



iaee expo!
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& exhibition
2025

#expoexpo

Human Communications: The Relationship-Driven Event Marketing Strategy You're Not Using (Yet)

Presented By
Tim Hines, Founder
Marketing Starter Group



↗ the
place
to be

Hi, I'm Tim!

I help meetings professionals accelerate their growth by guiding them to be more collaborative, innovative, and influential.

What I want you to learn

1. How to speak like a human in a tech-forward society
2. How to build lasting relationships with your attendees, sponsors, and partners
3. How to be a better human in the events business

Get excited!



H2H

Building an emotional connection
with our customers and
employees that is helpful,
authentic, respectful and
personal.

What does your audience look like?



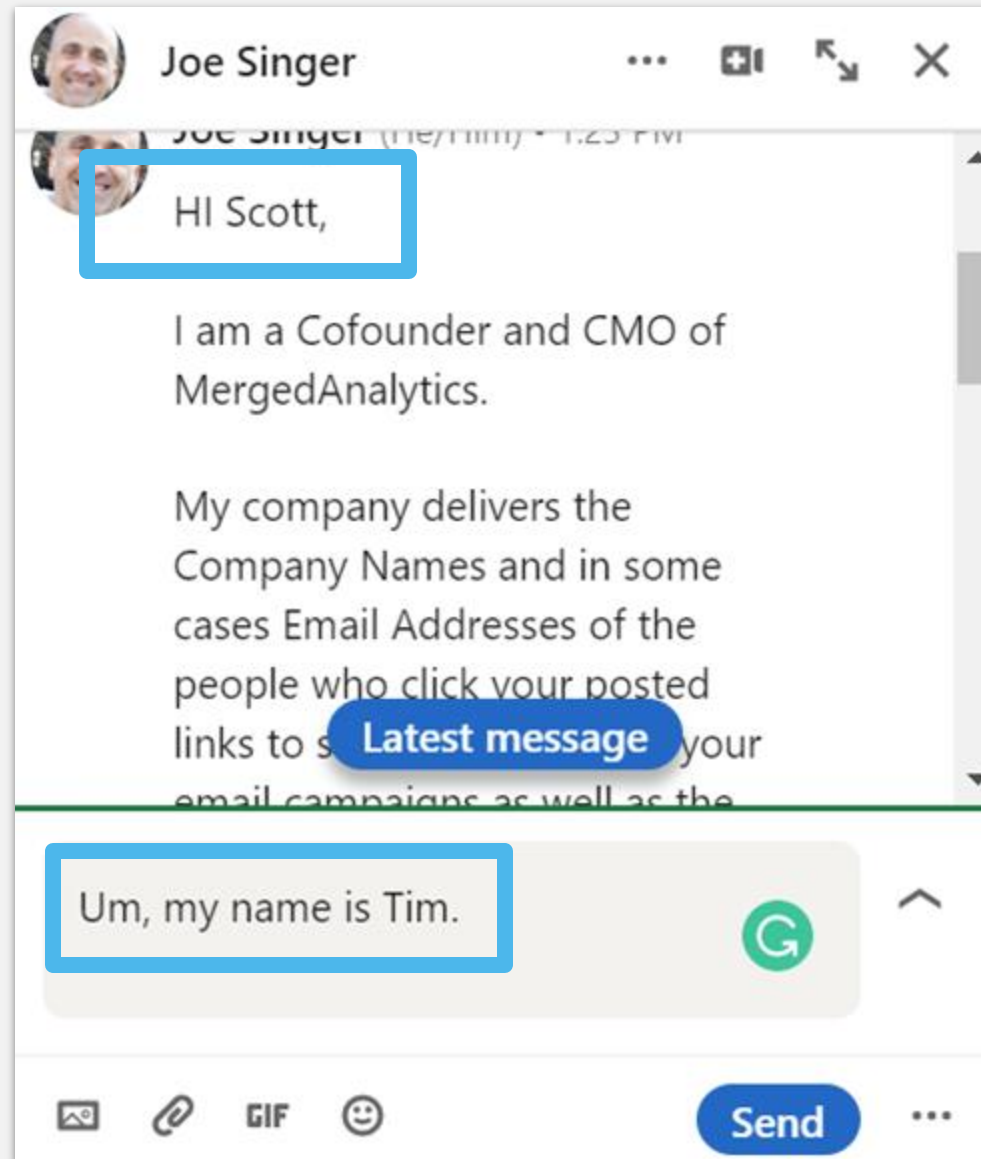
How do they communicate?





