



CIC Marketing Committee

August 4 & 5, 2004

Co-Chairs:

Stacy Bartnik Carter & Carter,
International

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

- Bruce Cooley
 - Tim Dawe
 - Dave Henderson
 - Dennis Kennealy
 - Karl Krug
 - John McKnight
 - Tom Moreland
 - Craig Roberts
 - Margo Smith
 - Russ Thrall
 - John Webb
 - Martin Wojciechowski
- Sherwin-Williams
DuPont
See Progress
Masters Collision Group
Toyota
Thoroughbred Collision
Akzo Nobel
Insurance Auto Auctions
Storm Appraisals
CollisionWeek / I-CAR
CSi Complete
ABRA

Thank You



The following promoted attendance for this meeting:

- ◆ Guy Bargnes BASF
- ◆ Lisa Bellizzi CARSTAR
- ◆ Troy Holmes Collision Services
- ◆ John Junk SCA Appraisal
- ◆ Herb Lieberman LKQ Corp
- ◆ Tom Moreland Akzo Nobel
- ◆ Dan Risley SCRS
- ◆ Joyce Schuenke ARM\$
- ◆ Chuck Van Slaars FinishMaster
- ◆ John Webb CSi Complete

Special Thank You



John & Doug Webb – CSi Complete

CSi Complete correlated the data from
377 survey forms.



Marketing Committee Survey Results

Compiled from responses
received at CIC Meeting –
Washington D.C.

June, 2004



Survey Objectives

- Documentation of CIC Activities
 - ◆ Per Mission Statement
- Provide Feedback to Committees
 - ◆ Attendee Expectations
 - ◆ Topic Relevance
- Input for Future Planning
 - ◆ Committee Level
 - ◆ Annual Planning Meeting



Survey Methodology

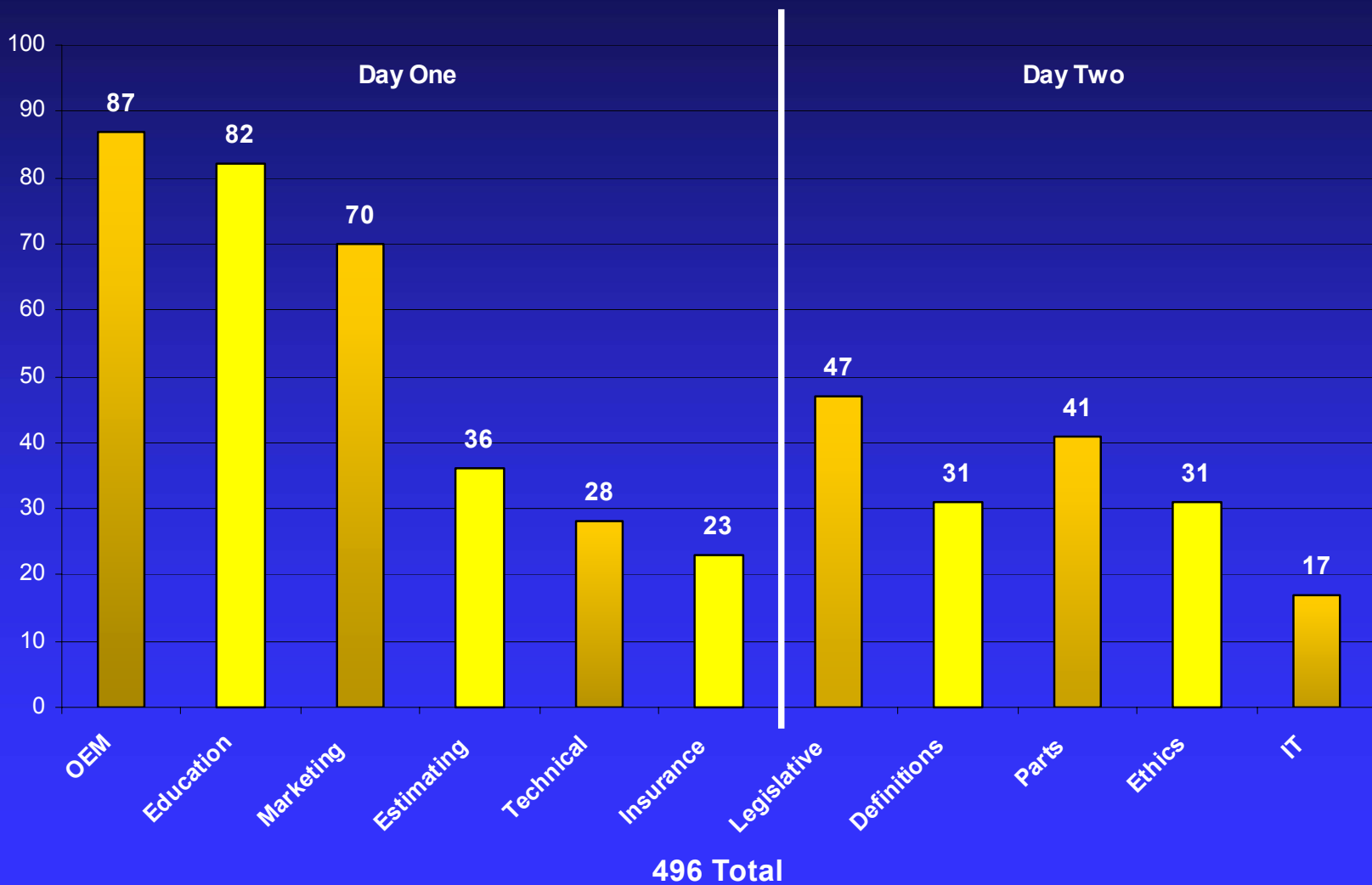
- Developed & Designed by Karl Krug w/ Committee
- 8 – 9 Questions
- 1 to 5 ranking
- Committee Specific
 - ◆ Interest Level
 - ◆ Relevance
 - ◆ Value



