



# 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](mailto: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](http://WWW.LSAE.ORG)**