



CIC Marketing Committee

December 3, 2003

Co-Chairs:

Stacy Bartnik Carter & Carter

Lisa Bellizzi CARSTAR


Guy Bargnes BASF



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**

Committee Members

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- Bruce Cooley Sherwin-Williams
 - Ron Klein Kent Automotive
 - Dennis Kennealy Masters Collision Group
 - Karl Krug Toyota
 - John McKnight Thoroughbred Collision
 - Tom Moreland Akzo Nobel
 - Margo Smith Storm Appraisals
 - Russ Thrall ABRN / CollisionWeek
 - Martin Wojciechowski ABRA
 - John Webb CSi Complete
 - Craig Roberts Insurance Auto Auctions

Special “*THANKS*”



- The following people have helped promote attendance for this meeting:

- ◆ Guy Bargnes BASF
- ◆ Troy Holmes Collision Services
- ◆ Ron Klein Kent Automotive
- ◆ Herb Lieberman LKQ Corp
- ◆ Tom Moreland Akzo Nobel
- ◆ Nick Scheid ARI (Auto Parts Industrials)
- ◆ Chuck Van Slaars FinishMasters
- ◆ John Webb CSi Complete
- ◆ Bruce Yungkans CCC

COLLISION INDUSTRY CONFERENCE

Coming to Orlando

When: Wed Dec 3, 2003 (8:30 am - 5:00 pm) Reception to follow

Where: Rosen Plaza Hotel, Orlando 407-996-9700

For More Information: <http://www.ciclink.com> **Note:** Conference fee at door \$40.00

WHAT IS THE COLLISION INDUSTRY CONFERENCE (CIC)?

The Collision Industry Conference is a gathering of people from all segments of the industry to provide a forum for discussion of national issues affecting the collision repair industry.

WHAT'S IN IT FOR ME?

- 1. PROBLEM RESOLUTION:** As one attendee stated, "It's the only forum I'm aware of where you can meet with participants from all segments of the industry to resolve frustrating industry issues."
- 2. INDUSTRY CONTACTS:** The CIC is an outstanding opportunity to meet with influential industry members face-to-face. Representatives from all segments involved in the collision repair industry are accessible either during the general forum or one-on-one. It's an ideal opportunity to obtain elusive answers to difficult questions and have your concerns heard.
- 3. INDUSTRY AWARENESS:** After attending a CIC meeting, attendees often find there are common challenges in their daily business. CIC meetings provide an opportunity for attendees to discuss issues with major industry participants and take home workable solutions.
- 4. INDUSTRY RESPONSIBILITY:** Collision industry participants and consumers benefit from a strong collision repair industry. Participation in the Collision Industry Conference forum is important in keeping our industry strong.

CIC—Working Together Toward Universal Solutions



WHAT'S COVERED?

The CIC is built around a group of committees charged with addressing topics appropriate to their area of assignment. For more information on the responsibilities of each committee, consult the CIC Web site at: www.ciclink.com

Anti-Fraud	Industry Discussions	Parts
Definitions	Insurance	Write-It-Right
Education	OEM	Cycle Time Task Force
E-Commerce	Legislative	
Estimating	Operations	

Added conference Fee

Removed "The Collision Repairer" from what's in it for me?



Survey Results

Survey completed by 103 Boston participants

1. Are you a Gold Pin Sponsor of CIC?

Yes 61% No 39%

2. Which segment of the industry do you represent?

Repairer 33%

Vendor 26%

Insurance 8%

Training / Education 5%

Other 28% (Aftermarket parts mfg., Appraisal co, Claims service, Consulting, Government industries, OEM, Info systems, Salvage, Publishing, Testing & Research)

Survey Results

3. Is this your first time to attend CIC?

Yes 27%

No 73%

4. How many conferences have you attended? 10.3
How many per year? 2.6

Survey Results

5. Do you have suggestions for improvement for the conference?

Committee minutes should be published – especially parts

Contact state body shop associations & invite their leadership

Continue to try & identify issues needing national exposure

Do not avoid controversy

Encourage more participation and dialogue during the meeting,
this is critical to keep people in the room and interested.