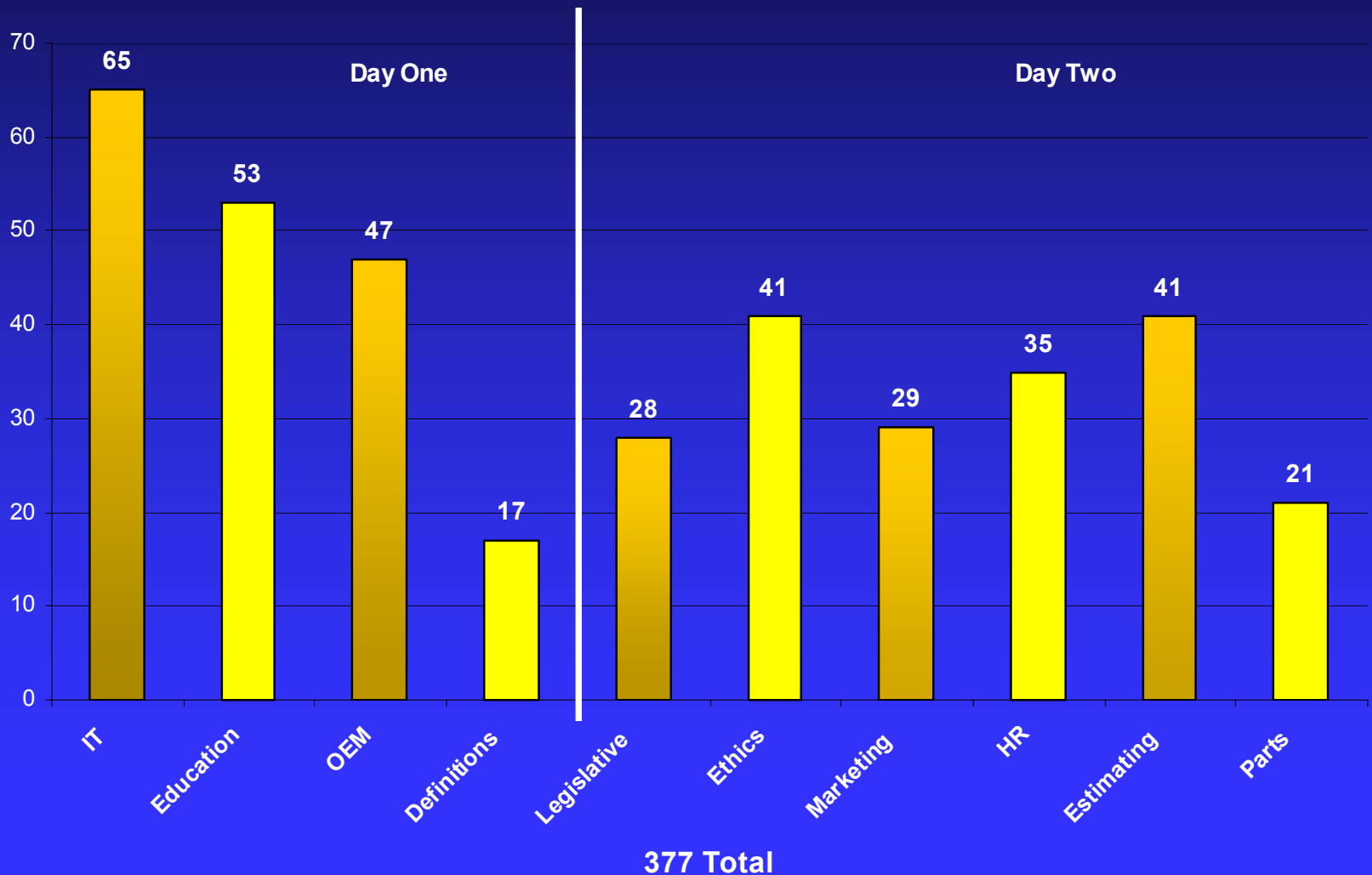
Survey Methodology

- 2 Open Ended
- Launched at Nashville CIC Meeting
- Collected After Each Committee Presentation
- Tabulated by CSi Complete
 - ◆ 496 Responses – Nashville, TN
 - ◆ 377 Responses – Washington, DC

