

"BRANDING WITH A PURPOSE"

MISSION: Veteran Entrepreneurship

A Conference for Veterans and Spouses
Hosted by the Veterans Business Outreach Center at FSU
& the Department of Military and Veterans Affairs



NOVEMBER 5, 2019 | 8:30AM – 4:00PM

CAPE FEAR BOTANICAL GARDENS

**Join us for this FREE EVENT featuring branding experts!
Workshops presented by Facebook & Google!**

Conference Benefits:

- Grow Your Connections
- Gain Inspiration & New Ideas
- FREE Marketing Head Shot

Breakout sessions on topics such as:

- Get Your Business Online with Google
- Reach Customers Online with Google Ads and Trends
- Boots Your Business with Facebook & Instagram
- Three Dimensional Branding

Branding Competition

Participate in our branding competition for a chance to win prizes to grow your existing business.



Keynote Speaker:

Dr. Michael Barbera
CBO Clicksuation Labs

Dr. Michael Barbera is an award-winning consumer psychologist and business strategist. Michael is the chief behavioral officer at Clicksuation Labs, and his clients have appeared on the Fortune 500 list, as well as on ABC's Shark Tank, Bravo's Million Dollar Listing, and Gordon Ramsay's Kitchen Nightmares. In 2015, the White House recognized Michael for his contributions to entrepreneurship.

Michael is a trusted thought leader and expert in consumer perceptions, emotions, and experiences that drive consumer decision-making both online and in person.

Learn how to:

- Recognize how brands apply psychology to marketing, branding and communication
- Understand how to leverage military experience for a remarkable brand experience
- Attendees will learn how to apply behavioral science with the reTRUST framework

Registration is Required!

FREE Event! RSVP Now! Limited Seating!

<https://mve2019.eventbrite.com>

Lunch Will Be Provided

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U.S. Small Business Administration

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Sarah Espinosa at 910-672-2683.

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