



Entrepreneurial Summit 2018

FREE

**Tuesday, April 10
9 am - 1 pm
102-103 Van Dusen Hall
Sandhills Community College**

Keynote Speaker Michael Barbera

Businesses use behavioral and social science techniques to nudge consumers into a decision that best supports the company's objective and an equal value to the consumer. Michael Barbera will discuss the psychology of clicks, purchases, and persuasion that businesses use to build a positive customer experience.

**Breakfast Provided • Door Prizes
Open to the Public, Businesses, and Students**

#whyweclick

Register to attend at sbc.sandhills.edu or phone 910-695-3938.