



# CIC Marketing Committee

## November 2, 2004

### *Co-Chairs:*

*Stacy Bartnik*      Carter & Carter,  
International

*Guy Bargnes*      BASF

*Lisa Siembab*      CARSTAR

# 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
- ◆ Troy Holmes Collision Services
- ◆ John Junk SCA Appraisal
- ◆ Herb Lieberman LKQ Corp
- ◆ Tom Moreland Akzo Nobel
- ◆ Craig Roberts Insurance Auto Auctions
- ◆ Lisa Siembab CARSTAR
- ◆ Chuck Van Slaars FinishMaster
- ◆ John Webb CSi Complete



# Special Thank You

John & Doug Webb – CSi Complete

CSi Complete correlated the data from  
752 survey forms.



# Marketing Committee Survey Results

Compiled from responses received at  
CIC Meeting – Chicago, Illinois  
August, 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

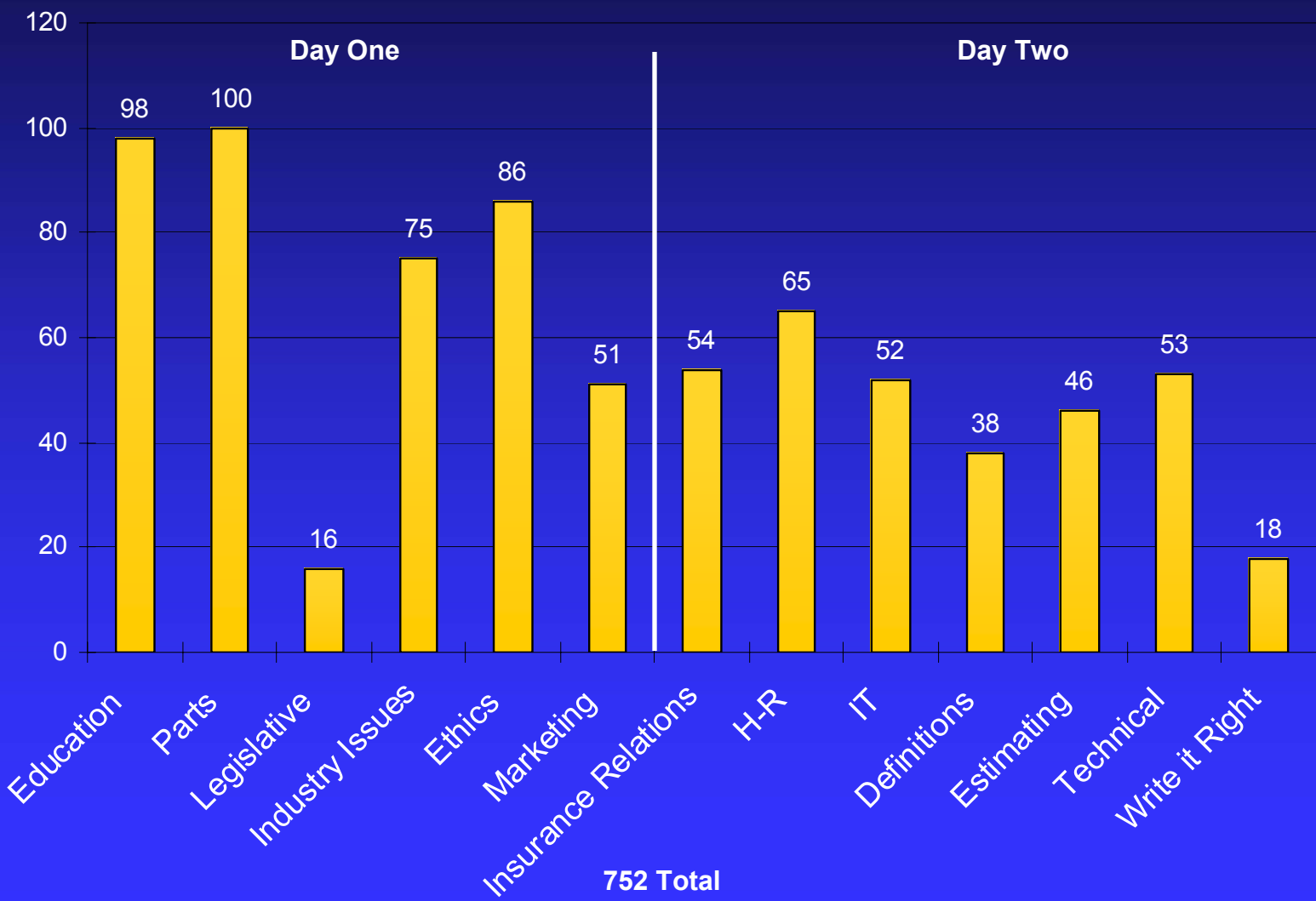




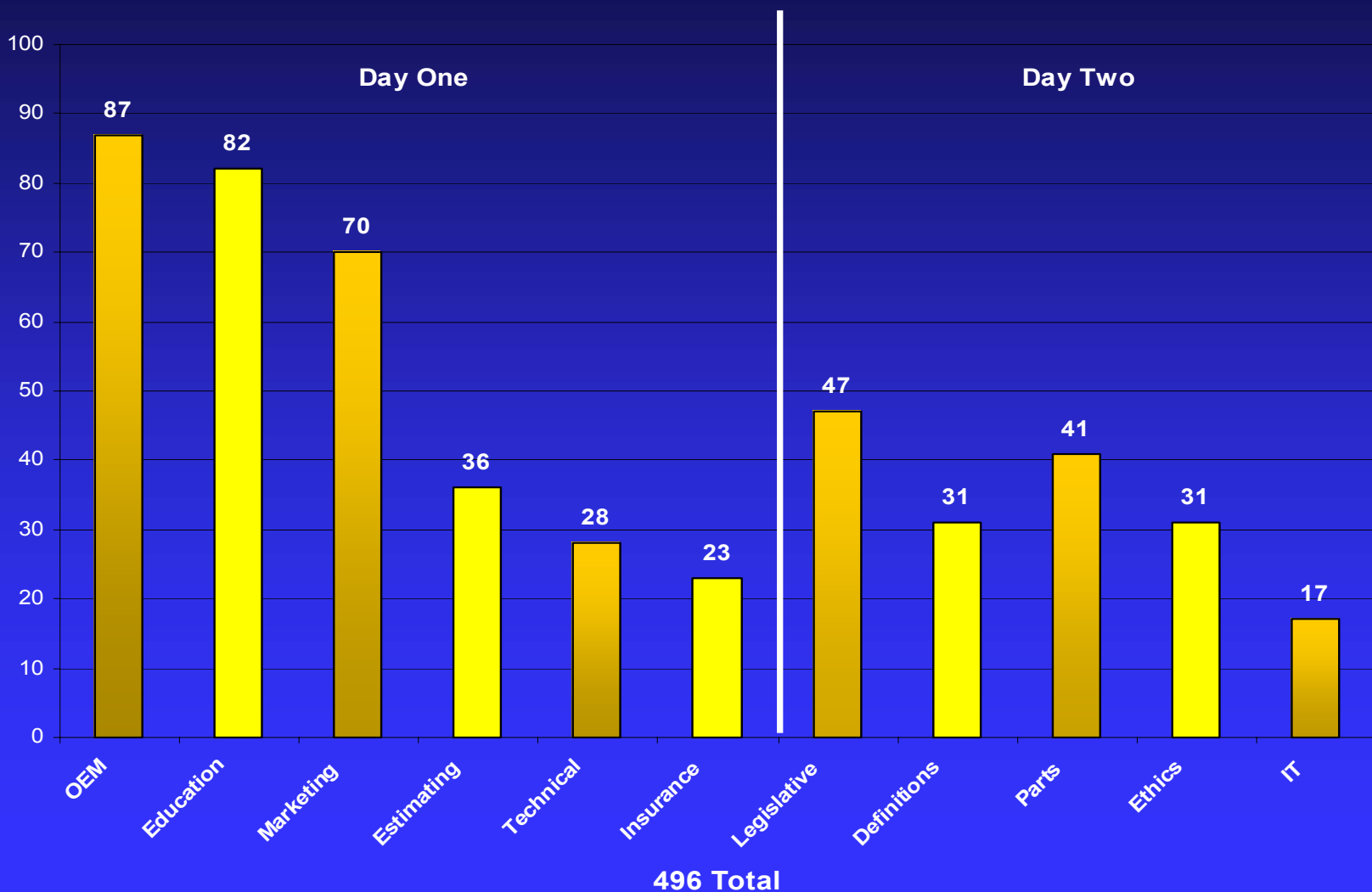
# Survey Methodology

- 2 Open Ended
- Launched at Nashville CIC Meeting
- Collected After Each Committee Presentation
- Tabulated by C*S*i Complete
  - ◆ 752 Responses – Chicago, IL
  - ◆ 496 Responses – Nashville, TN
  - ◆ 377 Responses – Washington, DC