Total Survey Responses by Committee Presentation - Nashville



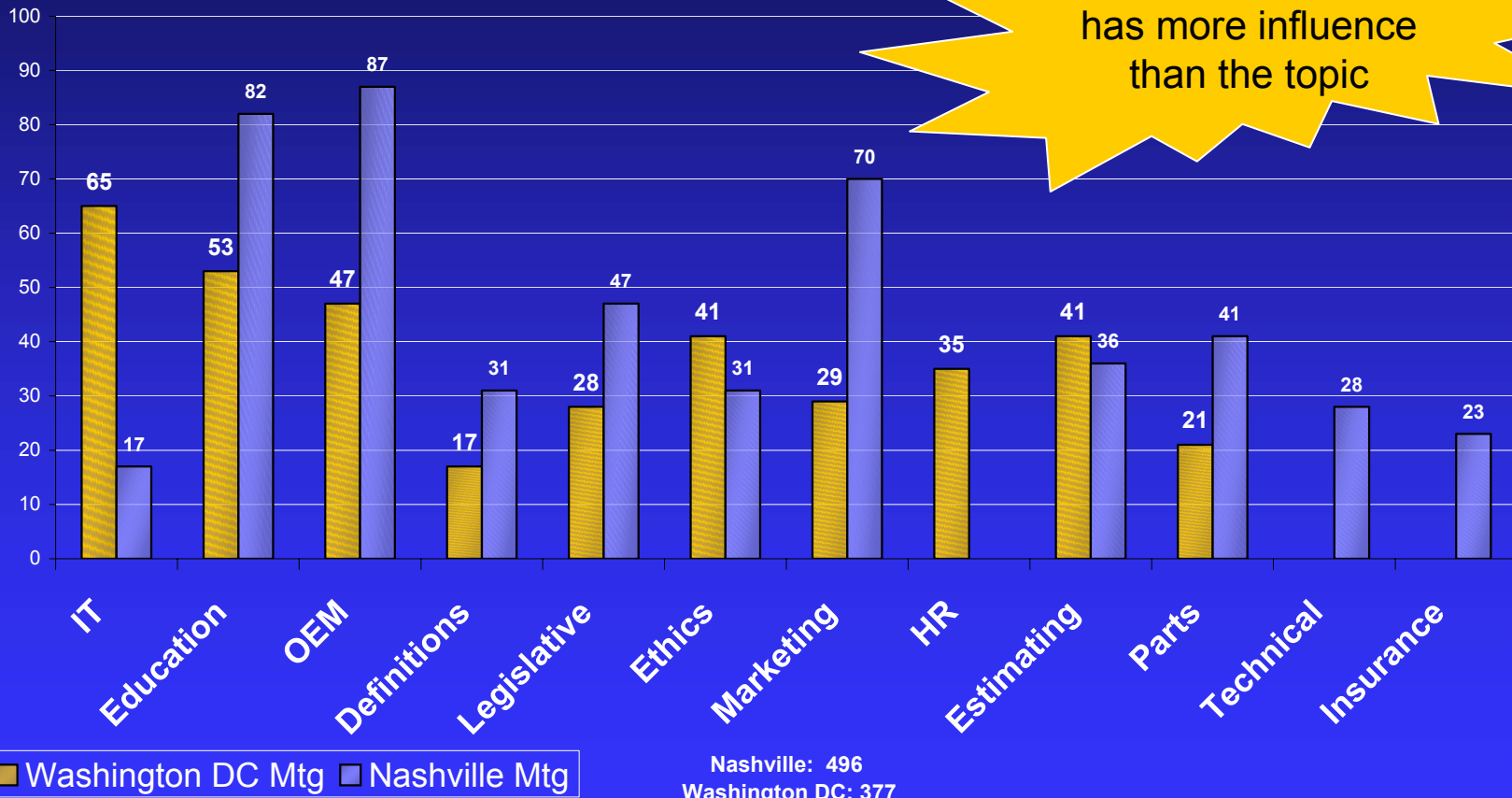
Total Survey Responses by Committee Presentation - DC



