



## Confronting the Active Shooter Threat: A Call to Executive Leadership

### An Urgent and Strategic Imperative

The danger is no longer hypothetical. From boardrooms in many sectors, a formerly unthinkable situation now calls for immediate focus: the increase of active shooter and active threat events. Such violent occurrences have skyrocketed at an alarming rate over the last few years. The FBI classified 48 shootings in 2023 as active shooter events, a 60% rise since 2019. From 2019 through 2023, 229 active shooter events took place, an 89% increase over the previous five-year period. This sharp trend emphasizes a new reality: mass violence, once considered a "meteorite falling" rarity, has turned into a predictable business risk. Leaders can no longer believe it "won't happen here." Conversely, CEOs and C-suite executives of today have a strategic need to prepare for and reduce active threat risks as part of their fundamental organizational control.



*Crime scene tape cordons off the site of an active shooter incident. The frequency of such scenes has sharply increased in recent years, underscoring the need for proactive executive leadership in preparedness <sup>1</sup> <sup>2</sup>.*

The stakes are incredibly high. Of course, the first worry is life: the sad human cost on communities, customers, and workers. But the consequences go beyond: operational paralysis, employee trauma, reputational harm, financial losses, legal responsibility for negligence, and more. **Executive leaders have a clear duty:** guaranteeing the company is prepared to react to an active threat or active shooter is now **as crucial as financial stewardship or competitive strategy**. Backed by data and real-world experience, this white paper explains why this problem merits your focus and action as well as how an approaching Active Shooter Active Threat Conference—hosted by



### The Sharp Rise of Active Threat Incidents (2019–2025)

Active shooter and active threat occurrences have clearly increased in the last half-decade. Attacks started to rise significantly after a short early 2020 (during pandemic lockdowns) lull. The FBI noted 61 active shooter events in 2021, a 52.5% rise from the year before and almost twice the number reported in 2017. Though 2022 saw a small decline to 50 incidents, the general trend stayed upward; by 2023 the yearly incident count was still 60% higher than it was in 2019. These numbers are not theoretical; they reflect shootings in institutions where actual people were killed or harmed, public venues, and workplaces.

Additionally, this increase has been centred in corporate and public-sector settings. According to FBI statistics, 60% of active shooter attacks in 2020 took place in commercial areas—businesses open to staff or the public—and 2021 was comparable, with more than half of incidents in commercial environments. From a disgruntled office park employee to a gunman in a packed retail store, the corporate sector has turned into a regular stage for these tragedies. Civic spaces and public sector are also profoundly impacted. Undercutting any idea that some places are immune, schools, government buildings, transit hubs, and other public venues have all seen fatal mass shootings in past years. Ultimately, no company—private or public—can presume "it can't happen here." Executives have to internalize the fact that the baseline risk of an active threat event in 2025 is significantly higher than it was in 2019.

Harrowing tales hidden behind these figures highlight the cross-sector scope of the issue. For instance, a dissatisfied transit worker shot nine co-workers at a San Jose rail yard during a regular meeting in May 2021. Violence in the healthcare industry has grown so much that healthcare professionals are five times more likely to suffer workplace violence than other employees, therefore responsible for 73% of all nonfatal workplace violence injuries. Schools have suffered through some of the most terrible massacres: In a single rampage in 2022, an assailant at Robb Elementary School in Uvalde, Texas, claimed 21 lives—19 children and 2 teachers. Even leisure and entertainment venues stay targets; the deadliest mass shooting in U.S. history took place at a Las Vegas outdoor concert in 2017 when a gunman killed 60 people and hurt hundreds. Spanning transportation, healthcare, education, and entertainment, these instances support a sobering reality: active threats can arise anywhere, at any time. Executives in charge of companies in these settings should take the widespread increase of active threats between 2019 and 2025 as a clear and present threat that has to be handled at the topmost level.

### The Illusion of Preparedness: Gaps in Corporate Strategy

The vast majority of businesses stay dangerously under-prepared to deal an active shooter or violent intruder situation in spite of the growing danger. Active threat preparedness has been handled as a low-level operational concern in many companies, something assigned to mid-management, facility security, or HR to handle using simple training videos or an annual drill. At the top, this strategy has created a false sense of security. Executives usually don't understand the plan on paper is seriously lacking until it is too late.