Your customers
don't want this!

This is not human



This is human



How can we be more human?

Create moments of **delight** and **vulnerability**

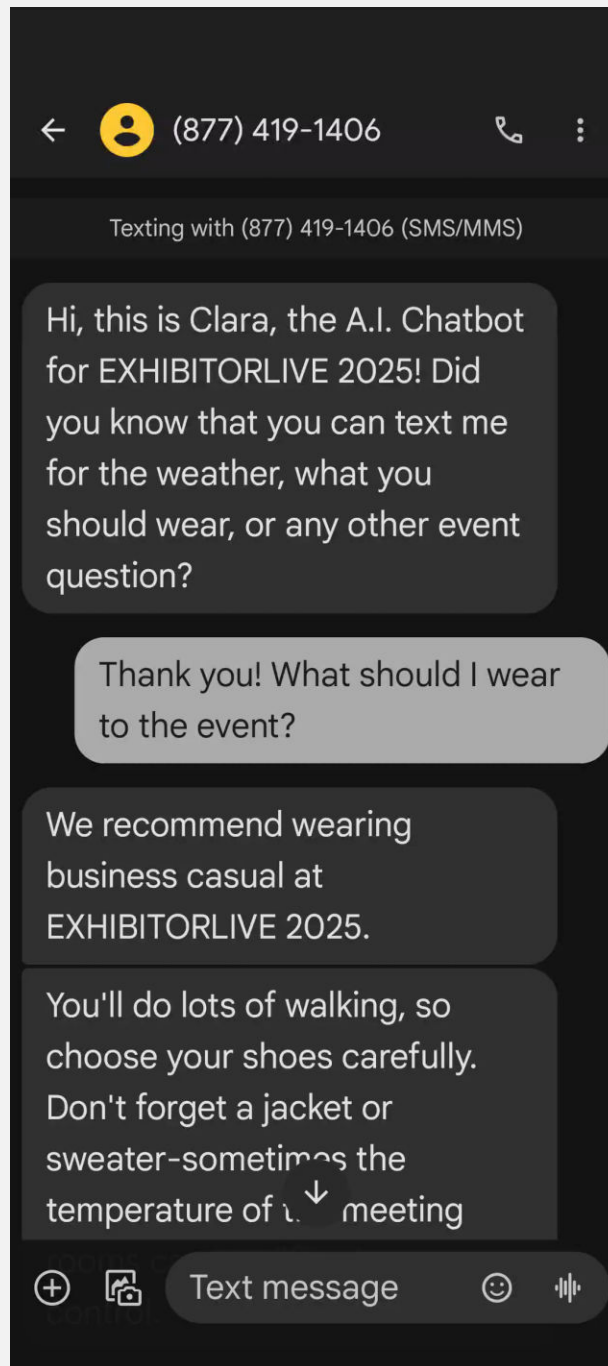
Follow the **platinum** rule

Market with **empathy** & **emotional intelligence**

Make technology a **tool** and not a barrier

Treat attention as a **gift** and not a guarantee

Prioritize your customer
Invest in omni-channel service
Use tech to support human-first
Simplify communication
Measure customer satisfaction







Don't be so damn boring!

Let's refine your speak

Who you are speaking to?