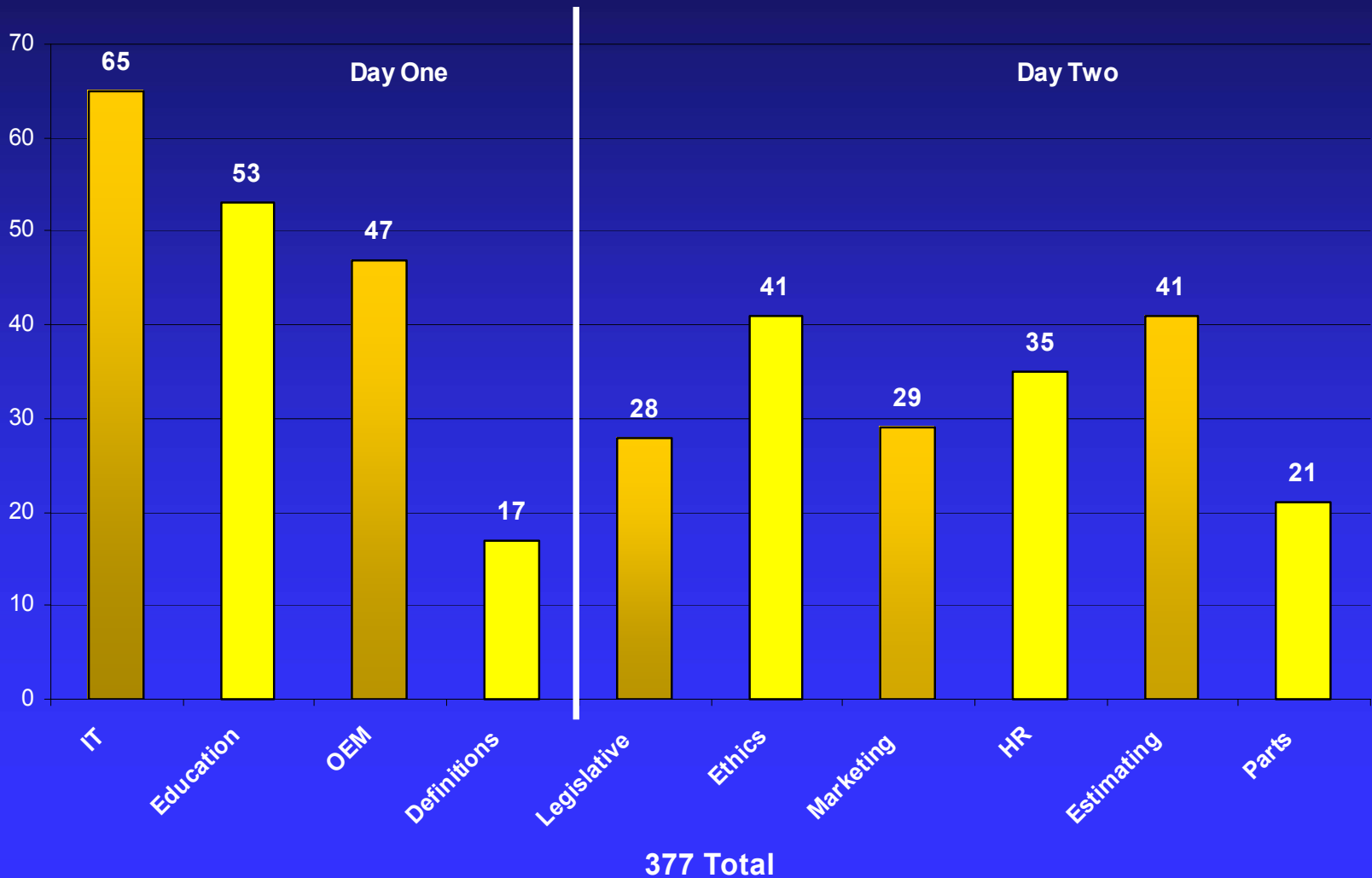
# Total Survey Responses by Committee Presentation - Chicago



