

Tahoe Snowcial combines sports, social media

Officials from Facebook, GoPro and Nestle will speak at this month's Tahoe Snowcial event.

Dean Eckles is a social scientist, statistician, and member of the Data Science team at Facebook. He investigates how interactive technologies affect human behavior by mediating, amplifying and directing social influence.



Paul Crandell is vice president of marketing for GoPro, the world's leading activity image capture company.

In her role as brand manager for Nestle, Stephanie Naegeli is responsible for the digital communication, social media and branding for the Nescafe and Nesquik product lines.

The speaker roster that already includes:

- Tariq M. Shaukat, Caesars Entertainment
- Patrick Harrington, Targeting@WalmartLabs
- Stanley Hainsworth, Tether
- Christopher Steiner, Aisle50
- Ian Swinson, Salesforce.com
- Chris Heuer, Deloitte Digital.

Called the Sundance for the Facebook generation, Tahoe Snowcial is sponsored by Heavenly Mountain Resort, and Harrah's and Harveys Lake Tahoe.

The event is Feb. 27-March 2. It is designed for any and all technology, social media and snowsports enthusiasts looking to increase their knowledge base and connect with other brands in the changing digital landscape.

Locals are being offered \$100 off the conference only package. Go online and under Register and the Conference Only, use the promo code "Local".