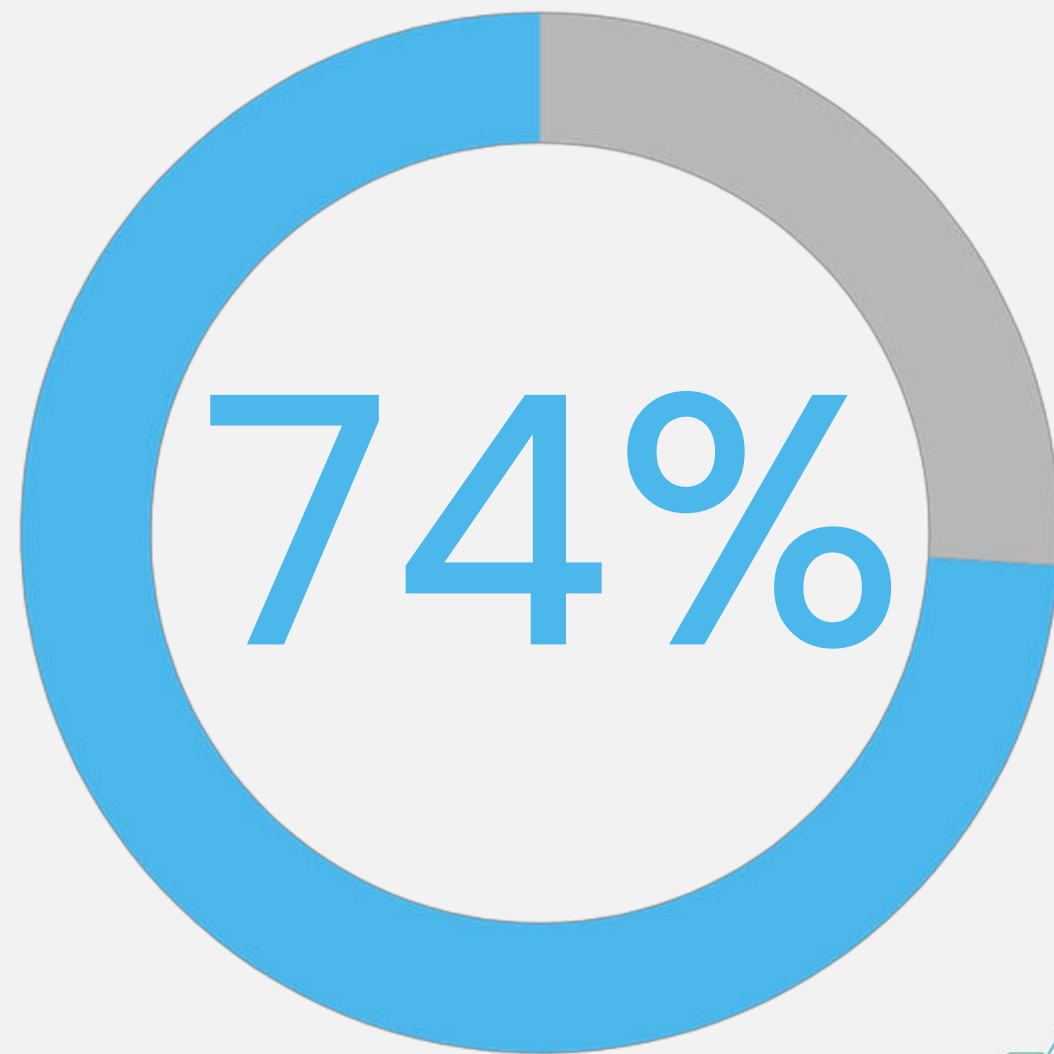
