LOUISIANA SOCIETY OF ASSOCIATION EXECUTIVES
The Association for Associations

Registration Form

Reservations Required

Lunch & Learn
Tuesday, June 19, 2018

Crowne Plaza Baton Rouge
4728 Constitution Ave., Baton Rouge, LA 70808
11:30 a.m. – 12:00 p.m. – Member Networking
12:00 p.m. - 1:30 p.m. – Lunch and Learn Program

Inbound Marketing: Become the "Marketing Pufferfish" for Your Association

Jared Broussard, BlinkJar Media

In February 2012, Jared Broussard had a watershed moment and realized the marketing model was broken. Previous to this moment, Broussard spent a majority of his professional career in television advertising where he helped local businesses grow through marketing and advertising efforts. During the latter part of his time at the television station, several major factors became apparent, such as a change in consumer's shopping habits (while traditional mans of marketing were not changing with them), business owners were overwhelmed and frustrated by the abundance of marketing options, standard measurement systems had no real connection to bottom-line results, and there was a lack of innovation with the marketing industry.

It was time for a new type of agency in Baton Rouge, so Broussard launched BlinkJar Media, Baton Rouge's first Inbound Marketing agency. Since launching BlinkJar, he has been obsessed with the marketing agency model and process with the ultimate goal of making marketing easier for businesses. Hybrid marketing firms, like BlinkJar, thrive on change, and continually embrace shifts and advancements in technology to strengthen their business and deliver unparalleled value to their clients.

This program will qualify for 1.0 credit hours for CAE certification (Domain 9) and CMP certification (Domain I).

Please complete the following information:

Name (include designation(s))_____

Company_____

Address_____

City_____State_____Zip_____

Email: _____Phone Number: _____

I will bring ____ Prospective Member(s) Name & Company: _____

Email Address: _____

Name & Company: _____

Email Address: _____

Payment Options: $35 Members ($45 by 06/4/2018) $50 Non-Members ($60 after 06/4/2018)

Total Enclosed: $ _____, paying by: □ **Check** (make payable to LSAE)
□ **Credit Card** (__AmEx __Disc __MC __Visa)

Name on Card: _____Signature: _____

Credit Card No.: _____Exp. Date: _____ V Code: _____

Send Completed Form and Payment to: LSAE | 620 Florida St., Suite 210 | Baton Rouge, LA 70801
or by Fax: (225) 344-1132 or by Email: info@lsae.org

Cancellation Policy: Persons wishing to receive a refund of registration fees must cancel June 5, 2018.
No shows will be billed for payment.

REGISTRATION ALSO AVAILABLE ONLINE AT WWW.LSAE.ORG