# Total Survey Responses by Committee Presentation - Nashville

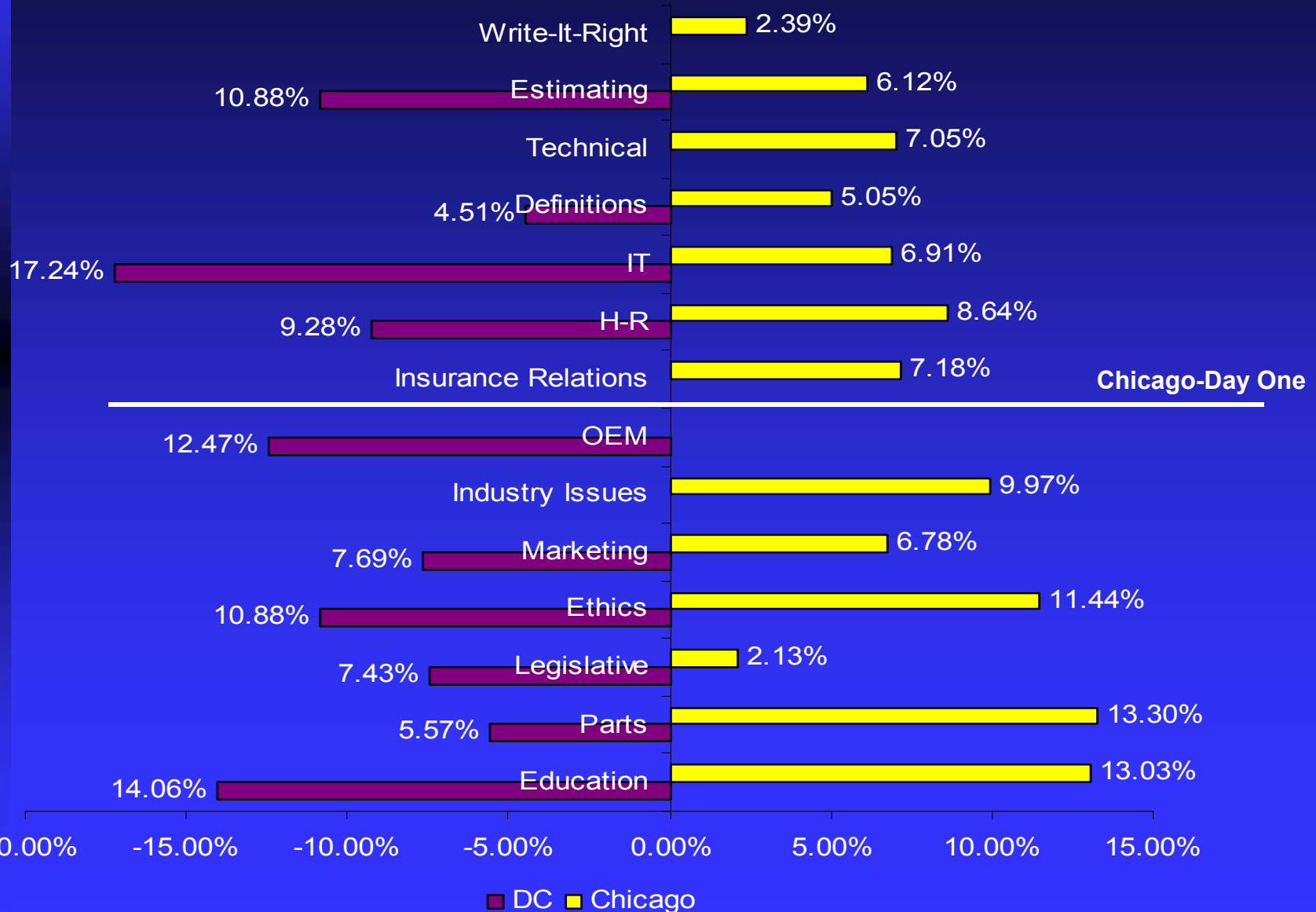


# Total Survey Responses by Committee Presentation - DC



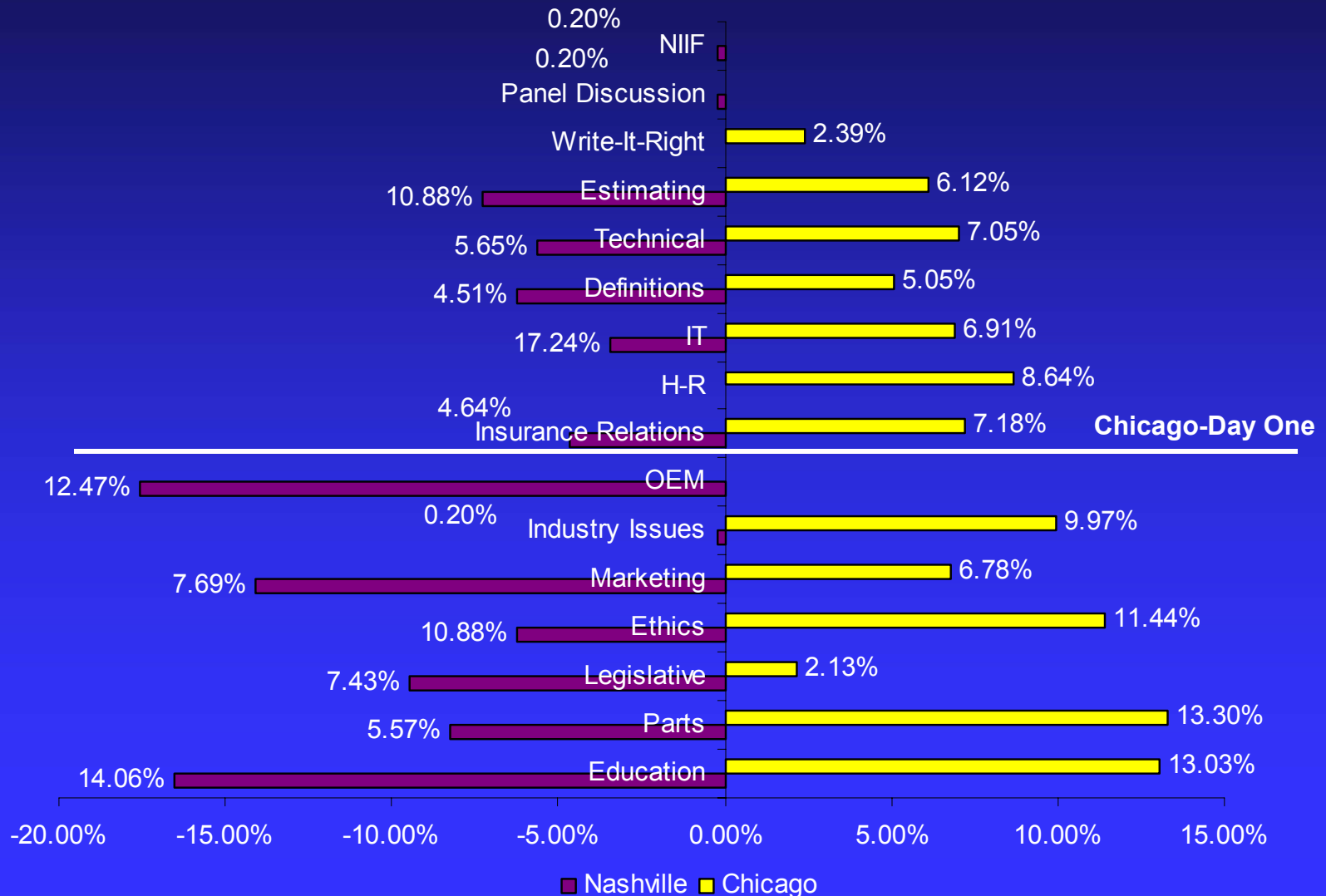
# Survey Responses by Committee Representation-Chicago vs DC

