

EBOOK

# The Basics of Emergency Communication: Understanding Notification Technology

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# Fundamentals of Emergency Notification

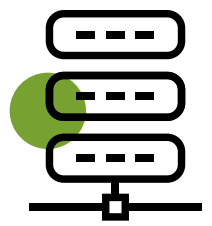
How would you communicate quickly and effectively with your employees and stakeholders during a crisis?

That question has plagued many leaders over the years. Communication is the backbone of minimizing negative consequences, yet in many organizations, it is taken for granted that interaction will be possible through normal channels during an emergency. This assumption could be a big mistake, placing the organization at significant risk.

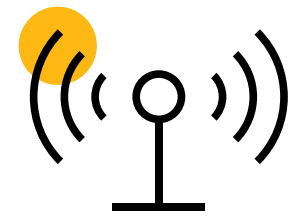


# Why You Need Emergency Notification

Leaders must consider all the factors that can interrupt communications during a state of emergency:



Servers down



Wireless outages



Government restrictions