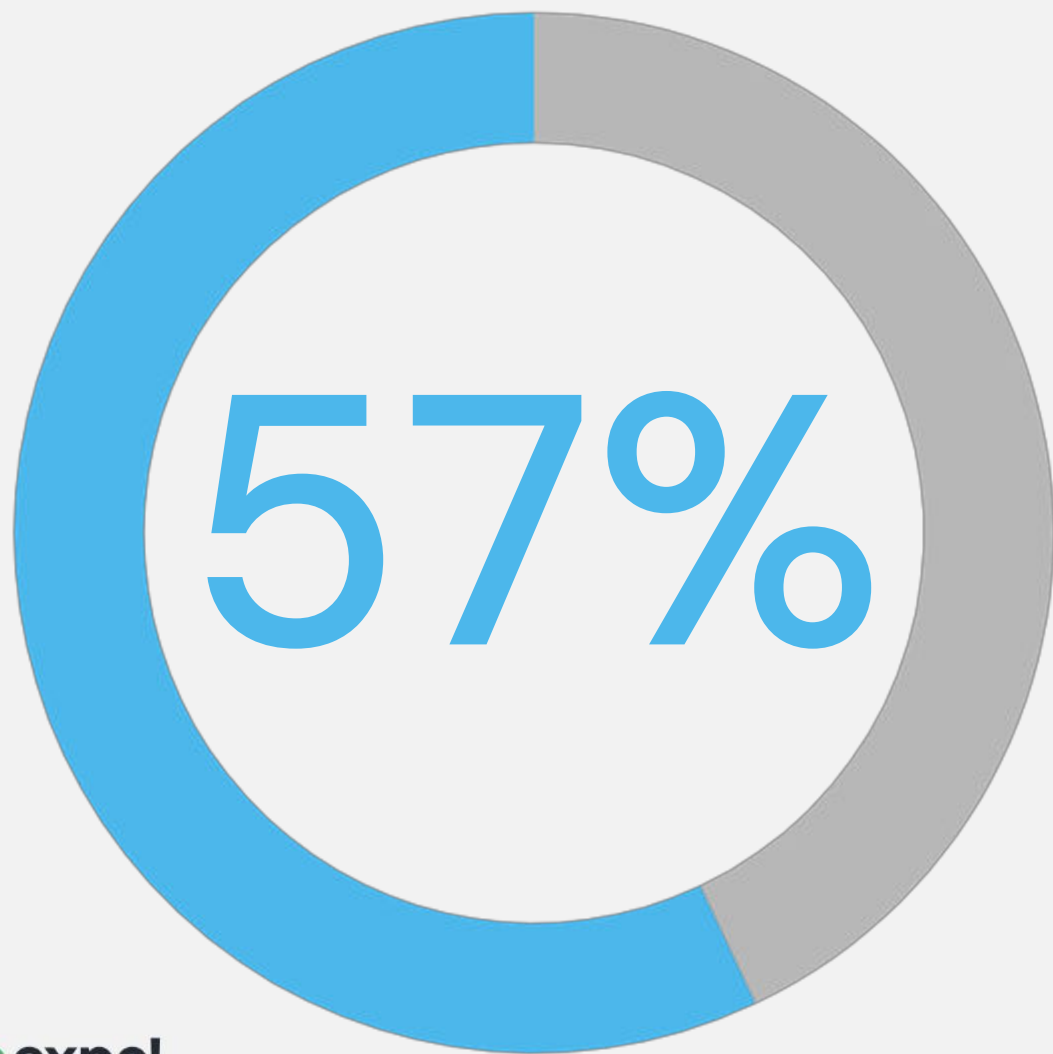
Why you are speaking to them?

