



CIC Marketing Committee
Planning Session
January 13 & 14, 2005

Committee Members



- Stacy Bartnik* Carter & Carter, International
- Guy Bargnes* BASF
- Lisa Siembab* CARSTAR
- Bruce Cooley Sherwin-Williams
- Tim Dawe DuPont
- Dave Henderson SeeProgress
- Dennis Kennealy Masters Collision Group
- Karl Krug Toyota
- John McKnight Thoroughbred Collision
- Tom Moreland Akzo Nobel
- Craig Roberts Insurance Auto Auctions
- Margo Smith Storm Appraisals
- Russ Thrall ABRN / CollisionWeek
- John Webb CSi Complete

* Co-Chairs

Mission Statement



- **To create and implement a marketing communications program that enables CIC to represent and address :**
 - ◆ **Increased participation and awareness of underrepresented industry segments**
 - ◆ **Increase local association involvement**
 - ◆ **Documentation**
 - ◆ **CIC web site exposure**

New Attendees 2004

- April / Nashville 36
- June / D.C. 31
- August / Chicago 53
- November / Las Vegas 27



2004 Accomplishment

■ Web site

- ◆ Committee pages include Mission Statements, Issues for upcoming year, presentation posted, conference call minutes
- ◆ Page background and font changed to enhance visibility
- ◆ Presentations posted within the week following CIC
- ◆ “Collision Industry Resource Center” link to CIECA

2004 Accomplishment

- Continuous and increased flyer distribution
- Media coverage
- Pre and post conference newsletter
- Sponsorship program
- Presentation surveys





CIC Presentation Evaluation

Committee _____ Presenter(s) _____

Topic _____

Please state your agreement with the following statements on a scale of 1-5 where 1 means strongly disagree and 5 means strongly agree

Please check the industry segment you represent:

- Insurer, Repairer, OE, Alternative Parts, Vendor/ Paint Mfg/Supplier, Press,
- Training/Educator/Consultant, Association, Other _____

	Strongly Disagree				Strongly Agree
The topic covered was very interesting to me	1	2	3	4	5
The presentation was relevant to my daily work	1	2	3	4	5
The topic is very important to the collision repair industry at large	1	2	3	4	5
The information covered in this presentation is important to CIC	1	2	3	4	5
I would like to hear more about this topic	1	2	3	4	5
The presenter kept my interest throughout the presentation	1	2	3	4	5
This presentation contained information I can use immediately in my business	1	2	3	4	5
Overall, I thoroughly enjoyed this presentation	1	2	3	4	5

Are there any questions you would like this group to answer/address during the next CIC meeting?

Any comment to help the presenters improve the quality of their presentation?



