

Tahoe Snowcial announces preliminary lineup for January event

The worlds of digital storytelling, snowsports and technology will converge at Heavenly Mountain Resort Jan. 18-21 for the fourth annual Tahoe Snowcial, a one-of-a-kind winter festival that celebrates the global community who live their passion on the snow and tell their stories online.

Joe Fernandez, CEO and co-founder of Klout, the social media analytics site that measures a user's influence across their social network, will headline the conference portion of the event as the keynote speaker.

Fernandez will be joined by Vail Resorts CEO Rob Katz on the conference's first day. Day Two will consist of panels that cover topics such as technology tools and techniques, the science of social, measurement, storytelling and social media's influence on action sports.

And, in true Snowcial tradition, the event includes skiing, snowboarding, concerts, entertainment and networking.