



FOR IMMEDIATE RELEASE

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Leveraging Technology to Improve Student and Adult Travel Safety

SecureMe™ APP for Situational Awareness

LEBANON, NJ, December 10—The K Street Group announced earlier at the 2018 International Tour Management Institute Symposium in Tucson the development of a mobile APP that would provide real-time, location based critical safety and security information. The SecureMe APP is designed specifically for the student and adult tour travel industry and will be available for both iOS and Android based devices as a downloaded APP.

In many instances tour groups may be going to a location or venue for the first time and have little to no knowledge of what they should do in the event of an emergency situation. In fact, an ITMI Panel member indicated there were multiple adult tour groups in Las Vegas on October 1, 2017 during the active shooter incident. Fortunately, these tour groups sustained no injuries despite the chaos and wide-spread panic.

The SecureMe APP will provide users with actionable location based, venue specific, real time information and instructions that will greatly increase their situational awareness to be better prepared to react to an emergency.

The K Street Group has been actively involved in providing effective security consulting and solutions to the student and adult travel industry as well as the destination event planning industry for over 10 years. Our subject matter experts can work with your group anyway in the world on an effective security program that will insure a safe and seamless travel experience. Contact us now for a confidential discussion of your needs.

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SecureMe ICON Applications

- Availability and location of local urgent medical services, 24-hour pharmacy and hospital and trauma center locations
- Hotel/venue critical emergency operations procedures with evacuation instructions routes and outside safe meeting locations
- Local precautionary travel advisories regarding criminal activity trends and crime prevention
- Emergency notification and message center capable of broadcasting immediate information and instructions from tour directors, tour guides, chaperones and other event staff
- In case of Emergency, SOS request for immediate assistance
- Push-through notifications/warnings of any immediately occurring or eminent danger that could compromise the safety and security of the tour group
- Local law enforcement and other first responder emergency contact information
- Customized security risk mitigation plan
- RFID embedded wristbands for accurate and immediate attendance reconciliation during the duration of the tour