



VIRTUAL CUSTOMER USER GROUP

A Gathering of Stories, Customers and Best Practices

Thursday – August 5, 2021

Time (ET)	Session
12:00 – 12:10 PM	<p>Welcome</p> <p>MJ McCarthy, <i>Senior Vice President of Account Management and Customer Success, Everbridge</i></p> <p>Everbridge's MJ McCarthy will kick off the event and highlight some of the new and exciting things happening at Everbridge.</p>
12:10 – 1:00 PM	<p>Customer Panel: Leadership Buy-In & Strengthening Best Practices</p> <p>Stephen Conard, <i>Emergency Management Coordinator, SUNY Albany</i></p> <p>Jessamyn Davis, <i>Program Manager, Emergency Preparedness, Vanderbilt University</i></p> <p>William Shea, <i>Director, Office of Emergency Management, University of Connecticut</i></p> <p><u>Moderator</u>: Lisa Durel, <i>Account Manager, Everbridge</i></p> <p>Tune in for a conversation between a few of our tenured Higher Ed customers as they discuss getting leadership buy-in to emergency preparedness and Everbridge system deployment, as well as lessons they've learned over the years.</p>
1:00 – 1:30 PM	<p>Breakout Session #1 and Open Networking</p> <p>Dive into the Lounge to chat with our Customer Panel and your peers! Use this time to make new connections and learn how others are using Everbridge solutions to keep students, faculty, and staff safe.</p>
1:30 – 2:15 PM	<p>Preparing for Severe Weather: Using Risk Intelligence and Weather Alerting</p> <p>Eric Chetwynd, <i>Industry Solutions Senior Director, Everbridge</i></p> <p>Jonathan Maurer, <i>Senior Sales Engineer, Everbridge</i></p> <p>How do you prepare your campus community for severe weather events? This session will demonstrate how Everbridge can help you stay aware of weather that may impact your campus, as well as alert students, faculty, and staff.</p>
2:15 – 2:45 PM	<p>Breakout Session #2 and Open Networking</p> <p>The Lounge will open for you to discuss your severe weather plans with our panelists and your peers.</p>



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2:45 – 3:15 PM	<p>Your Stage for Emergency Info: Student App Adoption Lisa Durel, <i>Account Manager, Everbridge</i></p> <p>Do you struggle with getting your campus community to use the Everbridge app? This session will give you tips and tricks to increase adoption.</p>
3:15 – 4:00 PM	<p>Breakout Session #3 and Open Networking</p> <p>Jump back into the Lounge as we end our day to discuss your personal experiences with the Everbridge app and continue networking with other attendees!</p>