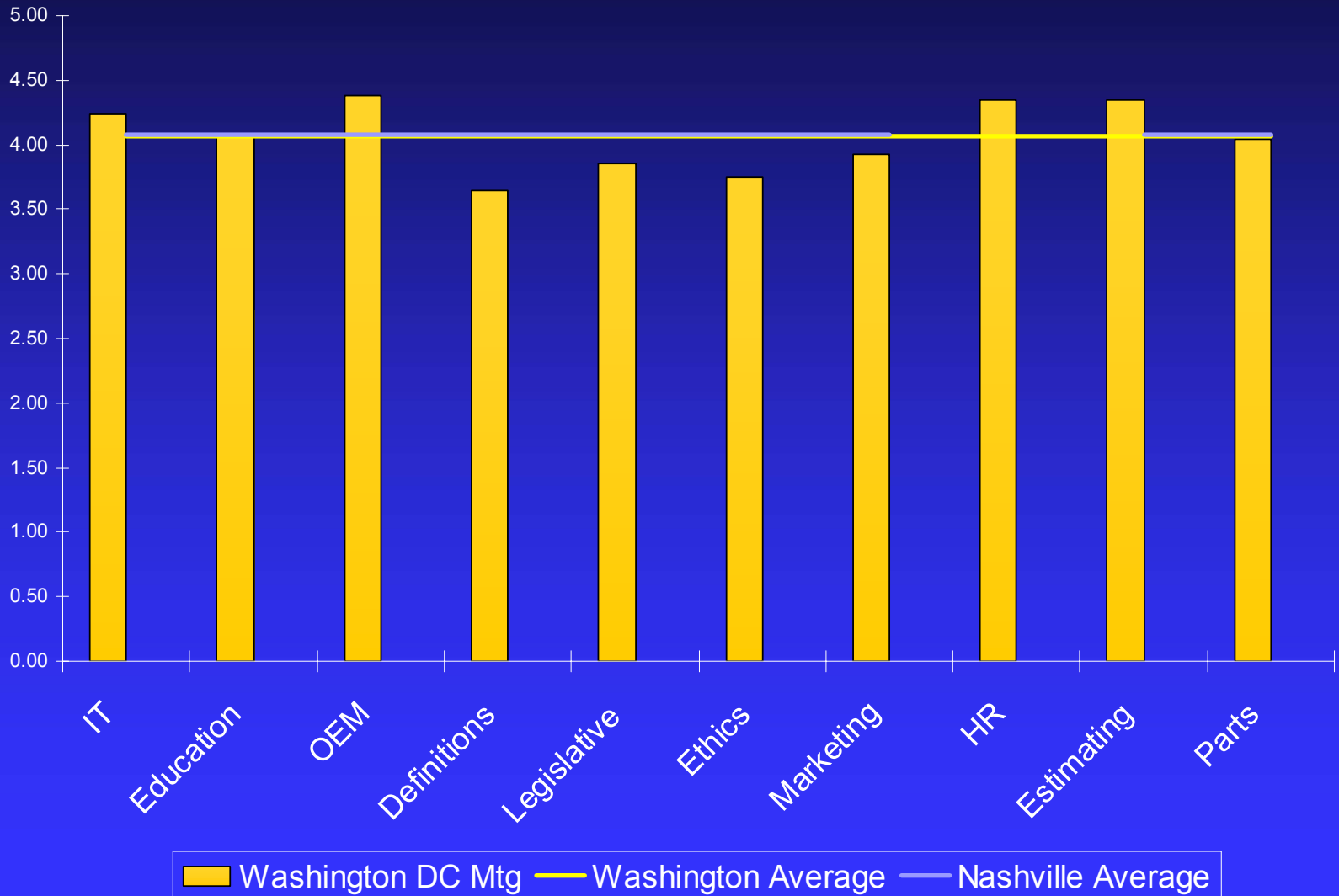
Comparison of Survey Responses by Committee Presentation