Chicago-Day Two

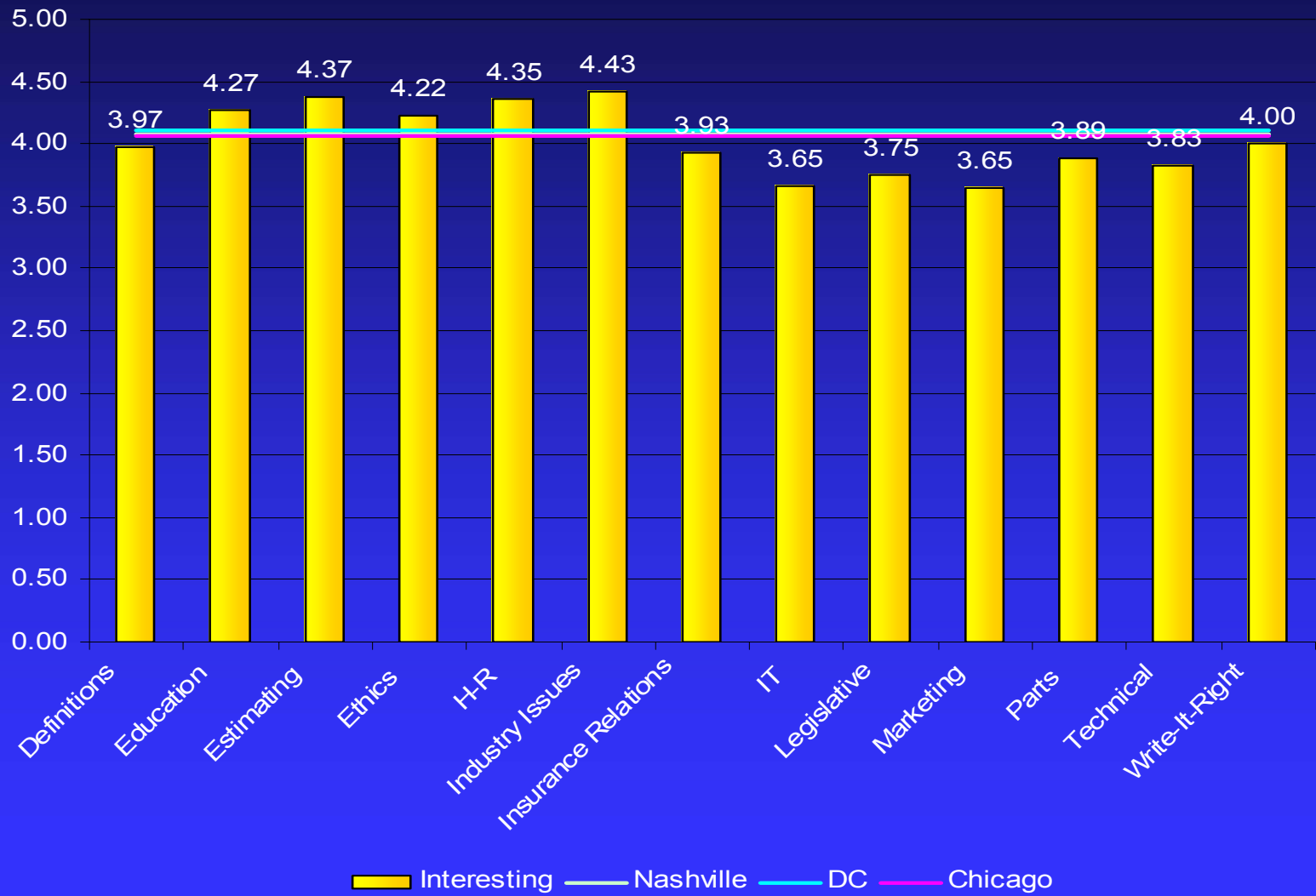


# Survey Responses by Committee Representation-Chicago