Evaluation of CIC Meeting Presentations

Report of Participant Survey
Conducted in 2004



Executive Summary

See Full Report
for Details and Additional Information

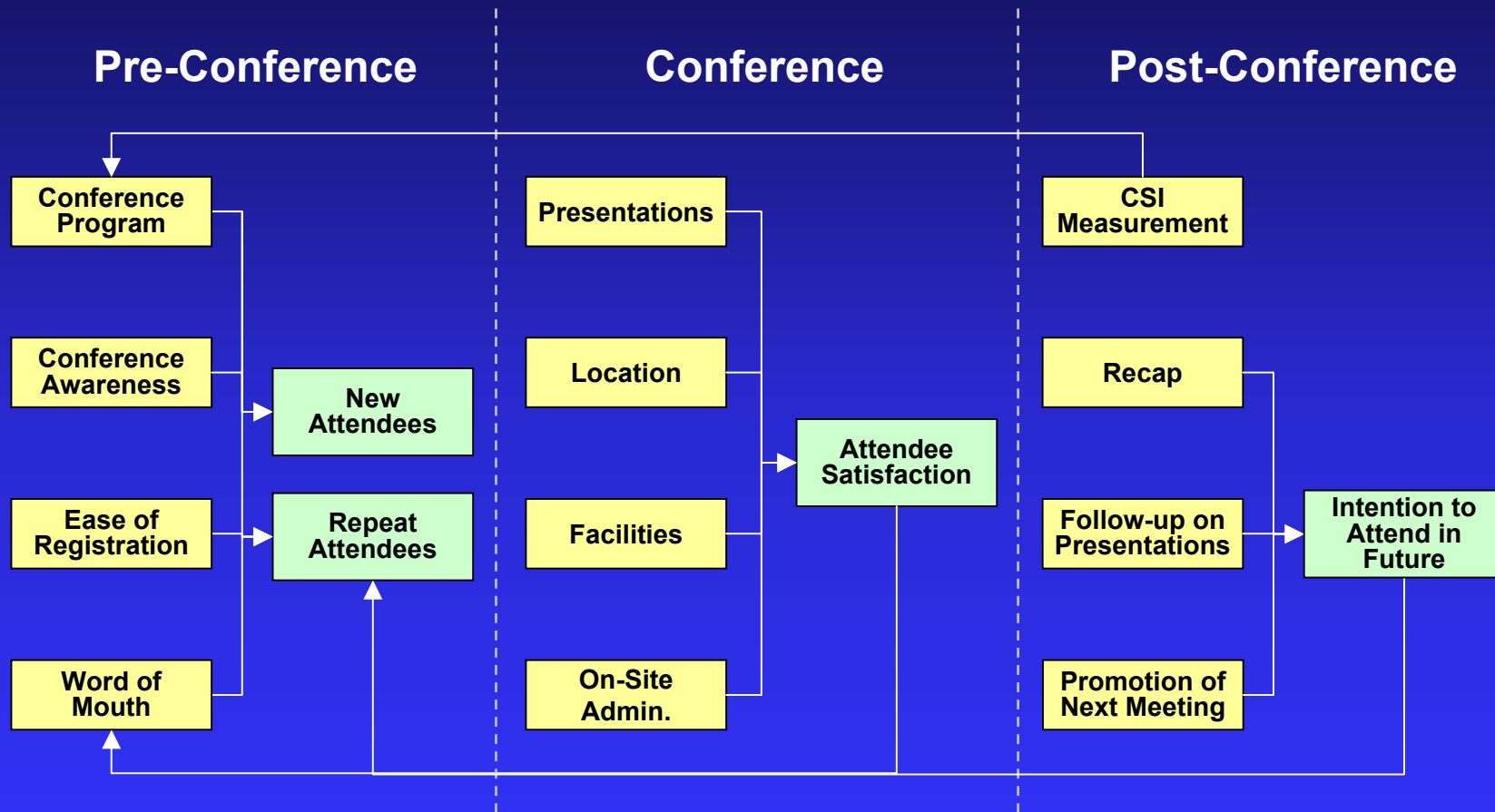


Participant Survey

- Participants filled out short questionnaire after each committee presentation:
 - ◆ Eight ratings (Strongly Disagree =1, Strongly Agree=5)
 - ◆ Interesting topic
 - ◆ Relevant to daily work
 - ◆ Would like to hear more
 - ◆ Can use information immediately
 - ◆ Important to Industry
 - ◆ Important to CIC
 - ◆ Presenter kept my interest
 - ◆ Overall enjoyed presentation
 - ◆ Two open-ended questions
 - ◆ Questions for next meeting?
 - ◆ Comments to improve presentation?
 - ◆ Check off list for industry segment of participant (for Las Vegas only)
- Objective of Survey
 - ◆ Attempt to understand value of presentations to CIC attendees and realted satisfaction. Present to Committee Chairs and Planning Meeting for use in future developemnt.

