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**December 1st 2017: Billion Dollar Branding**

The opportunity to market a new, enhanced brand is an exciting chapter for any business and not an easy decision. Timing is critical for launch; You need to consider factors of competition, messaging, production, market forces, and money. Though the process may present various obstacles to overcome, an effective brand launch or transformation can completely redefine the business's future potential. There are multiple pillars to branding and it's critical you know exactly what effort required. You must have the right people in position or your demise is imminent. Now more than ever, s

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#### Featured Guests



##### Special Guest Host : Camille Nash

Camille L. Nash serves as a Senior Executive Producer with VoiceAmerica who previously graced the presence of television news as a journalist with ABC-TV, working both in front and behind the camera.

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##### Trevor Otts

Trevor Otts is the Founder of BlackCEO, the number #1 training and development platform for black entrepreneurs. He's been called the Billion Dollar Brand Man, the Profit Pioneer and an Automation Apostle.

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