vs Nashville

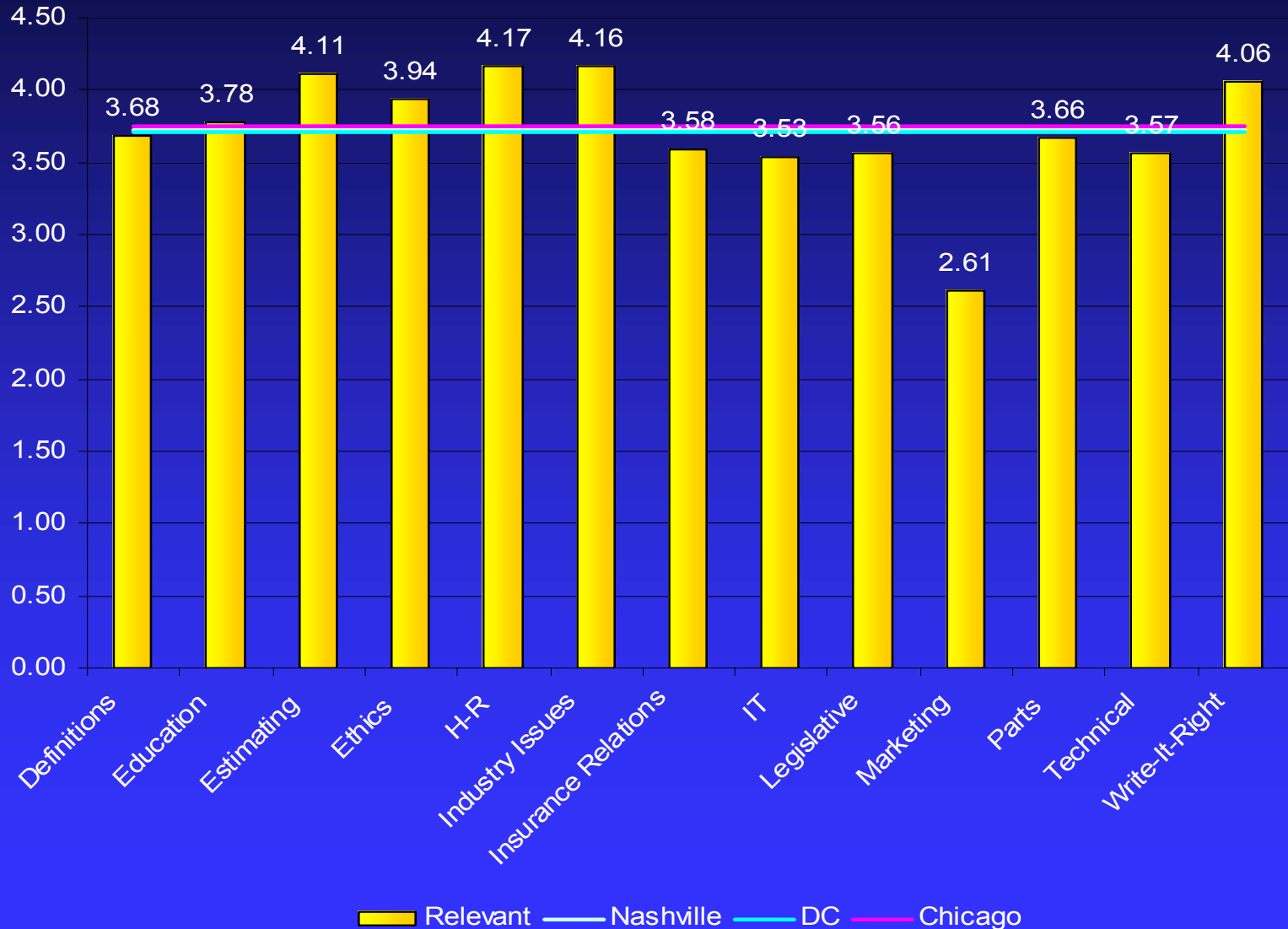
Chicago-Day Two



# How Interesting was the Session?