Recent studies show a remarkable disparity between knowledge of the danger and real preparedness. Almost 900 businesses were included in a thorough poll; 69% of respondents said an active shooter event was a major concern for their company. Still, 79% confessed their company is not completely ready for such an event. Even the most basic preparation strategies are being ignored: 61% of businesses do not conduct any active shooter drills at all. Often, there is no crisis communication strategy in place; 39% of companies polled reported lacking a strategy to inform staff members during an active shooter incident. These figures show a worrisome lack of complacency. Though most companies have not converted that knowledge into efficient practice, business leaders understand the danger in theory. Security expert Regina Phelps said, "Although every company's nightmare is an active-shooter scenario, many businesses are not ready to properly handle the event."

The lack of C-suite and board involvement on this matter is a major contributor to the problem. Too frequently, emergency response planning and workplace violence prevention are isolated in Security or EHS departments, far from the strategic decision-makers. Given this, it is understandable that many companies still lack a formal active shooter response strategy and even less have educated all their staff members on what to do. This is a leadership failure with possibly disastrous effects more than only an operational oversight. Front-line workers can tell when safety is treated as a checkbox exercise rather than a leadership priority, and that influences how seriously preparations are taken. One of the more compelling realities is the fact that regardless of whether a "policy" has been written hastily to tick a box relative to liability and preparedness, it is easy to see the truth of executive commitment based upon the absence of an expense line within annual operating plans that includes properly configured funds, time, burden and allocations to meet this new reality.

For CEOs, the message is obvious: many companies' present preparedness practices fall short because of too little executive control and investment. True readiness is more than putting a "Run, Hide, Fight" poster in the break room; it calls for strong, well-funded initiatives with cross-functional crisis planning, threat assessments, employee training, and frequent drills included. It also implies leaders supporting and taking part in these initiatives. Neglecting to carry out active shooter plans and training, according to one security management commentary, is a "huge mistake" that leaders have to quickly fix. Preparedness cannot be an afterthought left to middle management, therefore it must be a strategic priority. Guided by the C-suite, it has to be a strategic priority with appropriate budget, resources, and board-level responsibility.

### Legal Precedent and Liability: The Cost of Inaction

Executives now face a very real legal obligation in addition to the moral one to protect people. Courtroom precedents are chilling corporate boardrooms, and the legal landscape surrounding active shooter incidents is changing quickly. By arguing that a mass shooting was an unpredictable, random act of violence—something no sane company could have predicted—companies were able to avoid liability in the past. It's a thing of the past. Due to the startlingly high frequency of active shootings, juries and courts are beginning to consider them predictable risks and are holding organizations—**and consequently their leadership**—to far higher standards for response and prevention.



## Active Shooter – Understanding Corporate Risk

Think about this sharp advice from Michael Haggard, a well-known lawyer who defends mass shooting victims: *"Liability for companies in mass shootings is something they should be very, very concerned about..."* Every school, every company had better have a security strategy to handle mass shootings. They had better implement it since failing to do so would make them responsible. In other words, neglecting to prepare for an active shooter is now being described in court as neglecting a fundamental duty of care. Excuse is no longer the "unthinkable." In fact, there has been a significant increase in lawsuits filed against businesses and even individual executives in the wake of mass shootings since 2020 claiming insufficient preventive actions or security negligence.

Importantly, these lawsuits are becoming more challenging for companies to have dismissed early. Legal professionals note that as plaintiffs contend that businesses should have known and should have acted given the frequency of active threats, more cases are surviving first motions to dismiss and moving on to discovery and trial.

High-profile settlements already highlight the financial and reputational consequences. Recent mass shootings have caused significant company payouts to families and victims. For instance, MGM Resorts—the property owner—agreed to a \$800 million settlement with victims to settle negligence claims following the 2017 Las Vegas concert massacre, in which a gunman shot attendees from a hotel window.

Lets put that into perspective; that is 4/5ths of a BILLION DOLLARS. Families of victims of the 2018 Parkland school shooting filed lawsuits against several organisations in the education sector for failing to stop the assault; those lawsuits produced several settlements, including a \$25 million settlement from the school district and a \$127.5 million settlement from the U.S. Department of Justice (for FBI oversights). Every one of these instances supports a key change: mass shootings are no longer considered "too rare to predict" and companies without sensible protections can be found legally responsible for the results.

