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BMA-Minnesota Event Highlights Role of Emotions in B2B Marketing

Dan Hill, Ph.D., author of "Emotionomics," to share insights at February event for organizations to be more effective in marketing efforts

MINNEAPOLIS (Jan. 05, 2010) – While the B2B decision-making process may be more complicated and involve more people than the B2C process, the two have more in common than many may think. To look at the commonalities and the role of emotions in both, the Minnesota chapter of the Business Marketing Association ([BMA-Minnesota](#)) will host "(On-Message, So Yesterday) On-Emotion: The Essence of Effective Advertising" on February 11, 2010.

The session will be led by Dan Hill, Ph.D., president of [Sensory Logic, Inc.](#), and author of "Emotionomics: Leveraging Emotions for Business Success." Hill is a recognized expert on the role of emotions and body language in business. Hill's book, *Emotionomics*, was chosen by AdAge as one of the 10 books you should have read in 2009.

"While B2B and B2C marketing differ in many ways, there are many similarities because, in the end, it's all B2P – business to people," said Heidi Wight, vice president of programming for BMA-Minnesota. "Research has shown that people are primarily emotional decision makers, and connecting through relevancy, credibility and loyalty is important to communicate value successfully."

Hill's presentation will address:

- Emotions rule: scientific basis of why everyone feels before they think
- How B2B is really B2P
- Guiding rules and examples for B2B marketing

The event will be held on Thursday, February 11, 2010 at the Metropolitan Ballroom in Golden Valley, Minn., and will run from 8:00 to 9:00 a.m. Registration and breakfast will begin at 7:30 a.m. The cost of the event is \$30 for BMA members and \$45 for non-members. Attendees can register online at www.bmaminnesota.org through February 8, 2010. There will be a limited number of walk-up registrations also available.

About Dan Hill, Ph.D.

Dan Hill, Ph.D., is a recognized authority on the role of emotions and body language in consumer and employee behavior with more than a decade of experience running his scientific, emotional insights consultancy: Sensory Logic, Inc. One of the company's unique research tools is facial coding and is highlighted in Malcolm Gladwell's bestseller "Blink" and is used by the CIA and FBI. Hill is the author of three books: "Emotionomics: Leveraging

Emotions for Business Success,” “Face Time: How the 2008 Presidential Race Reveals the Importance of Being ON-EMOTION in Politics, Business and in Life,” and “Body of Truth: Leveraging What Consumers Can’t or Won’t Say.” His newest book on effective advertising, “About Face: 10 Secrets of Emotionally Effective Marketing,” will be published in September 2010.

About Business Marketing Association

[Business Marketing Association](http://www.bmaminnesota.org) is the leading professional resource for business-to-business marketers and communicators. The organization develops and delivers services, information, skill enhancement, and networking opportunities that help its members grow, develop and succeed throughout their marketing careers. For more information on BMA-Minnesota, visit www.bmaminnesota.org.

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