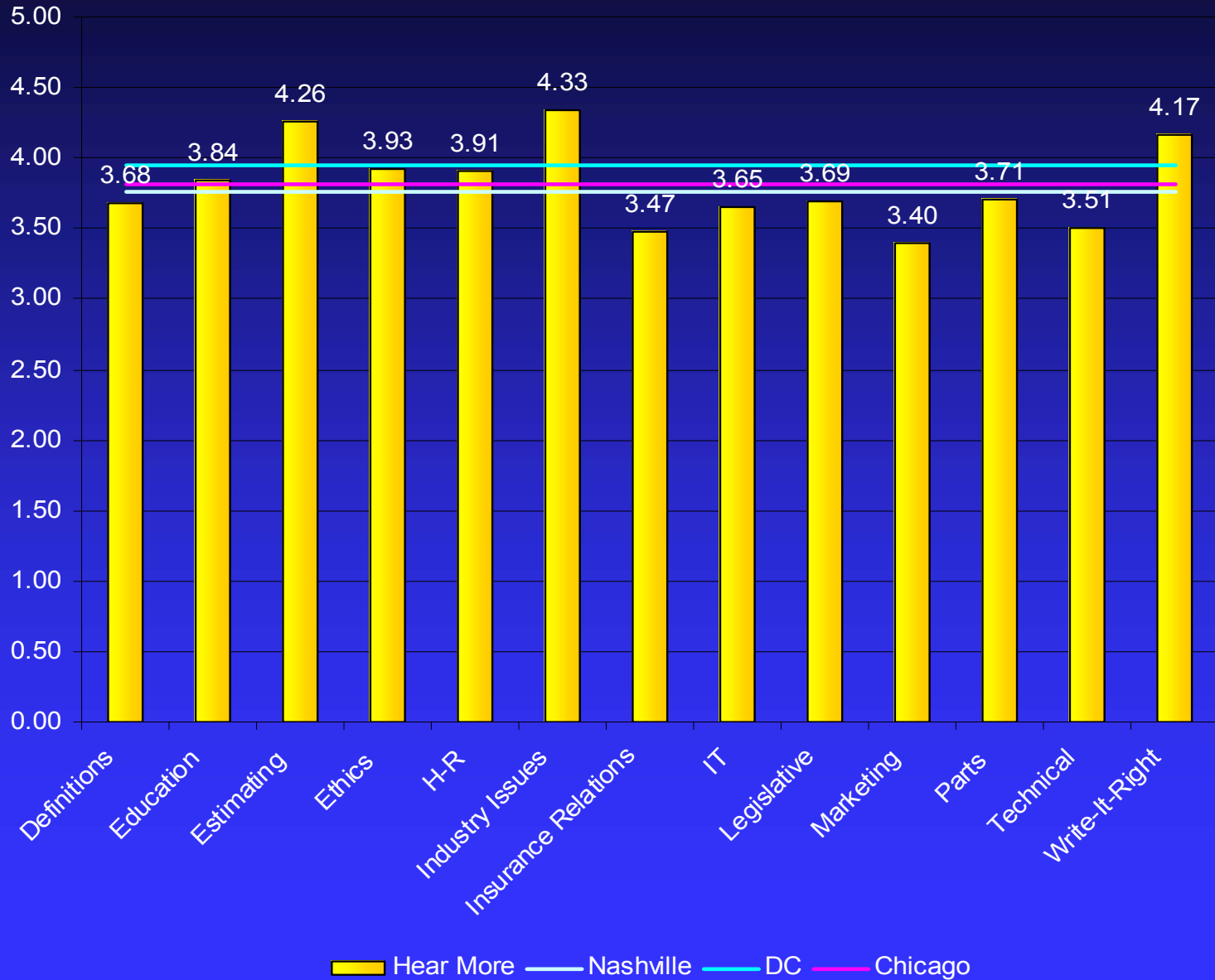


# How Relevant was the Session?



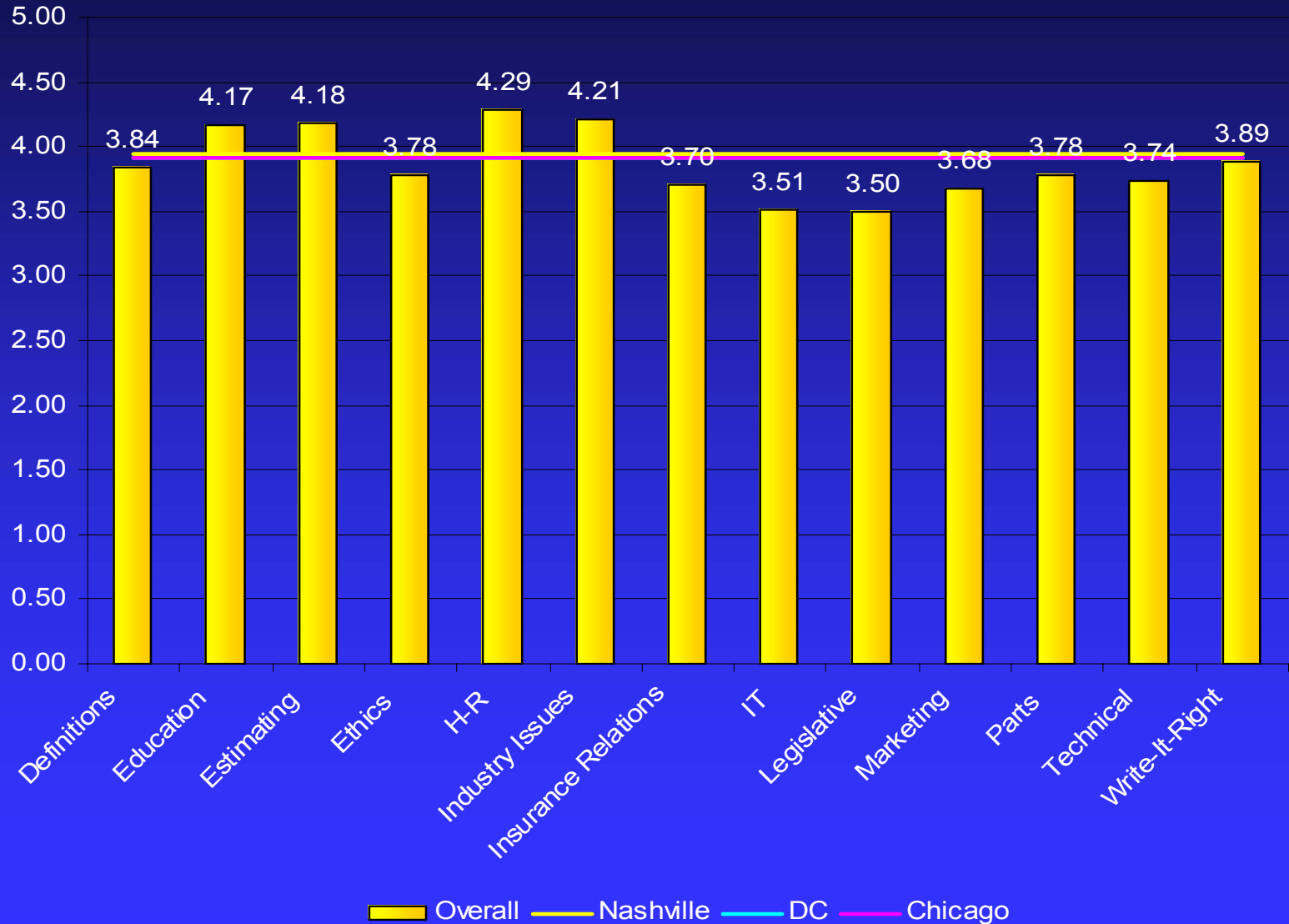