How you are speaking to them?

Where you are speaking to them?

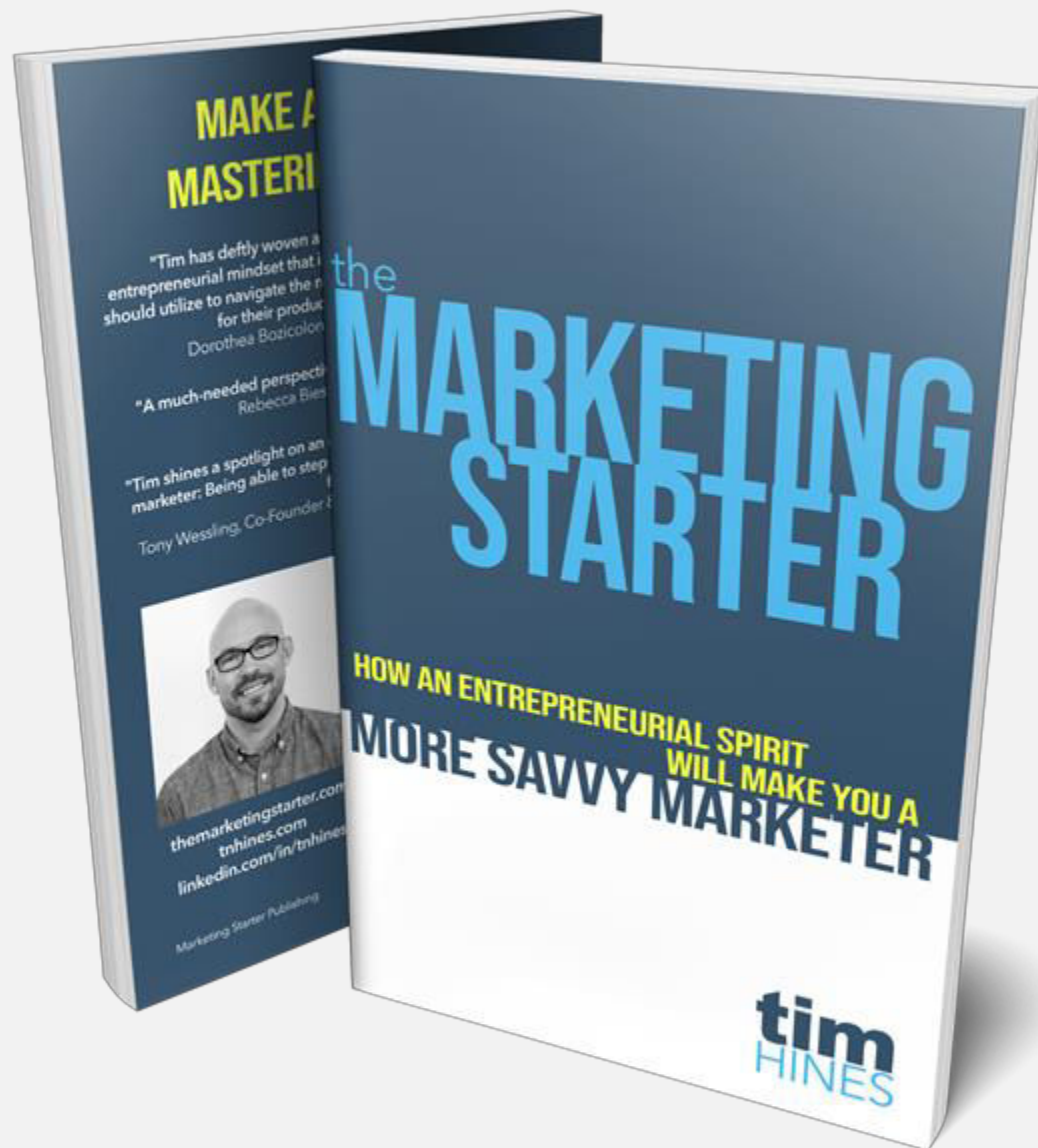


Impacts your bottom line



The most likable people are
genuine, consistent, non-
attention seekers who make a
strong first impression and
greet people by name.

Dr. Travis Bradberry, co-author of *Emotional Intelligence 2.0*



tnhines.com/book/getacopy

Your human comms plan

1. Have a **Have a plan** with tangible goals
2. Review (audit) your current **communication channels**
3. Identify your **audience** and learn their preference
4. Align your **channels** and **messaging** to your audience
5. Get all **stakeholders** on board

Have some darn
empathy!

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Thanks!
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Session Evaluation

OPTION 1

- Scan the QR Code here and follow instructions.
- You will be asked 1 time to fill in personal information.
- You will not be asked again when completing additional session evaluations.

OPTION 2

- Open the IAEE Expo! Expo! show app from eShow
- Find the session you want to evaluate.
- Under the documents and link section click on Evaluation icon.
- Your info will auto-populate – rate session.

Thank You!



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