

Tahoe Snowcial agenda set for January

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.

The speakers for Jan. 19 are:

- Joe Fernandez, CEO and co-founder, Klout
- Hope Frank, CMO, Webtrends
- Porter Gale, former-CMO, Virgin America
- Rob Katz, CEO, Vail Resorts
- Jonathon Crowley, director of media partnerships, foursquare.

The topics for Jan. 20 are:

- Creating Engagement
- Social Media and Action Sports
- Location-based Applications
- Igniting Advocacy
- The Science of Social Media.

The on-mountain activities are highlighted by the Saturday scavenger hunt powered by EpicMix.

Young the Giant has signed on to headline the Jan. 21 entertainment lineup.

Early bird rates for Snowcial end Dec. 16.