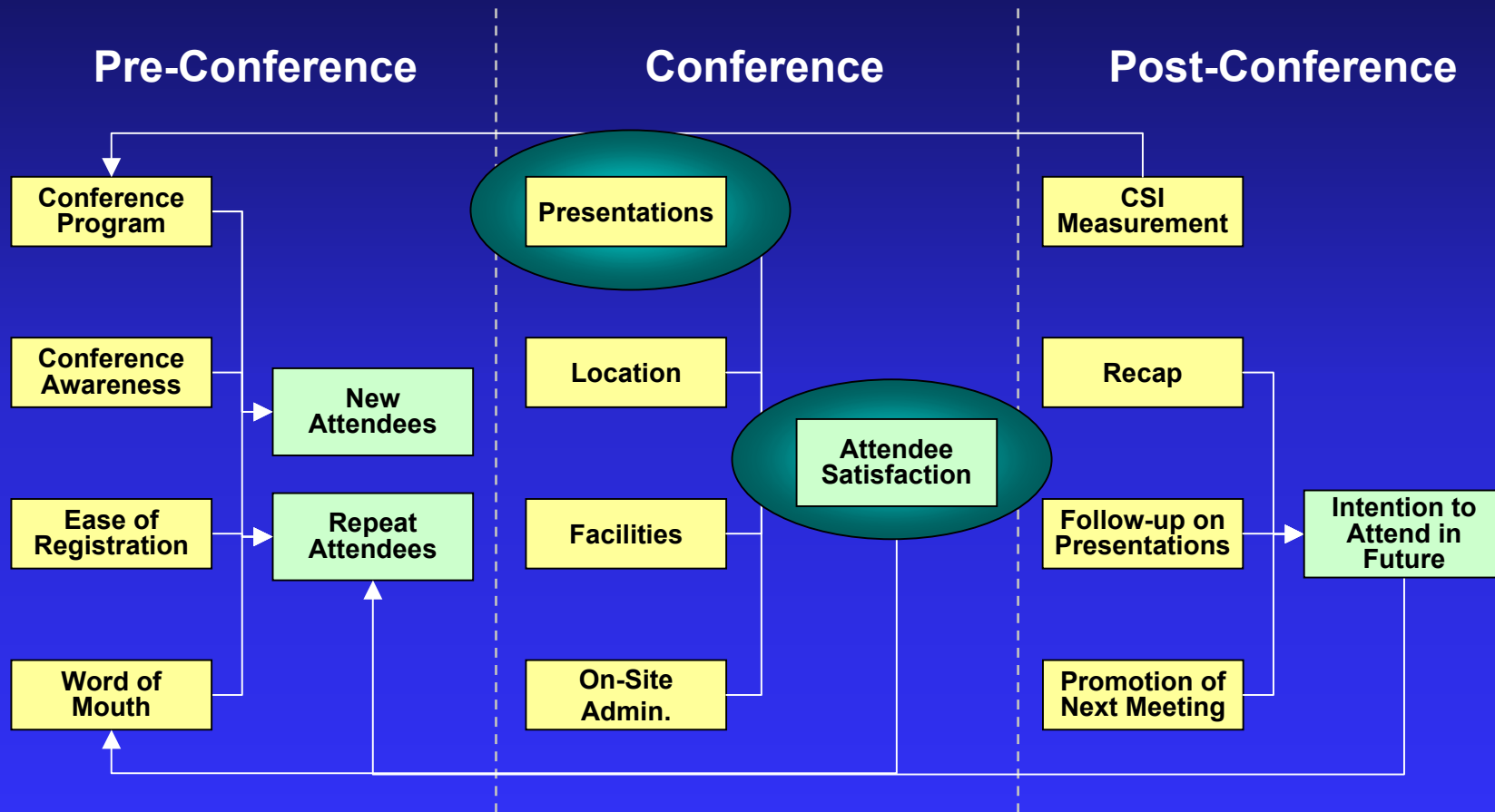


Framework of CIC Participation and Satisfaction



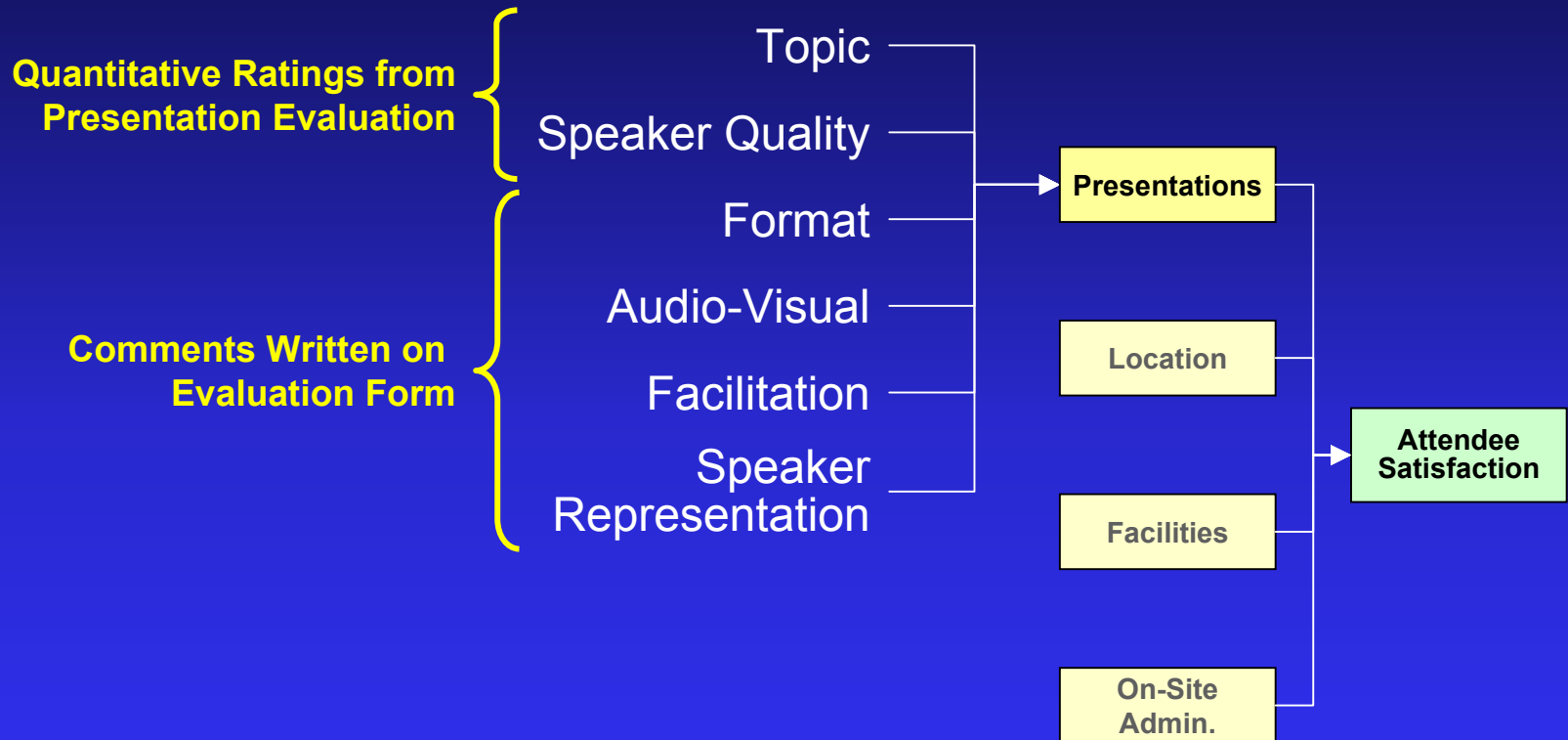


Focus of “Presentation Evaluation” Survey



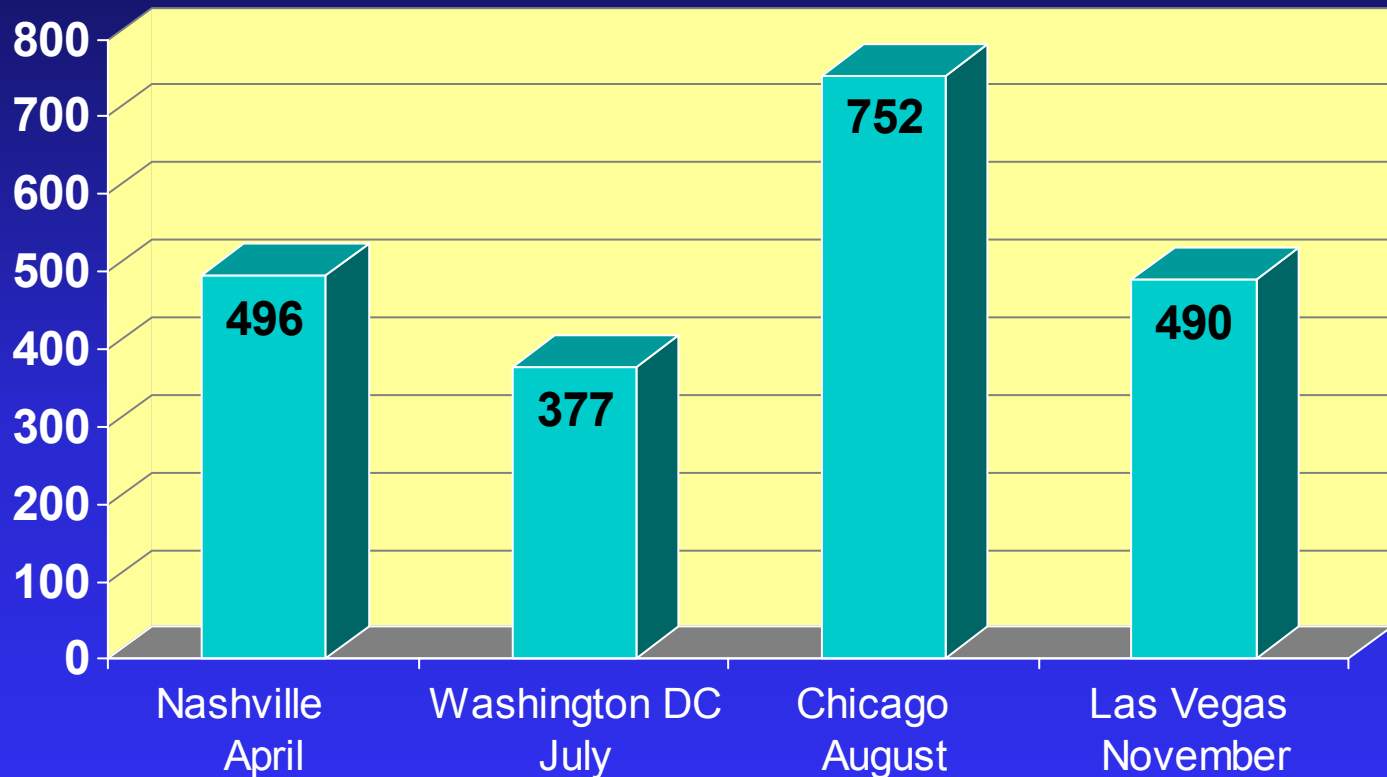


Satisfaction with Presentations





Survey Responses by Event Location



Total Number of Responses = 2,115



Average Ratings of Presentations

(all committees and all meetings)

	Question	Average
Topic	Interesting Topic	4.1
	Would Like to Hear More	3.9
	Relevant to My Daily Work	3.8
	Can Use Information Immediately	3.5
Importance	Important to Collision Repair Industry	4.4
	Important to CIC	4.3
Speaker	Presenter Kept My Interest	4.0
Overall	Overall Enjoyed the Presentation	4.0



What are the differences?



Differences by Factors

- Overall Satisfaction
- By Location
- By Segment (Limited)
- By Committee

Determinants of Overall Satisfaction

- Most important factor contributing to Overall Satisfaction was “Presenter Kept My Interest”
- Other factors contributing to Overall Satisfaction (in descending importance)
 - ◆ Can Use Information Immediately
 - ◆ Interesting Topic
 - ◆ Important to CIC
- Cautionary note – these results are based on the whole sample (the “average” response)





Differences by Location

■ Las Vegas

- ◆ Topics perceived as more *Interesting*
- ◆ Also higher ratings on *Like to Hear More*, *Interesting Presenter*, and *Use Information Immediately*

■ Washington, DC

- ◆ About average on most ratings
- ◆ Significantly higher than Chicago and Nashville on *Like to Hear More*