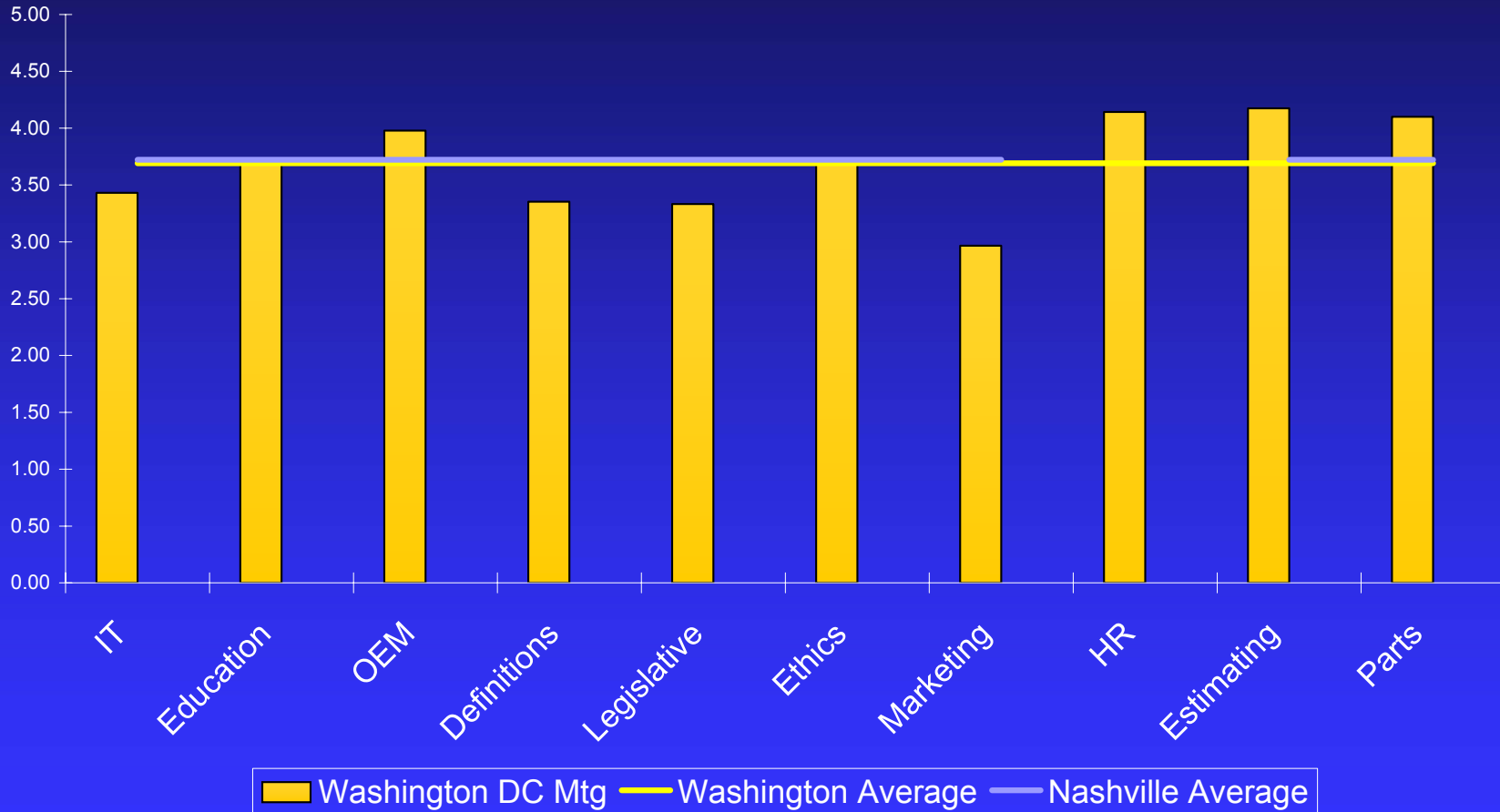
Presentation order has more influence than the topic



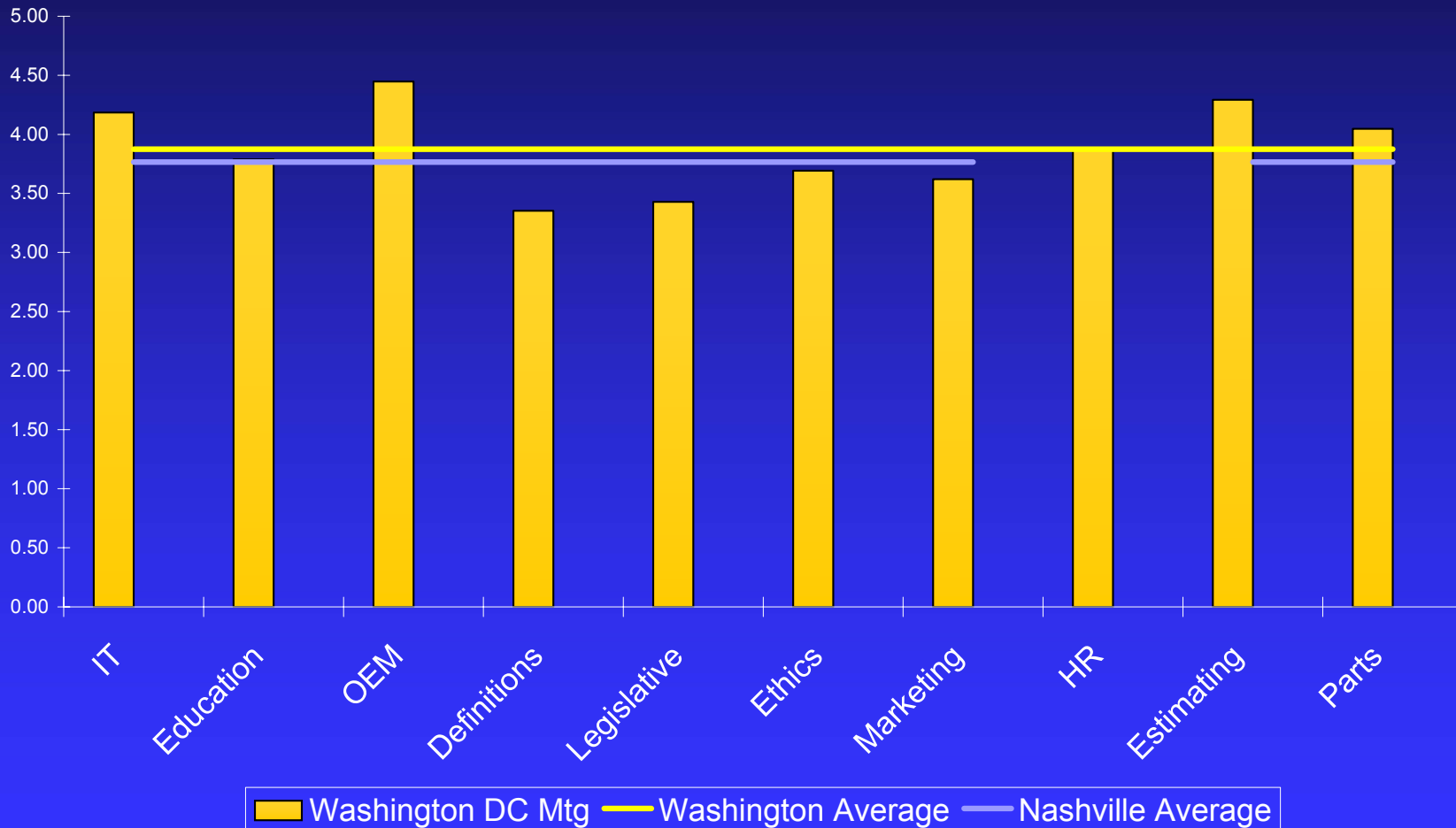
How Interesting was the Session?



