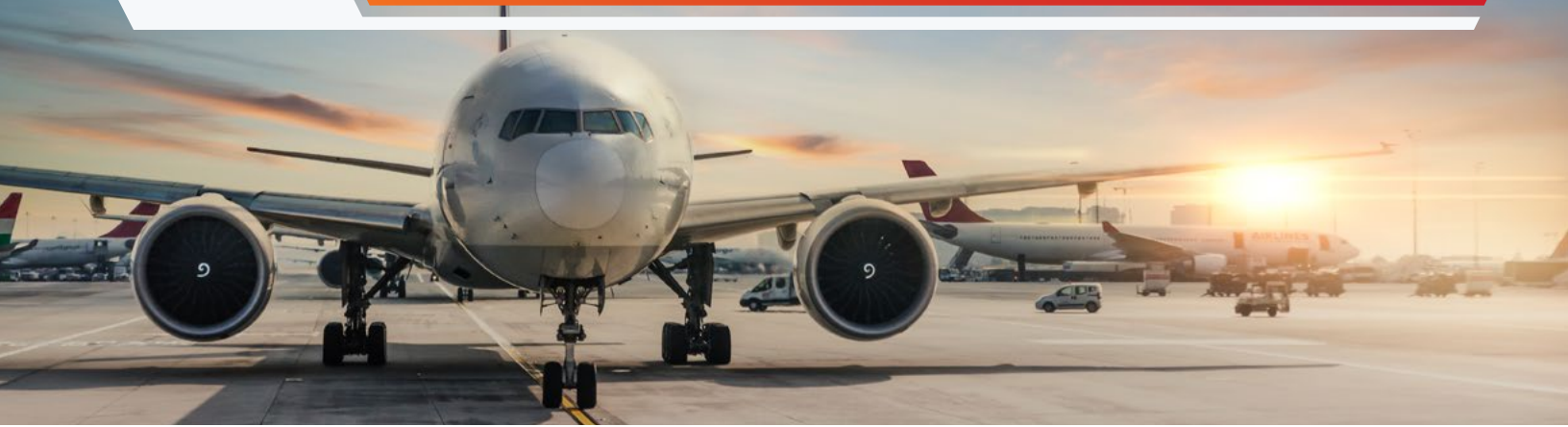


 WHITE PAPER

Successful Travel Risk Management

**PROTECT YOUR PEOPLE AND ACHIEVE
ORGANIZATIONAL RESILIENCE**





Companies that embrace travel risk management as part of a larger CEM strategy can enhance their ability to protect all employees.

The everchanging landscape of COVID-19 restrictions and protocols has ushered in a new wave of considerations when planning your organization's travel risk management.

In addition to the changes and travel disruptions brought on by the pandemic—cancelled flights, closed borders, vaccination & testing requirements, and potential quarantining—critical events such as severe weather, civil unrest, and crime make travel risk management a complex path to navigate.

As the world adjusts to this “new normal,” it is necessary for many organizations to revisit their TRM plans. What new questions need to be addressed in order to rebuild a successful TRM plan?

Furthermore, as travel regulations are now constantly in flux, how can organizations become proactive and stay ahead of impact from potential restrictions?

The goal of any successful TRM plan should be to enhance an organization's overall resilience. When companies prioritize resilience, they begin tackling risks from a proactive stance versus a reactive one. Being proactive and mitigating potential impact is requires more than just proper travel risk management planning – it is about protecting all your people and assets no matter what type of critical event may threaten them or where they may be.

It is highly beneficial for organizations that are rethinking TRM plans to consider approaching critical event management (CEM) in a more holistic way. Companies that embrace travel risk management as part of a larger CEM strategy can enhance their ability to protect all employees - whether on the road, working from home, or stationed at satellite locations. Additionally, adopting holistic CEM strategies can enable organizations to consistently fulfill duty of care standards – even as the target for best practices is constantly in motion.



You can think of duty of care as an umbrella term that houses multiple facets of risk management.

Travel Risk Management Versus Duty of Care

Organizations should understand the difference between these two concepts prior to developing a TRM plan.

Duty of Care

refers to the legal and moral responsibility of both executives and security professionals to keep their people safe.

