My life in meteorology

Best job in the world!

John Hammond
weathertrending
Geography Degree
Meteorology Masters
Met Office Training
Forensic Meteorology
Military Forecasting
ITV and BBC Weather
February 1991
My first day of forecasting
Military forecasting
Forensic meteorology
BBC Weather
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
Some presenting tips
Common Ingredients

Heat

Wind

Water
How can I be different?
What you want to say.

What they're interested in.

Relevance
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!
Facebook Live! Which Weather Websites Can You Trust On

Facebook Live! Why You Can’t Trust Your Weather Apps
Any questions?

weather trending