



# LUNCH & LEARN

---

## Content Marketing

April 6, 2017  
12:00 PM to 1:15 PM

**COST:** \$5.00/person for lunch

**LOCATION:** JARI Center for Business Development  
160 Jari Drive (Richland Township)

**PRESENTER:** Brian Law  
Prime Design Solutions

### This session will review the following topics:

- What exactly is content marketing, and what can it do?
- Setting expectations for predictable results
- Creating something unique and of value to specifically targeted audiences
- Publishing and delivering—blogging, email marketing, social media, downloads

# Content Marketing

Thursday, April 6, 2017 12:00 pm – 1:15 pm

JARI Center for Business Development

## REGISTRANT INFORMATION

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

## PARTICIPANTS (Please use a new form for additional participants)

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

## PAYMENT INFORMATION

# of Participants \_\_\_\_\_ x \$5.00 = \$ \_\_\_\_\_

**This form is considered your invoice.** Payment should be made prior to the day of the event to reserve your seat.

Checks are to be made payable and mailed to:

**JARI, Attn: Lauren Brewer, 245 Market Street \* Suite 200, Johnstown, PA 15901.**

**Please RSVP by Tuesday, April 4th, 2017 to Lauren Brewer**

Phone: (814) 535-8675 / Email at [lbrewer@jari.com](mailto:lbrewer@jari.com)

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least 2 weeks in advance by contacting Michele Clapper at 814.262.8368.