Travel Risk Management

is the process by which employees are kept safe while engaging in travel. This requires extensive planning, monitoring, and analyzing before, during, and after employee travel activity.

You can think of duty of care as an umbrella term that houses multiple facets of risk management. TRM clearly falls under an organization's duty of care obligations, however it should be just one part of an organization's overall commitment toward upholding duty of care standards.

That being said, the whole is only as strong as its constituent parts. So, what makes up a successful travel risk management plan and how can it benefit from being contextually placed within a larger CEM strategy? Furthermore, how does centralizing all facets of risk management help maximize an organization's resilience?

Pillars of a Successful Travel Risk Management Strategy

Identifying Both Major and Minor Threats

A successful travel risk management strategy first looks at the potential impact of a critical event (both big and small) on people, assets, and/or operations and how these impacts can further affect the business in terms of:

- + Financial loss
- + Legal ramifications
- + Diminished reputation
- + Potential customer loss

Remember to not only anticipate major critical events such as severe weather or terrorist activity. Even minor events, such as loss of personal items, can negatively affect an employee's productivity.

Becoming More Granular

Similar to considering minor disruptions, organizations need to become much more granular about risk assessment. While it remains important to plan for threats that may impact entire countries or larger geographic areas, more often employees may be impacted by acute threats to specific regions, cities, neighborhoods, or even buildings.

Organizations need access to a constant stream of hyper-local information to best protect their traveling employees.

Who Are Your Stakeholders?

A successful TRM strategy only works if the right people are involved. Organizations must identify what individuals in the company need to be part of your TRM process. Who needs to weigh in on the development of TRM plans or procurement of TRM technology/solutions? Who needs to remain abreast of employee safety statuses? Below is a general list of those who most often need to be part of this process:

- + Human Resources
- + IT
- + Legal
- + Security
- + Senior Management
- + Suppliers

Accounting for the Entire Lifecycle of Employee Travel

1) Educate Travelers Ahead of Their Trip with Pre-Trip Advisory

One of the best ways to mitigate risk for travelers is to conduct preliminary informational sessions. Organizations should be able to provide key information to travelers with customized pre-trip advisories. Configure advisories in advance to include all the information travelers should know, such as: vaccine requirements, visa requirements, recent security threats, and information on regional laws and local culture.





TRM solutions can enable visualization of active and pending traveler locations and destinations based on the most current flight, ground transportation, and hotel itinerary information.

2) Keep Travelers Informed and Connected During Their Trips

Once a traveler has begun their trip, organizations must remain actively involved to best mitigate risk. Implementing technology can help immensely in keeping traveling employees as safe as possible during this stage. Furthermore, technology increases a company's ability to fulfill duty of care standards in the most efficient and effective manner.

For example, TRM solutions can enable visualization of active and pending traveler locations and destinations based on the most current flight, ground transportation, and hotel itinerary information. All data can be displayed in context with real-time and regional incident reporting and analysis. Organizations can use this automated and highly relevant stream of information to appropriately update travelers on the events that could disrupt their travel plans or put them at risk.

Additionally, it is important that organizations enable their travelers to report any difficulties they may face when traveling. This requires companies to establish reliable avenues of communication with travelers and provide them adequate support should they encounter problems.

Organizations should also consider the positive impact of automated, targeted, and real-time travel alerts that can empower travel risk managers to easily communicate relevant threats to active and pending travelers. This translates into meaningful alerts for travelers, increased policy compliance rates, and more time for non-traveling employees to focus on other responsibilities.

3) Monitor and Respond to Critical Events Impacting Travelers

Organizations must constantly monitor the areas in which their people will be located. Remember, this includes areas of departure, potential layovers, arrivals – any location in which an employee may be, organizations must have eyes on.

Access to a platform which centralizes all risk monitoring dashboards, including the location of traveling employees in or going to areas deemed at risk, serves to increase an organization's ability to rapidly respond to a critical event should one occur.



Travel managers should customize travel parameters based on learned experience and hard data, then configure their systems to align with newly developed corporate travel policies such as destination risk ratings

4) Analyze Your Process: Define (or Redefine) Travel Risk Management Policies

Now that most business travelers have been off the road and out of the skies for over a year due to the pandemic, it's a perfect time to reset your policies and procedures to keep them safe.

