



## Western Technical College Presents:

### "Standing Out in the Avalanche of Information and Choices"

Presented by Jake McKenzie, CEO, Intermark Group

Thursday, October 27, 2016, 7:30 a.m. - 9:00 a.m.

The Lunda Center at Western Technical College



Jake McKenzie, CEO Intermark Group, will cover new psychological research about how people make purchase decisions. He will reveal the steps to leverage this research and help you stand out to prospective clients and customers in the sea of sameness. You will learn the process to finding your unique way to answer the question "Why you?" and the profound effect it has on the decision making process.

Intermark Group is an advertising agency in Birmingham, Alabama. Prior to becoming CEO, Jake was a VIP in their digital division. He founded the division and shaped brands for such clients as Toyota, Lexus, Mohawk, Krispy Kreme, and dozens of others. Under his tenure, Intermark has grown into the largest agency in Alabama, and one of the largest in the Southeast. His background is in psychology, which gives him an unparalleled view of changing customer beliefs and behavior.

**Cost of event (includes a hot breakfast):**

**\$20 per person or \$108 for a table of six**

Complete the participant information below, and mail or fax with payment.

Mail with payment to: BIS - Lunda Center  
Western Technical College  
400 Seventh Street N  
La Crosse, WI 54601

Fax with credit card payment to: 608.789.6290. Questions, please call: 608.785.9232

Please register by October 19th

[Click here for Western Campus Map](#)

### Payment and Authorization

☐ Check enclosed (payable to Western Technical College)

☐ Please charge ☐ Master Card ☐ Visa

# \_\_\_\_\_

Expiration Date \_\_\_\_\_

Please indicate if you require a special diet meal and add specific instructions if necessary.

Nut Allergy\* while your meal/dessert may not have nuts in it or have been prepared in an area where nuts were present-our kitchens do use nuts in some recipes.

\_\_\_\_\_

### Participant Information

Name(s): \_\_\_\_\_

Email(s): \_\_\_\_\_

Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ County: \_\_\_\_\_