Breaks up the monotony of presentation after presentation

First time attendee. Impressed with agenda

Have a way to ask questions anonymously (suggestion box)

Hold meeting at hotels in the city



Survey Results

Hold the meeting closer to weekend, for example all day Friday so Saturday stay over rate on air travel would apply

I believe the web site and meeting format has evolved to an excellent status

It keeps getting better, we are making progress! I particularly enjoy panel discussions

Keep up the good work and keep challenging all committees & members to do their best

Mail / e-mail agendas before meeting that include all meetings – SCRS, NABC, CEICA – times and locations

More: insurers, microphones, panel discussion & concrete solutions, PBE related discussions



Survey Results

Narrow each committees focus – should allow better opportunity to complete projects

Need to hear from high level insurance company representatives what direction they what to achieve and exactly what that looks like to shops, vendors, etc. can align with those objectives

Stay the course

Survey Results

6. What elements of the conference is the most beneficial for your professional development?

Networking with other attendees 89%

Open Forum Discussion 42%

Committee Reports / Discussion 47%

Committee Involvement 18%

Other 1% (info technology, panel discussion with top owners sharing successes)

Survey Results

7. In order to increase our attendance and participation by the various segments of the collision industry, do you have any recommendations?

Bring back test fits

Broader awareness – marketing committee

Contact local associations and vendors

Continue to get more insurers involved

Marketing to increase national and local attendance

Continue to advertise – many organizations don't know the benefits

E-mail flyers to all local / regional associations

Survey Results

Earlier notification

E-mail reminders rather than mail

The web site is very good, I was able to locate the location information

Focus CIC topics on individual “other” segments and let them know in advance that they should have a direct interest

Have meetings in areas that the local association will host the meeting

If the purpose is more clearly defined and more participation from insurance carriers

Invite CIC, SCRS, NABC corporate members (vendors) to put a CIC promo flyer with all invoices/statements they send out to their clients

Nice job on the web site, keep it current



Survey Results

Invite and sponsor a class of students from a local collision repair training program to expose them to CIC and the work it does

Invite and spotlight a local association chapter to CIC at each meeting

Keep CIC's name in publications that have widespread readership in the industry

Keep getting new participants involved

Keep on track with the present direction

Lower cost hotel

Maybe a way of promoting the activities and focus

More promotion to repairers

Need to get information out to smaller shops across the country





New Participates; Boston

- 42 new participates at the Boston CIC
- Follow up letter sent
 - ◆ Including a questionnaire and Orlando flyer



Web Site

Web site usage

- Time period: August 4 - October 28
- Total hits: 141,777
- Total visiting users: 26,487
- Average hits per day: 1,668
- Average hits per user: 5.35
- Average users per day: 311.6
- Average time spent by a single user:
13 minutes, 37 seconds



Web Site

Committee information

- Accomplishments
- Bio's of committee co-chairs
- Pictures of committee co-chairs

(See Jordan throughout the day to have your picture taken)

Discussion

- What type of information would you like to see on the web site?



Get Involved

- Advise Marketing Committee of people, groups, associations we should target for upcoming meetings



Get Involved

- Participate / ask questions during meeting. We will ask your questions or state your comments if you do not want to address the group. Complete a comment sheet and hand to a Marketing Committee member



Get Involved

- Become a CIC Gold Pin Sponsor; see a Marketing Committee member or log on to www.ciclink.com



Getting the Word Out for CIC Palm Springs

- How you can help
 - ◆ Distribute CIC flyer
 - ◆ Discuss CIC and the benefits
 - ◆ Promote upcoming meetings
- Anyone Interested Please Contact Stacy:
 - ◆ 847-561-6817
 - ◆ stacybartnik@comcast.net