

# My life in meteorology

Best job in the world!

John Hammond  
weathertrending



weathertrending



ITV and  
BBC Weather



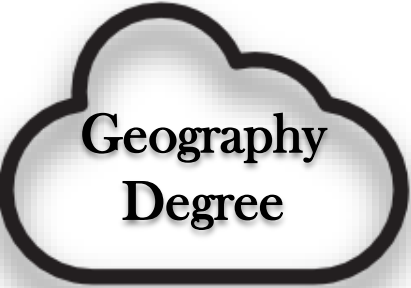
Forensic  
Meteorology



Military  
Forecasting



Met Office  
Training



Geography  
Degree



Meteorology  
Masters



# February 1991

My first day of forecasting





# Military forecasting



# Forensic meteorology

# BBC Weather

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100s of broadcasts a day

Global - National - Regional

Vast majority are Live

TV, Radio, Online, Social Media

Meteorologists and Non-Meteorologists

News - Countryfile - Springwatch - Horizon

## Behind the scenes at BBC Weather



## Behind the scenes at BBC Weather

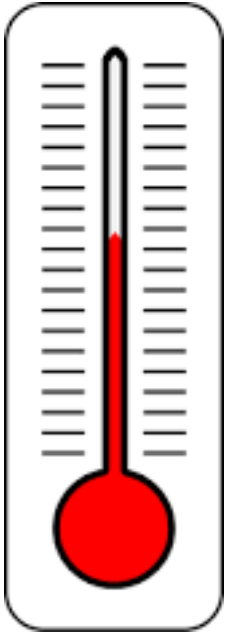


**BBC WEATHER**  
in association with the Met Office

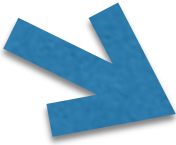
