

A Look Into the Crystal Ball: The Future of PR and Marketing is Now

How to Convert Leads Once You #MakeNews

Session Description: Ivy Lee founded PR in 1897. And 120 years later, the industry has failed to innovate. Even worse, other industries and new subsectors have taken over our very mission of reaching and persuading target audiences. So, instead of celebrating PR's 120th birthday this year, and giving a proverbial pat on the back to the industry - we're mapping its future. And it's a bright one. Never before have PR practitioners had so many tools, technologies and techniques in our arsenal. In fact, did you know that strong PR alone is one of the best drivers of qualified leads, and can provide content that has legs that reach throughout the buyer's journey? In this session, attendees will get a glimpse behind the magic curtain to learn what works, the best tools to help you get there and why you're wasting PR and marketing spend if you're only looking at the headlines, website visits and social media follower growth. Specifically, this session will teach why traditional approaches are outdated and ineffective, how PR and marketing should be calibrated to feed you sales funnel and how to measure successes to better align with sales goals.

Speaker: Blair Broussard

As AR|PR's senior vice president and first full-time hire, Blair has supported the agency's fast growth since almost day one – overseeing both an expanding client service team as well as a high-growth global client roster – helping to build AR|PR's brand into one of the fastest growing technology PR firms in the country and the 2016 Tech Agency of the Year.

With both agency and in-house communications and marketing experience, Blair recognizes the importance of delivering tangible results through an integrated approach. A certified HubSpot Inbound Marketing sage, she has strategically grown social media networks by triple digits annually across multiple platforms, drafted and utilized rich content to increase lead generation, and has secured national media coverage from some of the biggest outlets, including Mashable, NPR, TODAY Show, USA Today, Wall Street Journal and Forbes. She was even featured in PRWeek for two consecutive years for her work on successful client campaigns at the technology industry's Super Bowl – CES.

Blair has been a contributing author in top-tier industry publications such as PRNews and PRDaily, where she has shared social media and content marketing best practices and trends. She was named one of the 2016 Ada Lovelace Woman of the Year in GNO Tech finalists, was the recipient of New Orleans' PRSA 2015 Award of Excellence and named one of Silicon Bayou News' Silicon Bayou 100 three years in a row. She has also been featured in Inc.com, The Complete Idiot's Guide to Social Media Marketing book series and a Hootsuite social media webinar series as someone who "gets" social media in the corporate world. You can often catch Blair speaking about the evolution and convergence of PR and marketing at entrepreneurial and marketing conferences across the South.

Blair received a Masters degree in mass communication from Louisiana State University's Manship School of Mass Communication. Her experience spans B2B and B2C startup and enterprise-level companies across the technology industry, with a focus on mobility and energy sectors.

Blair is an active member of the Junior League of New Orleans, where she currently serves as a Provisional Advisor, helping to strategically communicate the league's visions and mission to its newest members. In her downtime, Blair loves absorbing the amazing culture, food and music of South Louisiana, reading a good book and getting a new stamp in her passport book every chance she gets.