

Safety on the World Stage: CBRNE & CT Atlantic Bridge and Sunset Bluff Form Global Events Alliance

Integrated consulting expertise for complex, high-risk global events.



Los Angeles, California Dec 26, 2025 ([IssueWire.com](https://www.IssueWire.com)) - The CBRNE & CT Atlantic Bridge today announced a strategic partnership with Sunset Bluff Services, Emergency Management Division of Knoxville, Kentucky, to launch a Subject-Matter Expert (SME) Lead Contact model designed to help organizations turn major conferences and strategic events into measurable return on investment.

Instead of relying on generic sales representation, the model assigns a qualified practitioner as the primary lead contact for each engagement, matched to the specific event, region, and operational domain. This structure supports real-time opportunity qualification, stronger technical discussions, and faster trust-building with senior decision-makers.

"The Atlantic Bridge concept is about putting the right practitioner in the room, not just a logo on the sponsor board," said Kevin Cresswell, Global Defense and Security Specialist and co-founder of the CBRNE & CT Atlantic Bridge. "Conference and travel budgets are too important to waste. If you are not converting access into informed dialogue and concrete follow-up, you are not getting a return on your investment.

"Access alone does not create value. Expertise does," said Todd Hutchings, President & Principal Consultant, Sunset Bluff Services, Emergency Management Division. "When organizations are represented by subject-matter experts who understand operational risk, regulation, and incident realities, conversations become more credible and outcomes more meaningful.

The SME-led model supports engagements across CBRNE, counterterrorism, critical infrastructure, major events and wildfire, and emergency management. It leverages established national and international networks across the United States, Canada, the United Kingdom, and allied partners to align the right expert with the right room at the right time.

Organizations planning their 2026 event and engagement strategies can engage the CBRNE & CT Atlantic Bridge to align high-value access with operational expertise and clear, measurable outcomes.

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Source : CBRNE & Counter Terrorism Atlantic Bridge

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