## The Personal Liability of Executives

A new reality is pointing to the inevitable circumstance where executives may be held personally responsible for problems. Most lawsuits are against businesses, but there have been times (and likely will be more) when leaders are blamed for negligence. This is especially true if there is proof that management ignored clear warning signs or didn't do anything about known risks. CEOs can expect to be questioned in court and closely watched as they talk about what they did before and during an incident. Were the right security measures paid for and put in place? What kind of training did the workers get? What did the leaders do in the most important minutes of the emergency? People who took an oath will be asked these questions after the fact. It is becoming clearer in the law that being ready for active threats is part of an executive's duty of care. Ignoring that duty could not only cause terrible deaths, but it could also put the company (and its leaders) at risk of lawsuits, big settlements or judgments, and damage to their reputation that would last for a long time. Because it costs too much legally and financially to do nothing, we can't do nothing.



### Insurance Gaps and Financial Exposure

Adding to the legal concerns is a worrisome pattern in the insurance sector: *carriers are progressively reducing coverage for violent or active shooter events, therefore endangering companies.* Where once a general liability or property insurance policy might have quietly covered such events, today insurers are treating active assailant scenarios as a special risk—one that requires separate coverage (often expensive) or that may be excluded outright from standard policies. Many companies end up without insurance coverage for one of the most financially catastrophic occurrences they could imagine since they are unaware of it.

The growth of specialised "active assailant" or "deadly weapon" insurance products is one indication of this change. Major brokers such as Marsh McLennan now provide active shooter insurance policies covering on-site crisis services to victim lawsuits. Although these goods might be useful, they also show more general insurer aversion to cover such hazards under standard policies. The price of active shooter insurance has really been rising with the frequency of attacks. With businesses now often looking for \$5–\$10 million in coverage, an Insurance Journal study revealed that the cost for insurance protection against mass shootings increased by more than 10% in 2022, up from \$1–\$3 million just a few years earlier. This increase in demand and pricing points to both rising fear and the absence of options—if standard liability insurance completely covered these occurrences, companies wouldn't be purchasing distinct policies for millions of dollars.

More concerning are the exclusions sneaking into insurance policies. Hoping to reduce their exposure, insurers have started adding exclusions for losses resulting from particular violent crimes. Once mostly in high-risk locations like bars or nightclubs, assault and battery exclusions are now showing in a more general spectrum of commercial policies. These exclusions could imply that should an active shooter harm individuals on your property, the insurance company could refuse coverage for the subsequent lawsuits and claims, using the exclusion as justification. Imagine surviving a terrible assault, only to discover your insurance won't cover victim medical expenses, lawsuits, business interruption, or reconstruction costs—that is a possible reality for businesses that have not carefully reviewed their policies in this new insurance environment. Simply put, carriers are cutting or limiting coverage for active threat events, therefore transferring the financial risk back onto companies.

The financial consequences of an uninsured (or under-insured) active shooter incident are difficult to overstate. Such an event can lead to significant costs: emergency response and cleanup, crisis communications, immediate facility repairs, not to mention possibly millions in legal defence costs and settlements for victims. Lost business during downtime and long-term brand damage also have indirect costs. For a small or mid-sized business, these expenses can be existential; even for bigger companies, they imply a significant effect on the balance sheet. It is significant that in the MGM Las Vegas case mentioned earlier, the company's \$800 million settlement was covered by their insurers—something one expert said MGM was "fortunate" to have in place. That one occurrence could have bankrupt the company had those policies not been in force. Many businesses nowadays might not be so "lucky." You might be effectively self-insuring this risk without knowing it if your insurer has added an exclusion or if you haven't bought a dedicated active assailant policy.



Executives have to see this as a strategic risk of the utmost importance. Examine your coverage; speak with your brokers and risk managers. Push for answers if your coverage is insufficient; yet, understand that insurers are demanding more and more proof from customers showing they are working to reduce the risk—including via security enhancements, employee training, and other means—as a condition of coverage. Preparation is now a gating factor for financing your risk, not only a safety concern. Lack of preparation could imply incapacity to insure, which would imply that an active shooter event could cause great financial loss and perhaps organizational collapse.

**The lesson:** either make sure your business is ready and adequately insured or be ready to shoulder the whole expense by yourself—a cost that in worst-case situations could really reach the billions of dollars.

### The Mental Health Crisis as a Risk Multiplier

One must first recognize the larger mental health crisis the COVID-19 epidemic has aggravated if one is to tackle the increase in active threats. Although mental illness by itself does not justify or account for violence (and most people with mental health issues are not violent), the societal pressure of recent years has produced a volatile background that can intensify the frequency and severity of active threats. Unprecedented amounts of stress, loneliness, and trauma were brought during the epidemic era—factors well known to sometimes trigger violent outbursts or drive disturbed people toward extreme measures.