How Relevant was the Session?

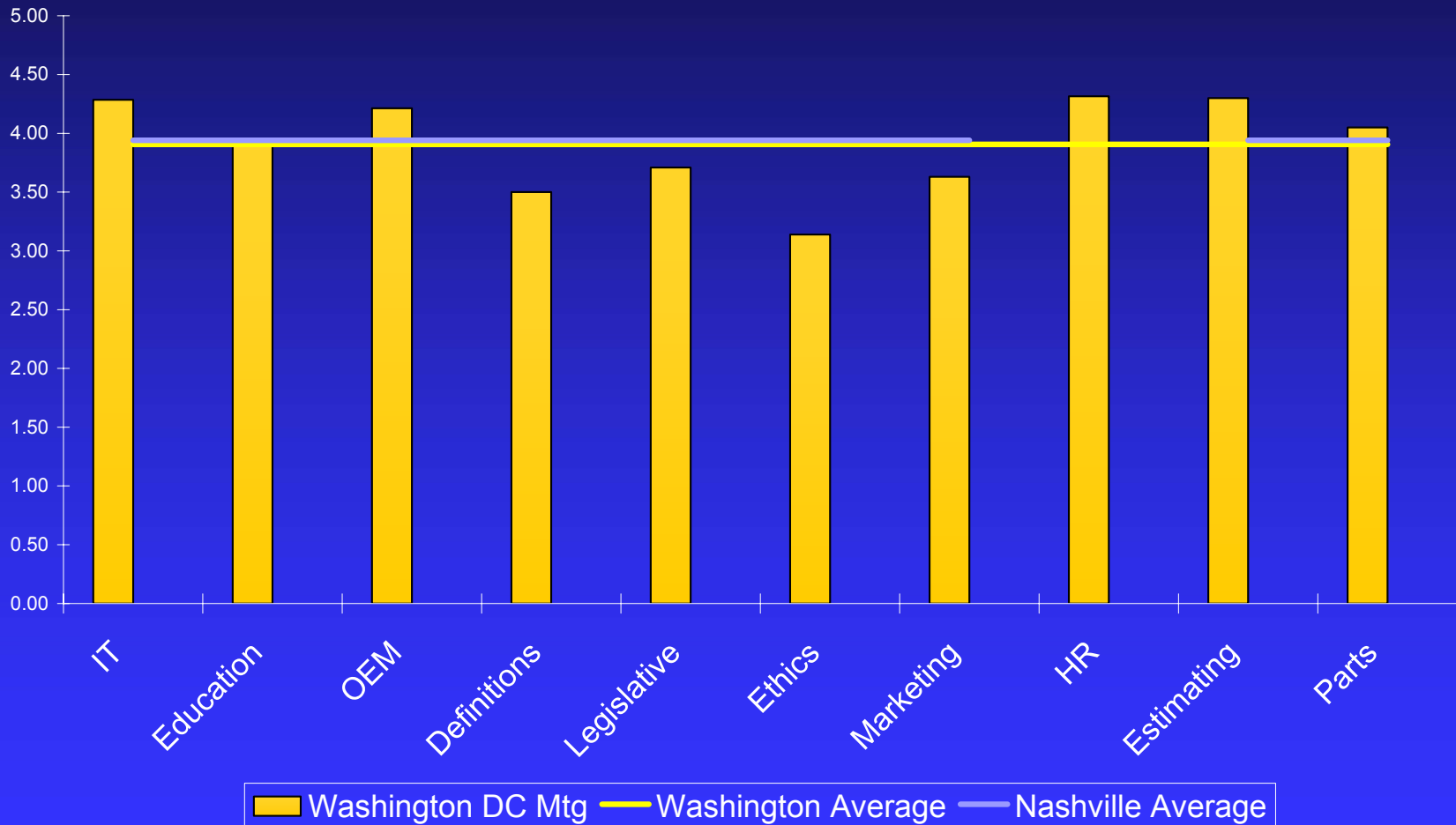


Do you want to Hear More?