■ Nashville

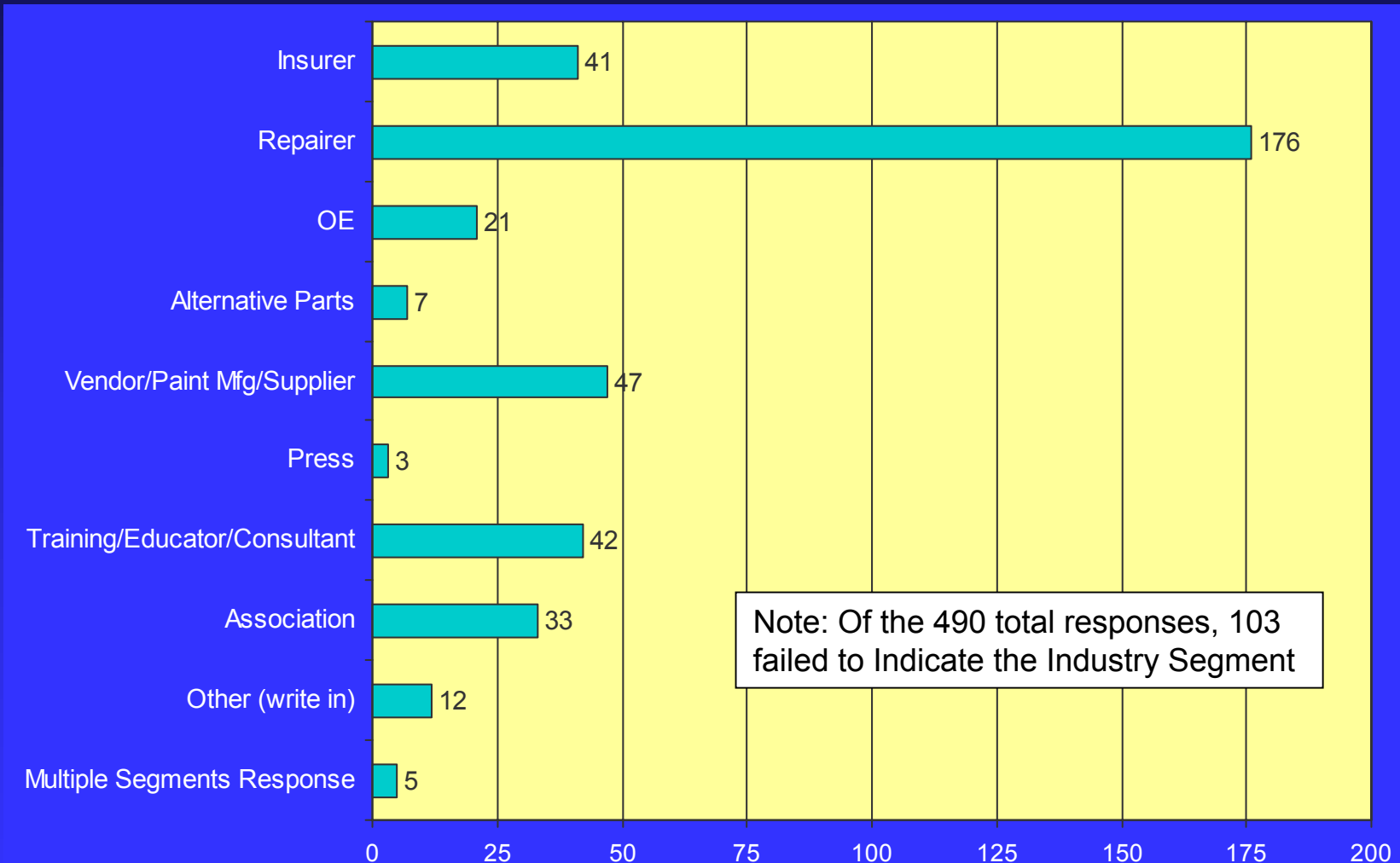
- ◆ Near the average on all ratings

■ Chicago

- ◆ *Interesting Topic* and *Overall Satisfaction* were lowest of the four locations
- ◆ Other ratings are lower than average although not statistically significant



Survey Responses by Industry Segments (Las Vegas Only)





Differences by Industry Segment (Las Vegas Only)