Around the world, the effect on mental health has been significant. According to the World Health Organization, the first year of the COVID-19 epidemic saw a 25% rise in the prevalence of anxiety and sadness globally. Consider that: one in four more individuals experiencing major psychological distress in a single year. Many factors contribute: fear of the virus, bereavement and loss, lockdown-related social isolation, financial insecurity, and the disturbance of everyday life. Workers have struggled in offices with burnout, anxiety, and personal crises at levels many corporate wellness programs were never designed to handle. This widespread strain can contribute to an environment where more individuals feel desperate or angry, and where warning signs of potential violence might be missed amid the general overwhelm.

These mental health stressors in the United States coincided with a notable rise in different kinds of violence. The first year of the epidemic, 2020, proved to be among the deadliest on record for U.S. gun violence. Rising to about 19,300 deaths that year, gun murders and non-suicide shootings represented a 25% increase over 2019. Experts point to the consequences of the epidemic as a contributing cause: unmatched gun sales, individuals trapped at home (occasionally with abusive relationships), economic and social upheaval—all of which combine to form a tinderbox. Although "mass shootings" (defined as four or more shot) first fell during rigorous lockdowns, they came back with a vengeance as society partially reopened. Sociologists have even noted a "reopening phenomenon" of rising violence as pandemic limits were relaxed.





## Active Shooter – Understanding Corporate Risk

For corporate and public-sector leaders, the implication is that the pool of potential threats has broadened. You may have more employees struggling with mental health issues, more visitors or clients agitated from personal hardships, or more members of the public on edge. In this climate, a disgruntled employee or an angry customer is perhaps more likely to tip into violence than they might have been pre-pandemic. The crisis has also strained public mental health services, meaning troubled individuals might not be getting the support or intervention they need before they escalate to an active threat. FBI and threat assessment professionals often emphasize behavioral warning signs – changes in someone’s behavior or demeanor that signal potential for violence. It’s incumbent on organizations to be extra vigilant in this environment: to foster supportive mental health resources, encourage reporting of concerning behaviors, and have intervention protocols ready. A robust workplace violence prevention program is as much about early identification and support for people in crisis as it is about lockdown drills.

All things considered, the mental health crisis from the epidemic serves as a risk multiplier for active shooter incidents. It has produced more pressure-cooker circumstances and maybe more people on the edge. When combined with simple access to guns and extremist material online—another parallel trend—it creates a hazardous cocktail. Smart businesses will consider staff mental health and threat assessment as essential components of their proactive threat readiness. Investing in mental health support, de-escalation training, and a compassionate workplace culture helps you not only do right by your employees but also help to avoid the next headline-making disaster.

### High-Risk Sectors Under Siege

While any industry can be targeted by active threats, some are more vulnerable than others because of their work and public exposure. When you assess the risk profile of your own company, think about how these especially sensitive industries have been affected and why authorities are raising red flags in each of them:

Long-standing targets for those seeking mass deaths have been airports, subways, rail yards, and other transit hubs. Large workforces sometimes toiling in open settings or public-facing duties are also part of the transportation industry. The 2021 San Jose VTA rail yard shooting, in which a transit worker murdered nine of his colleagues, underlined the danger of an insider assault in a transportation environment. Likewise, staff members of the airline sector have seen an increase in rowdy and occasionally violent passenger events. For transport businesses, the combination of public access, vital infrastructure, and sometimes restricted entry security (outside of airports) makes vigilance *absolutely* vital.

**Healthcare:** Sadly, hospitals and other medical institutions have grown rather common venues for violence. Emotional charged settings, the presence of individuals in crisis, and occasionally lengthy wait times or negative results can all provoke hostility towards healthcare professionals. A gunman opened fire in a Tulsa medical clinic in June 2022, killing four people including two doctors, reportedly enraged over pain management. This is all part of a bigger pattern: *healthcare professionals are five times more likely to suffer workplace violence than employees in other sectors*. Particularly emergency rooms have experienced shootings and assaults. Facilities are open and available because the healthcare industry has a duty of care to everyone seeking help; this is something assailants have, sadly, taken use of.



