



PRESS RELEASE

For immediate release:
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Awareity CEO Addressing Campus Safety at Campus Technology's 2010 Education Technology Conference

Rick Shaw, President and CEO of Awareity, was selected by the Campus Tech conference advisory board and selection committee for inclusion in Campus Technology 2010's program with two one-hour poster sessions. Campus Technology 2010 will be held July 19-22, 2010 at the Seaport World Trade Center in Boston, Massachusetts.

Campus Technology's 17 Annual Education Technology Conference, "*Advancing Higher Education Through Technology*", provides expert speakers from leading institutions, sessions on all the right topics and a host of tech resources focusing on emerging technologies of strategic interest to the mission of higher education.

Rick Shaw's first poster session, "*Connecting the Dots to Improve Campus Safety*", will highlight lessons learned from other campuses, incidents, headlines and reports, revealing how failing to connect the dots can lead to expensive and embarrassing results. The Virginia Tech Review Panel report exposed many of the complexities of campus safety and security, and as was demonstrated recently at South Hadley, proactively identifying bullying, red flags and warning signs is critical.

Rick's second poster session, "*Eliminating Chaos and Panic by Implementing Lessons Learned*," will discuss how Emergency Notification Systems are supposed to 'eliminate chaos and panic' rather than 'create chaos and panic'.... but Lessons Learned from recent incidents show that mass notification systems are ONLY EFFECTIVE if each and every individual sending and receiving the alert is fully aware of specific policies, procedures, roles and responsibilities.

Poster Sessions offer a detailed look at graphic presentations and papers posted in the exhibit hall during the main conference. These sessions provide opportunities for attendees to engage in in-depth, informal discussions with the presenters. Presenters post their displays for attendee viewing, and are on hand with their displays for discussion during the assigned session times.

Who: Rick Shaw, CEO, Awareity

When: Tuesday, July 20, 2010, 2:00 – 3:00 pm - Eliminating Chaos and Panic by Implementing Lessons Learned
Wednesday, July 21, 2010, 2:00 – 3:00 pm - Connecting the Dots to Improve Campus Safety

Where: Seaport World Trade Center, Boston, MA

Registration: Registration for Campus Technology's Conference is open and can be accessed online at <http://events.campustechnology.com/events/ct-2010/home.aspx>.

Contact:
Katie Weaver
402.730.0077
info@awareity.com
www.awareity.com