- OEs – Gave the most favorable ratings
 - ◆ Rated presentations higher on four of the eight rating scales (*Interesting Topic, Importance to Industry, Importance to CIC and Overall Satisfaction*)
- Repairers
 - ◆ Rated presentations higher on *Relevant to Work* and *Presenter Kept My Interest*
- Associations and “Others”
 - ◆ Ratings were about the average of all other industry segments



Differences by Industry Segment (Las Vegas Only)

- Vendors / Paint Mfrs / Suppliers
 - ◆ Lower ratings for *Relevant to Work* and *Interesting Topic*
- Training / Educators / Consultants
 - ◆ Lower ratings for *Interesting Topic*, *Importance to Industry*, *Importance to CIC*
- Insurers – Gave the least favorable ratings
 - ◆ Rated presentations as lower on four of the eight rating scales (*Interesting Topic*, *Importance to Industry*, *Presenter Kept My Interest* and *Overall Satisfaction*)



Differences by Committee

- Estimating and Human Resources
 - ◆ Presentations were most well received
 - ◆ Rated high or highest on all eight questions
- Industry Issues
 - ◆ Rated high on *Importance to Industry* and about average on other questions
- IT, Parts, Technical, and OEM
 - ◆ Ratings were about the average of all other committees
- Definitions, Education, Legislative and Write-it-Right
 - ◆ All rated lower on *Interesting Topic* and about average on other questions



Differences by Committee

■ Ethics

- ◆ Lower rating on both *Overall Satisfaction* and *Presenter Kept My Interest*

■ Insurance Relations

- ◆ Lower rating on *Importance to CIC* and relatively lower on *Interesting Topic*

■ Marketing

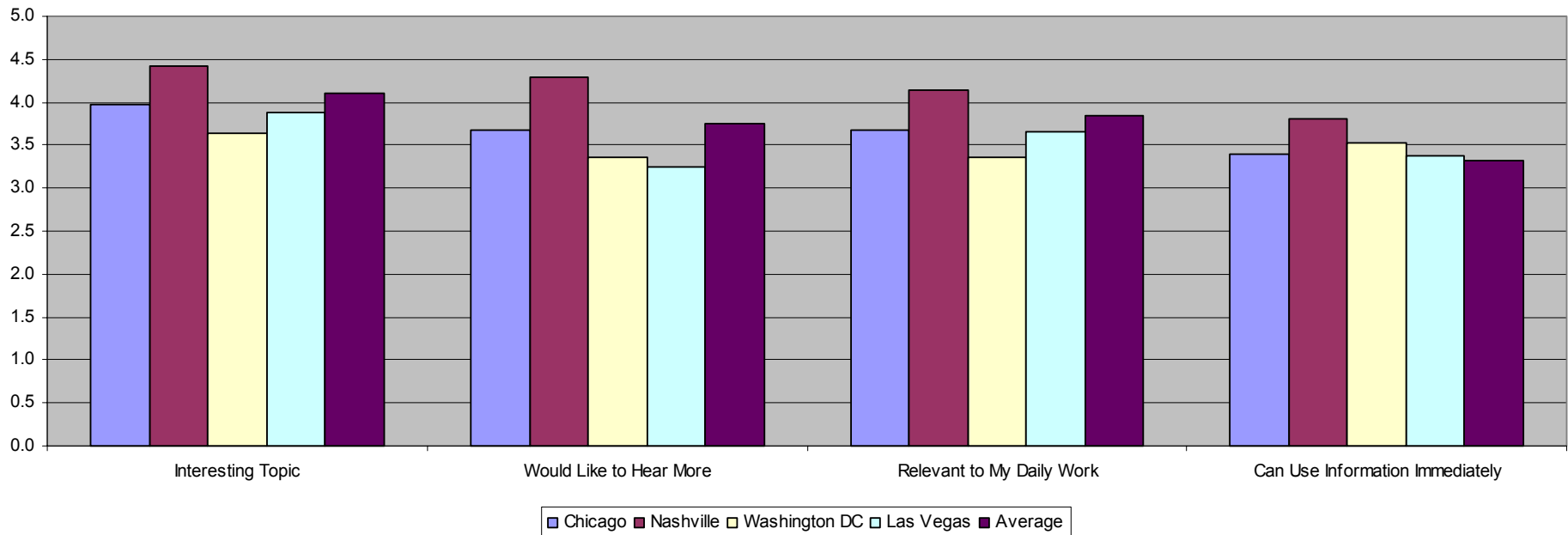
- ◆ Low ratings on five of the seven questions (*Interesting Topic, Relevant to My Work, Like to Hear More, Use Information Immediately, and Importance to Industry*)



