

BI-MONTHLY NEWSLETTER

Official Newsletter of Critical Messaging Association



CMA Spring Event 2023

BY DIETMAR GOLLNICK

The Critical Messaging Association (CMA) recently held its annual CMA Spring Event 2023, bringing together experts in the field of critical messaging to discuss the latest trends and developments. The event featured a series of presentations and panel discussions on a range of topics related to critical messaging, including emergency communications, public safety, and disaster response.



The event highlighted the need for collaboration within the critical messaging industry. Speakers emphasized the importance of working together to establish common standards and best practices for critical messaging, in order to ensure that messages are delivered quickly and reliably when they are needed most.

Overall, the CMA Spring Event 2023 was a great success, providing attendees with valuable insights and presentations from experts such as Stefan Spielbichler and Martin Theuerweckl from NOTRUF, Hans Petter Naper from DSB, Norway and Jenna Richardson from American Messaging, United States on social media strategies.

In this Inaugural issue:

CMA Spring Event
2023

PAGE 01

TPL Systems Attends
ARCIA Conference

PAGE 02

American Messaging
Visits India

PAGE 03



Is LORA WAN a viable option for critical messaging?

CONFERENCE STREAM | 4:30 PM-5:00 PM



Brad Welch
General Manager, Asia-Pacific
TPL Systems

ARCIA

Perth Conference: 22 March 2023



TPL Systems Attends ARCIA Conference

BY JENNA RICHARDSON

Brad Welch, General Manager for TPL Systems, recently presented on the topic of critical messaging at the ARCIA Perth one day conference. He discussed the evolution of messaging technologies for emergency responders, from early paging systems to modern cellular technologies and smart phone apps. He highlighted the importance of using a combination of these technologies to ensure reliable and resilient message delivery in emergency situations. Welch also introduced LoRaWAN, a new technology that can be added to this mix and is currently being used by some agencies in Europe. In his presentation, he explored the possibilities of using LoRaWAN for critical messaging in Australia, discussed available infrastructure, and presented case studies of how LoRaWAN is being used in critical messaging. Welch provided an overview of LoRaWAN, explained how it works, and discussed the advantages and disadvantages of using this technology for critical messaging. His presentation was informative and thought-provoking, offering attendees new ideas and potential solutions for improving emergency response in Australia.

**Presenting
May 31st with
Rob Zagarella
at ARCIA
Conference**



American Messaging Visits India

BY JENNA RICHARDSON



Roy Pottle and Jenna Richardson recently traveled to India to meet with Perry Chaturvedi and his team at Intelegencia. The purpose of their visit was to align on development initiatives, discuss plans for re-architecture, and review their social media engagement strategy. During their visit, they had productive discussions around potential projects and opportunities for collaboration. The visit provided a valuable opportunity for both parties to deepen their understanding of each other's capabilities and explore ways to work together in the future.

Pottle and Richardson were guests of honor at the Intelegencia YOU PHORIA "we have excelled, we have triumphed" event. Celebrating the company's success and partnership with it's employees, families and their clients.

**"We had a
fantastic time!
The culture,
food & most of
all the people
were amazing"**

JENNA RICHARDSON