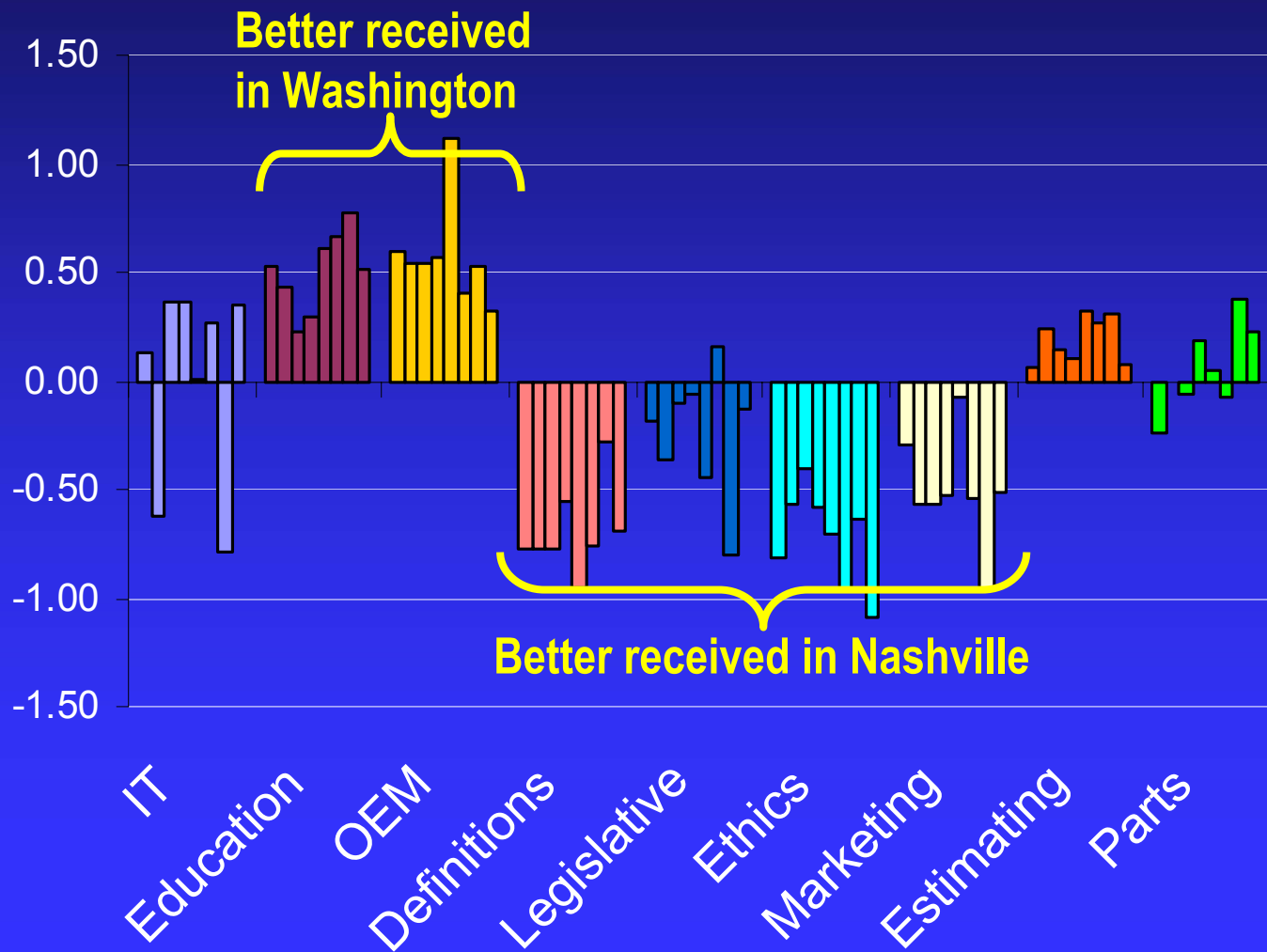
How would you rate the session

Overall?