Examples

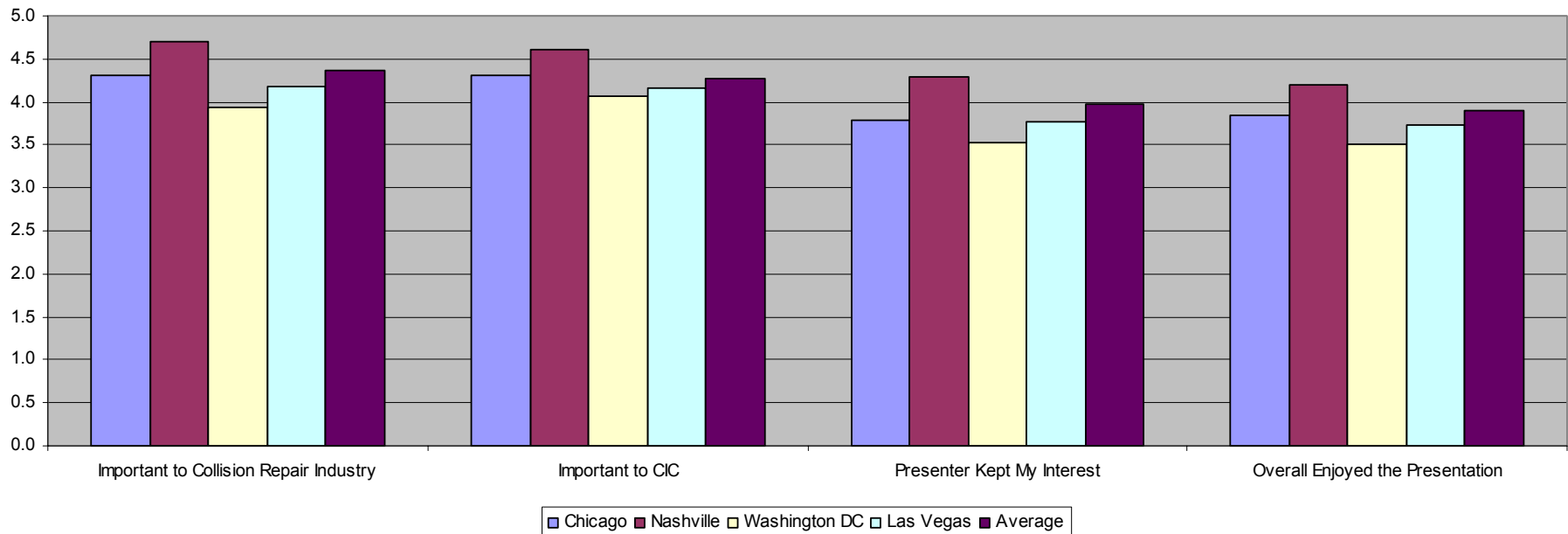


Results for Definitions Committee





Results for Definitions Committee (Cont'd)





Summary Information



Data Issues Mean Caution Advised When Interpreting Results

■ Missing Data

- ◆ Variety of missing data throughout

■ Response Bias

- ◆ Tendency for respondents to circle all the same numbers for the list of questions (for example, all “3s”)
- ◆ 545 respondents (26% of all respondents) circled the same number for all questions
- ◆ Of those 545, 72% circled all “5s” (strongly agree) and 18% circled all “4s” for all eight questions



Determinants of Overall Satisfaction

- Most important factor contributing to Overall Satisfaction was “Presenter Kept My Interest”
- Other factors contributing to Overall Satisfaction (in descending importance)
 - ◆ Can Use Information Immediately
 - ◆ Interesting Topic
 - ◆ Important to CIC