**Schools:** Few industries have experienced the terror of active shooters as frequently and as painfully as education. Educational institutions have been repeatedly targeted from elementary schools to college campuses. The causes are multifaceted; assailants sometimes want notoriety while schools are seen as "soft targets" with young victims. The consequences, however, are painfully obvious. Two of many tragedies that have inspired this field are the 2022 Uvalde shooting (21 dead) and the 2018 Parkland, Florida school shooting (17 dead). Schools are still vulnerable because of their mission of openness and the difficulty of securing vast, sprawling campuses even with more security measures such as locked doors and active shooter drills for students. When things go wrong, the education industry struggles as well with great legal exposure and public indignation, which puts school leaders under close examination.

**Entertainment:** Concerts, theatres, nightclubs, sports stadiums—these are all places meant for escape and happiness, thus assaults on them are especially surprising. Events in this category include the Orlando Pulse nightclub shooting in 2016 (49 killed) and the Las Vegas Route 91 music festival massacre in 2017 (the shooter targeted the crowd from a hotel, killing 60). A gunman shot three people at the Gilroy Garlic Festival in California in 2019; a shooting at an LGBTQ nightclub in Colorado Springs in 2022 left five dead. Attackers might pick entertainment venues to maximize deaths or to target certain sub-groups given the sometimes little security screening and large crowds they draw. Property owners in this industry have to think about crowd control and evacuation planning in case of turmoil as well as physical security.

**Property Management:** Those who run office buildings, malls, residential complexes, or other properties encounter particular difficulties. Often with shared responsibility for safety, they have to find facilities for the general public or several tenants running under many different obligations. Sadly, *shootings at office parks, malls, and apartment complexes have sparked a constant drumbeat of lawsuits claiming negligent security directed against property owners and managers*. Such lawsuits and significant settlements "happen often," showing the legal and financial consequences of poor security management. Whether it's a parking lot robbery that turns deadly or a domestic dispute that spills into a public space, property managers find themselves on the hook if they ignored warning signs (like prior criminal activity) or failed to implement basic precautions (lighting, cameras, access controls). The industry is "at risk" not because it is a direct target of ideology but rather because property owners can be caught in the crossfire of more general society violence and held responsible for failing to provide a safe environment.

These industries are only examples; active threats span all domains, thus it's important to highlight. Companies in financial services have experienced workplace shootings. Government offices and military bases have suffered insider assaults. Retailers deal with armed robberies that escalate into active shooter scenarios. Though no industry is really safe, knowing the background of your field can guide the particular measures you take. Should you work in one of the aforementioned fields, it is advisable to research the events that have taken place, understand the lessons, and participate in sector-wide initiatives to strengthen security. Should you not, it is still wise to gather what you can; for example, a theme park could benefit from school lockdown drills or a corporate campus could benefit from knowledge of how a hospital handles visitor screening. Every executive's main message: honestly evaluate your own risk profile. Don't just wonder "Could it happen here?" but also "If it happened here, are we really ready to react and recover?" Should the response be anything less than an unequivocal yes, action should be taken.





### Answering the Call: The Active Shooter Active Threat Conference

Faced with this complex and escalating risk environment, it is easy for an executive to feel overwhelmed. Active shooter preparedness spans so many domains – security protocols, employee training, legal compliance, mental health, insurance, crisis communications – that crafting a comprehensive strategy can be daunting. That is precisely why BrightBuild and Secapp have come together to host the Active Shooter Active Threat Conference on August 5. This conference is designed explicitly for leaders like you, bringing together an unparalleled cross-disciplinary team of experts to help companies forge smarter, scalable threat response frameworks.

What makes this conference unique is its recognition that no single field has all the answers. Truly effective active threat preparedness requires breaking down silos and learning from diverse perspectives. To that end, the event will convene authorities from key areas:

**Law Enforcement & Tactical Response:** Seasoned law enforcement professionals (including SWAT commanders and crisis negotiators) will provide insight into attacker behavior, police response timelines, and how organizations should coordinate with first responders. You'll learn what on-the-ground tactics save lives in those crucial minutes and how your company can align its response plan with what police and EMS need when they arrive.

**Corporate Risk & Finance:** Chief Risk Officers and insurance experts will speak to the financial planning aspect of active threats. They'll share how leading organizations quantify these risks, what insurers now expect from clients in terms of risk mitigation, and how to financially protect your company through risk transfer (insurance, captives) or self-insurance strategies. This helps ensure an attack doesn't bankrupt your firm and provides a roadmap for discussing budget and coverage with your board.