# Some presenting tips

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# Common Ingredients



Heat



Wind



Water



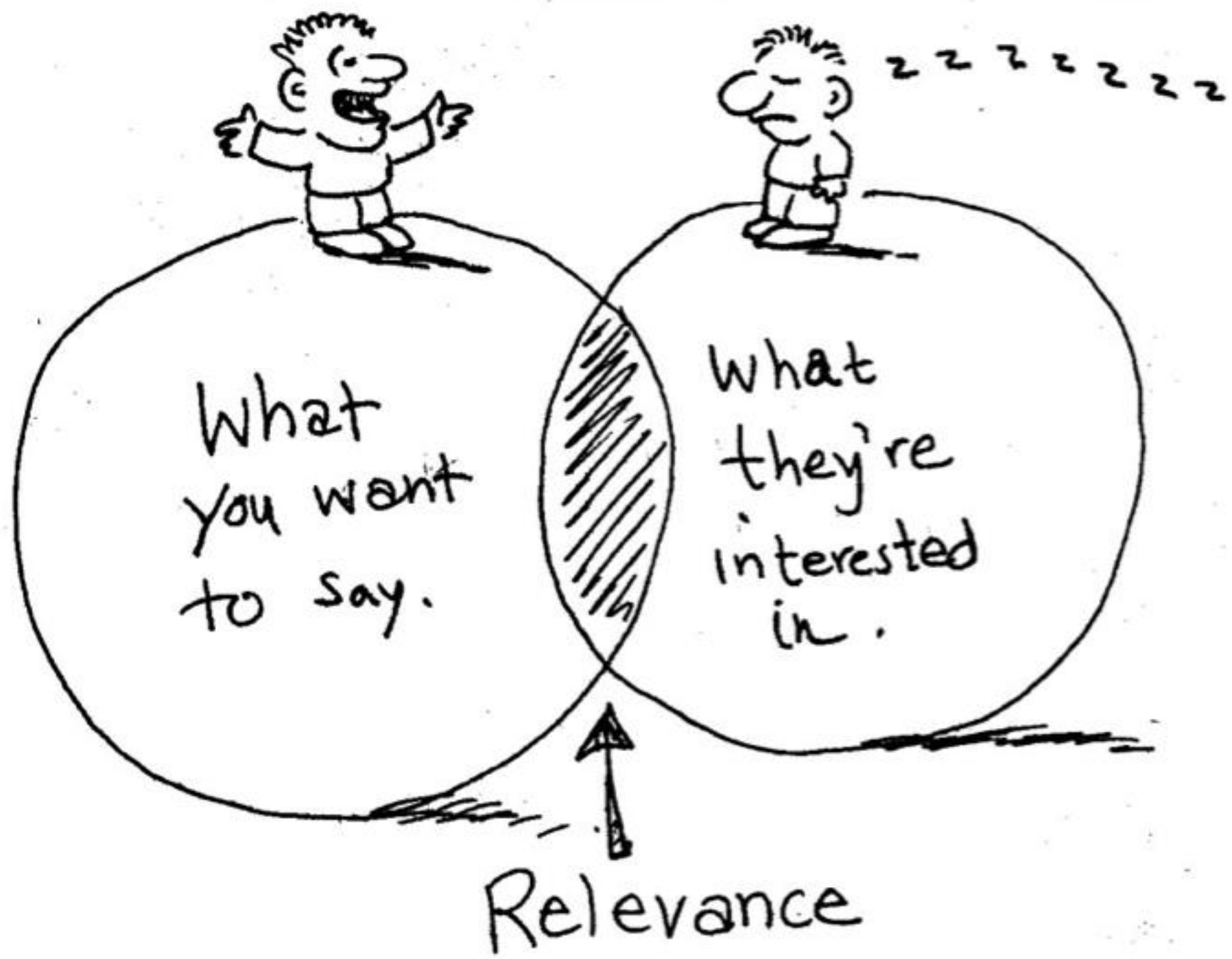






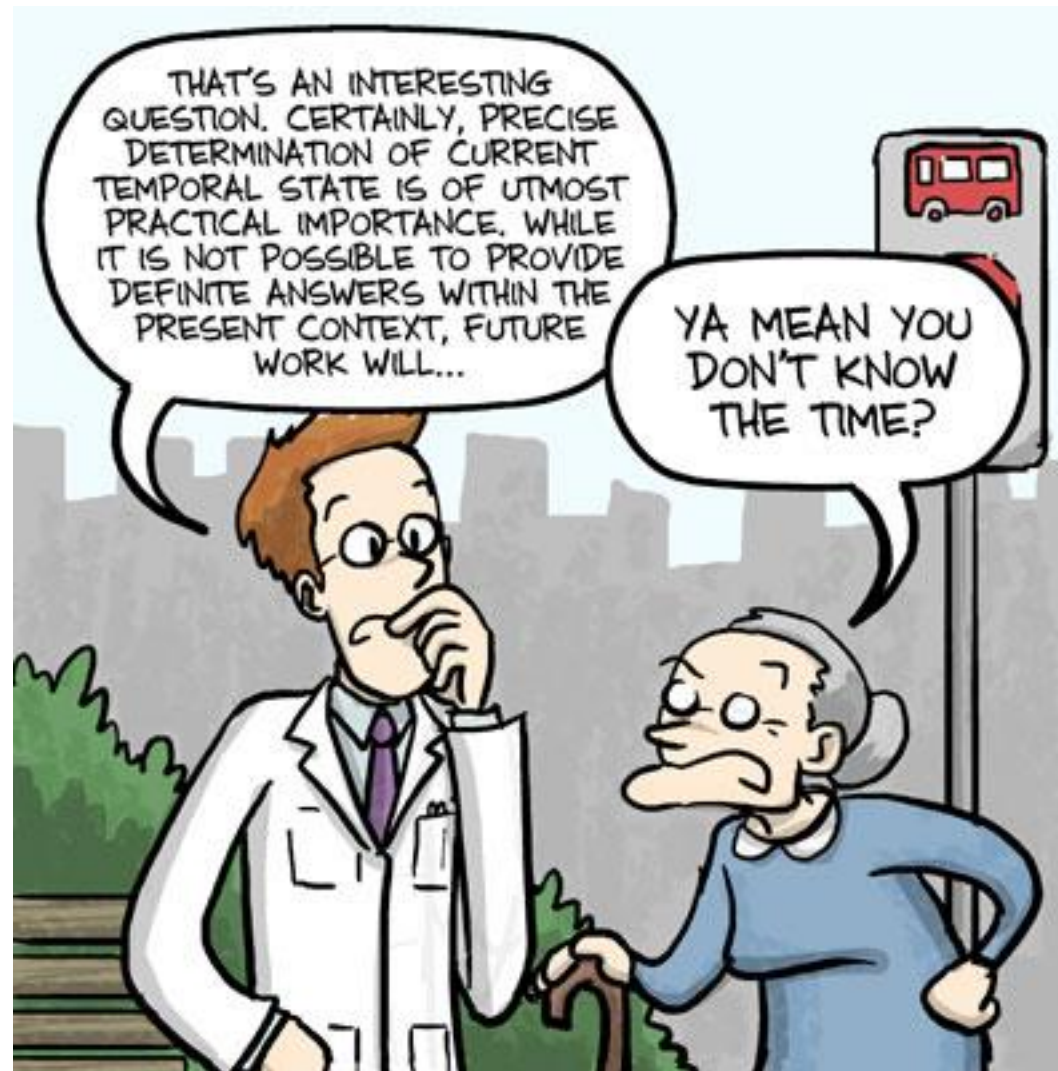
**How can I  
be different?**







# Ineffective communication



Worse than a waste of time

# Know your audience



Know your audience

Find your USP - Develop your style

**Perform! - Verbal and non-verbal**

Make a showreel - 4 mins max!

Make your showreel varied

Don't wait for job vacancy to send showreel

Apply Apply Apply!



# weather **trending**

HELLO

WEATHER

LIFE & STYLE

DESTINATIONS

EVENTS

WOW AND WHY

IN THE NEWS

WORK WITH US



Facebook Live! Which Weather Websites Can You Trust On



Facebook Live! Why You Can't Trust Your Weather Apps



Any questions?

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