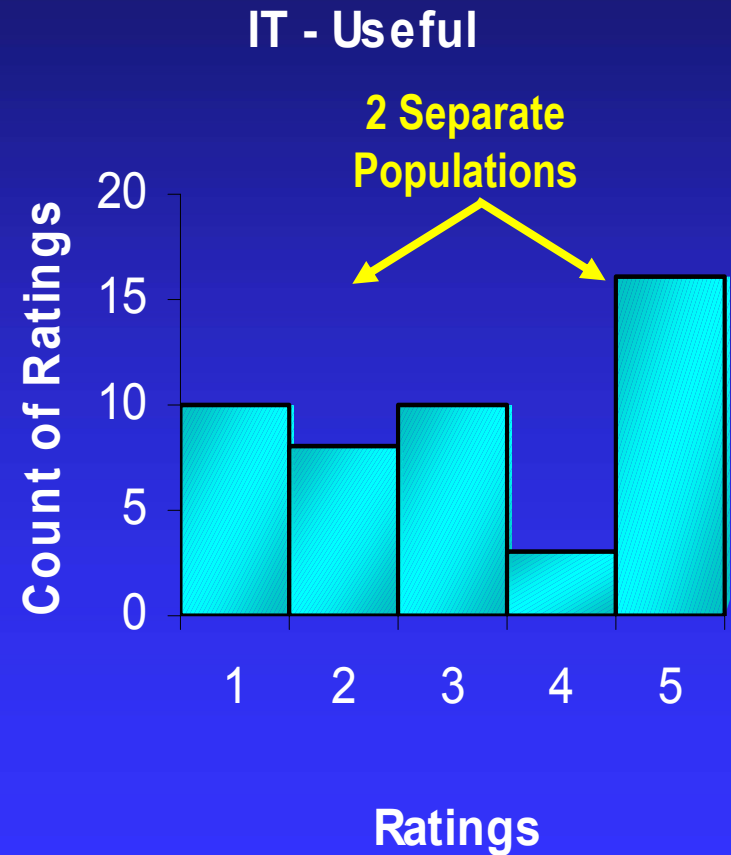
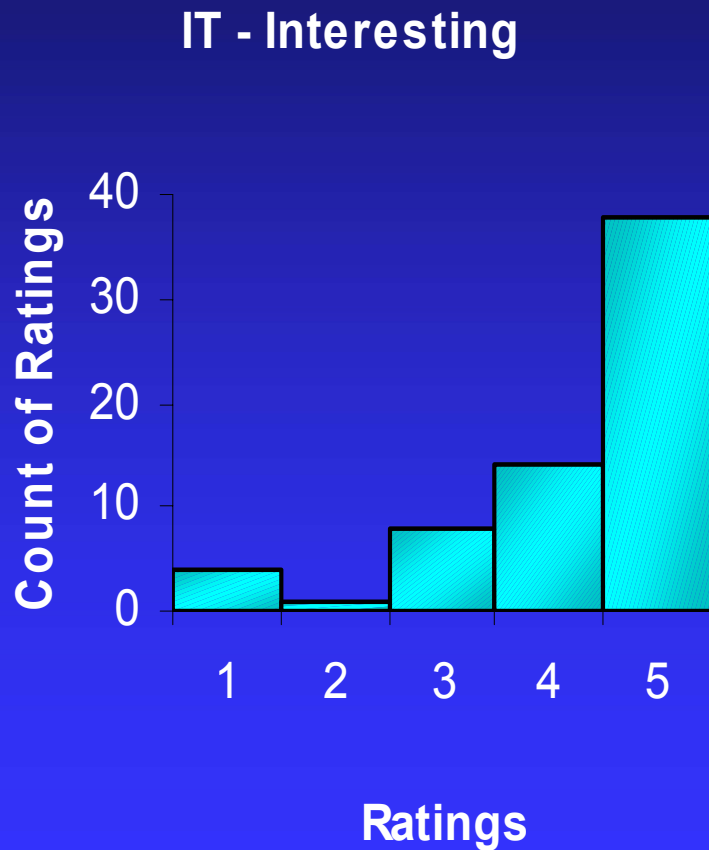


Rating Comparison of Washington DC vs. Nashville



Detailed Analysis of Committees

IT Respondent Details





Survey Next Steps

- Continue to conduct surveys at remainder of CIC Meetings 2004
- Refine survey process
- Encourage attendee participation
- Report detail to individual committees
- Use summary data as an element of 2005 Planning Session



Sponsorship Program

We have asked for sponsors of new participants at CIC. Currently one company has offered to pay the attendee fee for two first time participants

- Motor - Tom Stryker



Getting the Word Out for CIC Las Vegas, NV

- 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