**Legal & Regulatory Insight:** Attorneys and compliance experts will unpack the legal precedents discussed earlier – but in practical terms: what policies and documentation you should have in place *before* an incident, how to train management to handle threats (and thereby reduce liability), and emerging regulations or standards (for instance, OSHA's evolving stance on workplace violence as a safety issue). They will share anonymized case studies of companies that faced litigation after an event, illuminating pitfalls to avoid.

**Lived Experience and Survivor Advocacy:** One of the most impactful ways to drive change is hearing directly from those who have lived through the nightmare. The conference will feature survivors and individuals with lived experience of active shooter events – whether a survivor of workplace violence, a school principal who navigated a shooting crisis, or a family member impacted. Their stories of tragedy and resilience bring home why this issue must be taken seriously, and they offer invaluable lessons on recovery, support, and the human side of crisis leadership. These perspectives ensure that preparations remain people-centric, not just checklists and protocols.



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**Crisis Leadership & Communication:** Experts in crisis management and leadership under pressure (including executives who have led organizations through violence-related crises) will provide guidance on the leadership mindset and communication strategies needed when the unthinkable occurs. How do you make split-second decisions that can save lives? How do you communicate with employees, families, and the public in the midst of chaos? And how do you lead your organization back from tragedy in the weeks and months after? This track arms you with leadership tools that transcend the specific incident – skills that are applicable to any high-stakes emergency.

**For Executives:** The ultimate aim of the conference is to help every attending executive construct a tailored, comprehensive threat response framework for their organization. This isn't about a one-size-fits-all handbook; it's about understanding core principles and best practices, then scaling and adapting them to your company's size, culture, and risk profile. Workshops and breakout sessions will allow you to collaborate with peers in your industry, pressure-test your current plans against expert feedback, and identify gaps you might have overlooked. You will leave with a clear roadmap of next steps – whether it's initiating a board-level safety committee, conducting a professional threat vulnerability assessment, investing in mass notification technology, or scheduling your first full-scale active shooter drill.

**Invitation to ongoing support:** Crucially, this conference is not a one-day lecture series – it is a catalyst for an ongoing effort. BrightBuild and Secapp are building a community of practice around this issue. By attending, you and your company will gain access to a network of experts and fellow leaders committed to continuous improvement in threat preparedness. You'll receive post-conference resources, from template policies to planning checklists and vendor contacts for security technology and training services. You are members of your team acting on your behalf will be invited to participate in regular roundtable sessions specific to subject matters and issues your organization needs to tackle that are unique to your ecosystem. In short, you will gain the knowledge, connections, and tools to elevate your organization's readiness to a truly strategic level. The investment of one day on August 5 could yield dividends measured in lives saved and crises averted.

## Conclusion: A Call to Action for Executive Leadership

As senior leader in your organization, you are the ultimate steward of your organization's future. Today, that stewardship demands confronting the reality of active shooter and active threat risks. This is not "someone else's problem" to delegate. It is a core leadership responsibility – one that tests our duty to protect our people, our accountability to stakeholders, and our resolve in the face of daunting challenges. The evidence is overwhelming: active threat incidents have sharply risen in frequency and can devastate any workplace or public venue. Most organizations remain unprepared at a strategic level, creating vulnerabilities that only executive action can fix. The legal system is actively redefining negligence in this arena, meaning your decisions now will be judged in courtrooms later if, heaven forbid, an incident occurs on your watch.

The safety nets we take for granted, like insurance and public safety response, are being stretched thin – putting the onus squarely on companies themselves to be proactive. Yet, with all this risk comes a tremendous opportunity for those who lead. By tackling this issue head-on, you can protect lives, enhance employee trust, strengthen your organization's resilience, and even gain a competitive edge (a company known for caring about its people's safety is a company that attracts and retains talent). It starts with educating yourself and your leadership team – and there is no better step to take than joining us at the upcoming Active Shooter Active Threat Conference on August 5.



## Active Shooter – Understanding Corporate Risk

This event is not about fear; it's about empowerment. It's about equipping you with the insights and strategies to fulfill one of your most fundamental mandates: to keep your people safe and your organization strong, even in the face of modern dangers.

***This is your call to action.*** Let's ensure that when the next crisis looms, your company will not be caught off-guard, but rather will stand as an example of decisive, well-prepared leadership. The first step on that journey is waiting for you on September 5. Register now to secure your place at the conference – your organization's future safety may depend on it: [info@brightbuild.ca]

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