



TAG

Technology Association
of Georgia

Business & Technology Alliance Society

Society Event: Excalibur Spotlight - The Weather Channel Gets Social

Date: 1/19/2012

Time: 7:30 am for networking, presentation starts at 8 am

Location:

75 Fifth Street NW, Suite 625
Atlanta, GA 30308
Centergy Building, 3rd Floor, Hodges Room

Contact Information:

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Parking/Driving Details:

From 10th Street – Go south on Spring Street. Right before the LA Fitness sign turn right. Parking deck is ahead on the right. There is a walking bridge located on the 5th floor of the parking deck that will take you to the Centergy Building. At the end of the walking bridge turn left. The Centergy Building will straight ahead

Speakers/Bio:

Derek Van Nostran, VP, Brand Strategy
Laurel Mocklar, Product Manager, Social Media
Jim Anderson, Director, Weather Systems Development

Speech Description:

The Weather Channel was awarded an Excalibur award in 2011 for their innovative partnership with Twitter which allows them to identify and aggregate every weather-related tweet in real-time. This social conversation is now integrated within existing coverage of The Weather Channel's local weather across the country on their web, mobile and TV platforms. (Consider the scale of the data being handled here – millions of tweets and billions of weather related information). Hear from some of the business, product and technical people behind this major social media effort to understand how they were able to bring the consumer directly into the weather conversation.