

## CASE STUDY: Brookfield Properties

# Brookfield

## SUPERIOR PROPERTY MANAGEMENT AND TENANT COORDINATION DURING THE TORONTO G20 SUMMIT

### How Brookfield Properties Used Send Word Now

Brookfield Properties is a commercial real estate corporation that owns, develops, and operates assets in downtown cores of large North American cities. The company's numerous properties attract major financial, energy, and professional services corporations, and its dedicated management teams work tirelessly to ensure that tenants are kept informed, up-to-date, and happy with property updates. At Brookfield's Canadian Commercial Operations Center in Toronto, Canada, security team members use Send Word Now to communicate both internally with staff and externally with tenants.

Internally, Ken Doige, the Director of Security for the Eastern Region of Brookfield Properties Canada, manages the emergency contact list and coordinates with senior management teams any time that there is an unexpected crisis. He uses Send Word Now's multi-modal alerting functionality to manage and coordinate both employees and tenants throughout Canada, and he depends on the software's ability to send hundreds of thousands of messages via voice and text almost instantly.

### The Toronto G20 Summit

From June 26 to June 27, 2010, the City of Toronto hosted the G20 Summit, a high-profile meeting of heads of state, national leaders, and economic specialists from around the globe. The G20 Summit was the largest security event in Canadian history, and demanded a considerable amount of resources from both public and private sector organizations in the region. Brookfield Properties Canada relied heavily on the Send Word Now platform throughout the weekend, using it to reach out to tenants, building managers, and other property owners across the downtown region.

### Before The Summit

To prepare for the challenges of the summit, Ken Doige trained his security team extensively and created possible communication scenarios for events that they anticipated would occur. The team

spoke with tenants and employees to let them know about Send Word Now's platform and how it would be used during the G20. To help keep its employees in the loop, the Brookfield security team created the "Brookfield Employee Information Update Line" using the Send Word Now automated voice message board feature. Additionally, Doige printed wallet cards displaying a memo and crisis contact information to distribute to every Toronto-based employee at Brookfield. Employees were told that they could start checking the message board at a certain time, and that updates would be available regularly throughout the weekend.

Brookfield Properties is also a founding member and active participant in the Commercial Real Estate - Financial District Security Group (CRE-FDSG), which is an organization in downtown Toronto formed with the purpose of maintaining safety and security in the area. During the Summit, Doige led the Brookfield response from their state of the

art emergency operations center for Toronto-based properties and assigned a dedicated staff member to send messages and maintain a coordinated and centralized communication strategy with all Brookfield assets in Toronto.

### During The Summit

During the summit, Doige used the Send Word Now alerting platform to send out multiple ad hoc messages in response to violent protests and riots that caused millions of dollars of damage to downtown buildings. In doing so, Brookfield was able to significantly lower the number of employees present in all buildings that weekend and prevent potential harm to personnel.

Doige also acted as a liaison between Brookfield Properties, the CRE-FDSG, and the Canadian Bankers Association, using Send Word Now to keep them and their members up to date on all events as they unfolded.

**“It was almost overwhelming how much praise we received for our timeliness, our accuracy, and the technology itself”**

**-Ken Doige**  
*Director of Security, Brookfield Properties*

The team also used Send Word Now’s voice message board to convey critical information to employees, updating messages at least once a day with information regarding any decisions that would affect company operations. “It was a very effective tool during the G20,” Doige explained. “We’ll be employing the Send Word Now voice message board on a national level going forward as a result.” In addition to the voice message board, Doige used the conference call feature to instantly pull a pre-assigned group of key stakeholders into a call and update them in real time.

Throughout the weekend, the security team used Send Word Now’s Incident Management Service to maintain a daily operational log for emergency operations centers. IMS “is a very robust system,” explained Doige, adding, “it helped us to go back during the debriefing process to understand the sequence of events that occurred, what we did, what decisions we

made, and when. This helped us to understand our shortcomings, what lessons we learned, and how to move forward. As a chronologic and electronic record of all of our actions, it was a very effective tool.”

### The Send Word Now Difference

Since the G20 Summit, numerous Brookfield tenants have become interested in Send Word Now for their own organizations. Doige explained, “The positive feedback from tenants was incredible. It was almost overwhelming how much praise we received for our timeliness, our accuracy, and the technology

itself.” He added, “Send Word Now worked closely with us to make sure that we understood all capacities of the system and were able to use it to its fullest potential.”

For Brookfield Properties, Send Word Now alerts have had a significant impact on communications both within the company and with its many tenants. Doige explained, “The most significant benefit of this service has been our ability to get a message to multiple devices simultaneously in a short period of time. People can lose focus very quickly during emergencies, and so we depend on the timeliness and accuracy of Send Word Now.” Regarding the G20 Summit, he added, “It’s all about communications, and about delivering timely, accurate information. Send Word Now was a critical tool during this event. We couldn’t have done without it.”





### **What Brookfield Tenants Had to Say About Communication After the G20 Summit:**

*"[The notification system] helped our staff to feel more relaxed, knowing that Brookfield was handling things in such a professional manner. Being informed regularly throughout the process was key, and it made things run smoothly despite the uncertainty of possible events taking place outside the building."*

*"This level of communication allows companies like ours to address the needs of our employees appropriately."*

*"We all had a tremendous weekend where situations escalated to be intense at times. We have been very impressed with all your G20 preparations that you have shared with us throughout and including this weekend. At any point of the day or night you kept us informed so we were able to make sound decisions to resume business on Monday."*

But speed, accuracy, and efficiency aren't the only Send Word Now advantages for Brookfield Properties. Doige added, "Send Word Now's platform is intuitive, easy to use, and well priced, but what keeps us there is the company's outstanding customer service. Send Word Now provides continuous enhancements to its software and is extremely concerned with customer needs."

### **About Send Word Now**

Send Word Now is the leading provider of on-demand alerting, response, and incident management services for both routine and emergency communication. The easy-to-use, web-based emergency notification service is used by government agencies, municipalities, universities, non-profit organizations and businesses, including many Fortune 500 companies, to ensure fast, effective, two-way communication in real-time. Send Word Now's Alert Tracer® provides a full audit trail of messages sent and received for after-action reporting and follow-up. Designed to reach anyone, anywhere, anytime, with any device over any type of connection, Send Word Now's mass notification system is capable of transmitting hundreds of thousands of voice and text messages in minutes.