# Weather Intelligence Company, ClimaCell, Announces Second Annual Digital Event, ClimaCon

**Wednesday 10 March, 2021**

## ClimaCon 2021 Will Highlight the Company's Pioneering Work in Space, Weather Technology, and More

ClimaCell, the world's leading weather intelligence platform, is excited to announce the free digital event, ClimaCon 2021, featuring speakers like rock climber Alex Honnold, ABC Chief Meteorologist Ginger Zee, and top executives from the NFL, the Bill and Melinda Gates Foundation, and more.

The world's largest weather intelligence event, ClimaCon explores how business leaders use predictive weather intelligence to improve operations; how changing weather will impact government, society, and individuals; and the latest developments in weather technology from leading experts in the field.

"Last year's unprecedented weather disasters included a record-breaking 30 hurricanes and tropical storms, massive wildfires, flooding, and more. At ClimaCon 2021, we look at how the best businesses, governments, and scientists in the world are adapting to the risks posed by the weather," said Dan Slagen, CMO of ClimaCell.

Sessions will include a discussion with Alex Honnold, the renowned rock climber and star of the Academy Award-winning documentary, Free Solo, talking about how weather affects top athletes. Meteorologist Ginger Zee will dig into her experiences in the past year, covering some of the world's biggest weather stories. And top executives from Softbank Energy, US Open Tennis, and more will discuss how technology is better enabling businesses to adapt to the weather.

"While last year's ClimaCon focused on how businesses adapt to the weather, this year we're expanding to take a broader look at how weather impacts society as a whole," said Slagen. "We know that everyone cares about the weather, but this year, there is even more urgency."

The event is free and open to the public. Register now to attend ClimaCon 2021.

**About ClimaCell:**

ClimaCell is the world's leading All-in-One Weather Intelligence Platform™. Fully customizable to any industry impacted by the weather, customers around the world including Uber, Delta, Ford, National Grid, and more use ClimaCell to dramatically improve operational efficiency. ClimaCell was built from the ground up to help teams predict the business impact of weather, streamline team communication and action plans, improve productivity, and optimize profit margins.

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## Company Contact:

**ClimaCell**

E. mira.marcus@climacell.co
W. https://www.climacell.co/

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