Going forward, employees expect to be informed of health and safety requirements, and they are less likely to resist efforts to keep them safe based on where they are in real time. Additionally, post-critical event is the best time to analyze how a situation was handled and what can be improved upon in the future.

Travel managers should customize travel parameters based on learned experience and hard data, then configure their systems to align with newly developed corporate travel policies such as destination risk ratings. Should an itinerary fall outside the specified parameters, automated systems can then generate an alert notification of the violation. The system should be configured to send the alert to the traveler, travel manager, and/or regional managers responsible for the safety of the travelers.

These pillars can act as general guidelines for how your organization can develop your own TRM plans. However, there will always be extenuating circumstances that require companies to make special considerations, such as the current pandemic and the major shift to remote work. These situations require more intensive planning in order to successfully fulfill duty of care standards and protect all employees from risk.

Protecting Employees in an Everchanging Environment: COVID-19 & Shifting to Remote Work

It is no surprise business travel has drastically decreased in the wake of the COVID-19 pandemic. According to the Global Business Travel Association, business travel may not fully recover until 2025. While the current trend of diminished travel may tempt organizations to place development of TRM strategies on the backburner, proper planning has become more important than ever.

As vaccines become more widely available and restrictions begin to lift, we will see the number of travelers slowly begin to rise. It is vital that organizations sending employees out on travel are overly prepared, especially with the fluid state of requirements.

Organizations should outline basic employee safety measures such as social distancing, temperature checks, use of face coverings. In addition to basic employee requirements, organization should have access to:

- + Continuously updated situation reports on destination risk levels, border closures, and entry requirements
- + Granular information on hot spots (county, city, and neighborhoods)
- + Reports of potential exposure & contact tracing ability

Additionally, due to the pandemic almost every business experienced a mass shift to work-from-home models. While protecting remote workers does not necessarily fall under an organization's TRM strategy, it is a new area of risk management that must be considered.

With the many changes companies are having to account for across all risk management, it is beneficial to centralize efforts under one platform. Managing all critical events from a single "fusion center" encourages cross-departmental collaboration, increases response efficiency, and can effectively reduce impact of disruptions.



We strive to improve risk visibility and situational awareness with real-time incident alerts, updates, and global security information to prepare employees for safer travel.

Achieving Organizational Resilience with Everbridge

At Everbridge, we strive to improve risk visibility and situational awareness with real-time incident alerts, updates, and global security information to prepare employees for safer travel.

Everbridge Travel Risk Management combines global risk intelligence, employee location data, and multi-modal communications to protect your traveling employees. Everbridge TRM empowers your organizations to meet your duty of care standards and ensure your travelers feel safe wherever they go.

If your organization requires a more holistic solution that can scale to protect not only your travelers, but all your employees, assets, and facilities, Everbridge CEM can help. With Everbridge CEM your organization can confidently fulfill duty of care standards and manage any critical event, whether physical or digital, all within one single pane of glass.

If you'd like to learn more about how CEM can help protect your people no matter where they are, contact Everbridge for a demo.



Let's Talk

Want to learn more about Everbridge Critical Event Management? [Get in touch](#) or just call us at +1-818-230-9700 to learn more.

About Everbridge

Everbridge, Inc. (NASDAQ: EVBG) is a global software company that provides enterprise software applications for automating and accelerating an organizations' operational response to critical events in order to Keep People Safe and Organizations Running™. During public safety threats such as active shooter situations, terrorist attacks, a global pandemic or severe weather conditions, as well as critical business events including IT outages, cyber-attacks or other incidents such as product recalls or supply-chain interruptions, over 5,800 global customers rely on the Company's Critical Event Management (CEM) Platform to quickly and reliably aggregate and assess threat data, locate people at risk and responders able to assist, automate the execution of pre-defined communications processes through the secure delivery to over 100 different communication modalities, and track progress on executing response plans. 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, 9 of the 10 largest global consulting firms, 8 of the 10 largest global automakers, 9 of the 10 largest U.S.-based health care providers, and 7 of the 10 largest technology companies in the world. Everbridge is based in Boston with additional offices in 25 cities around the globe.

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