# Do you want to Hear More?

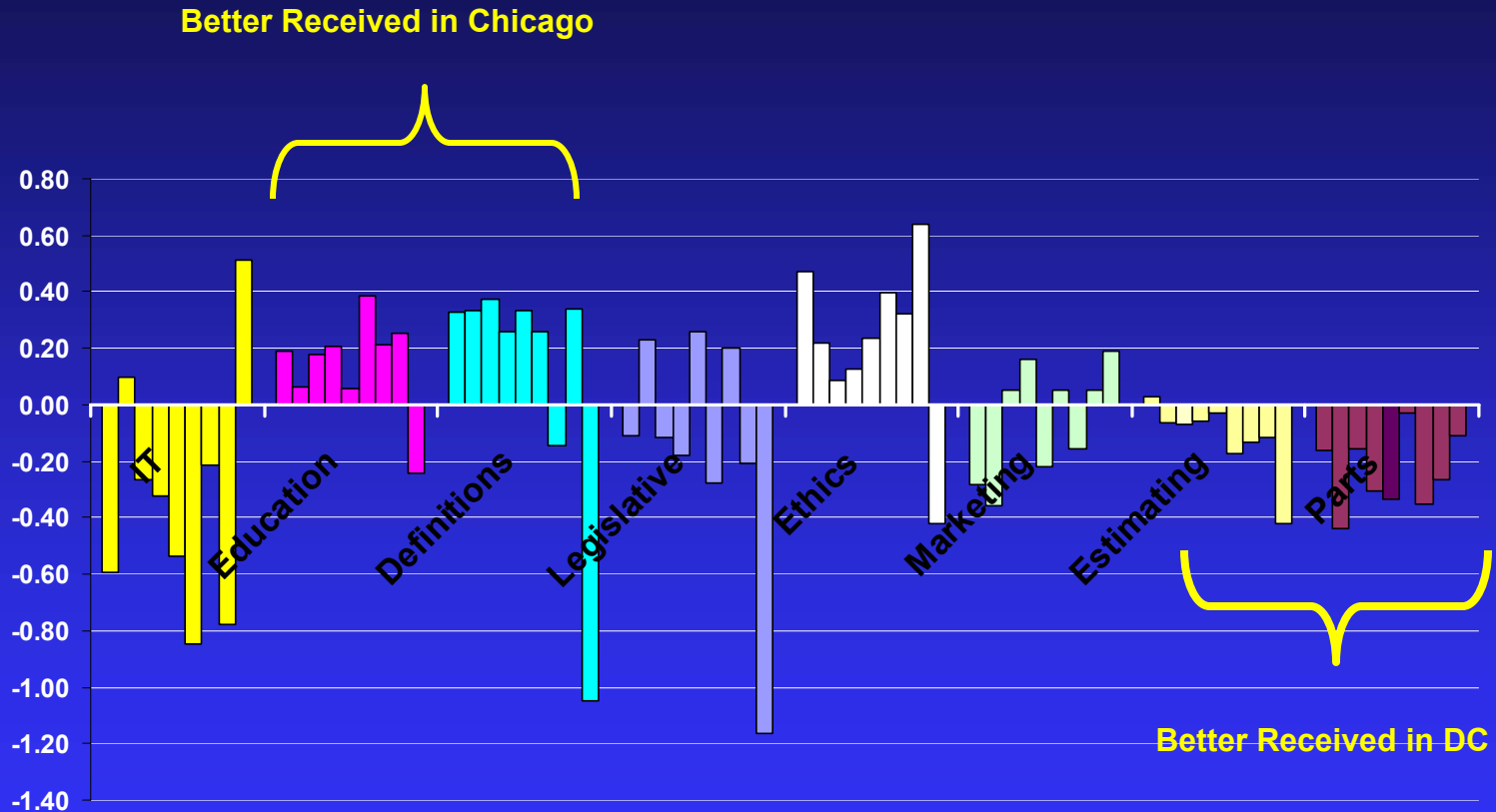


# How would you rate the session

## Overall?

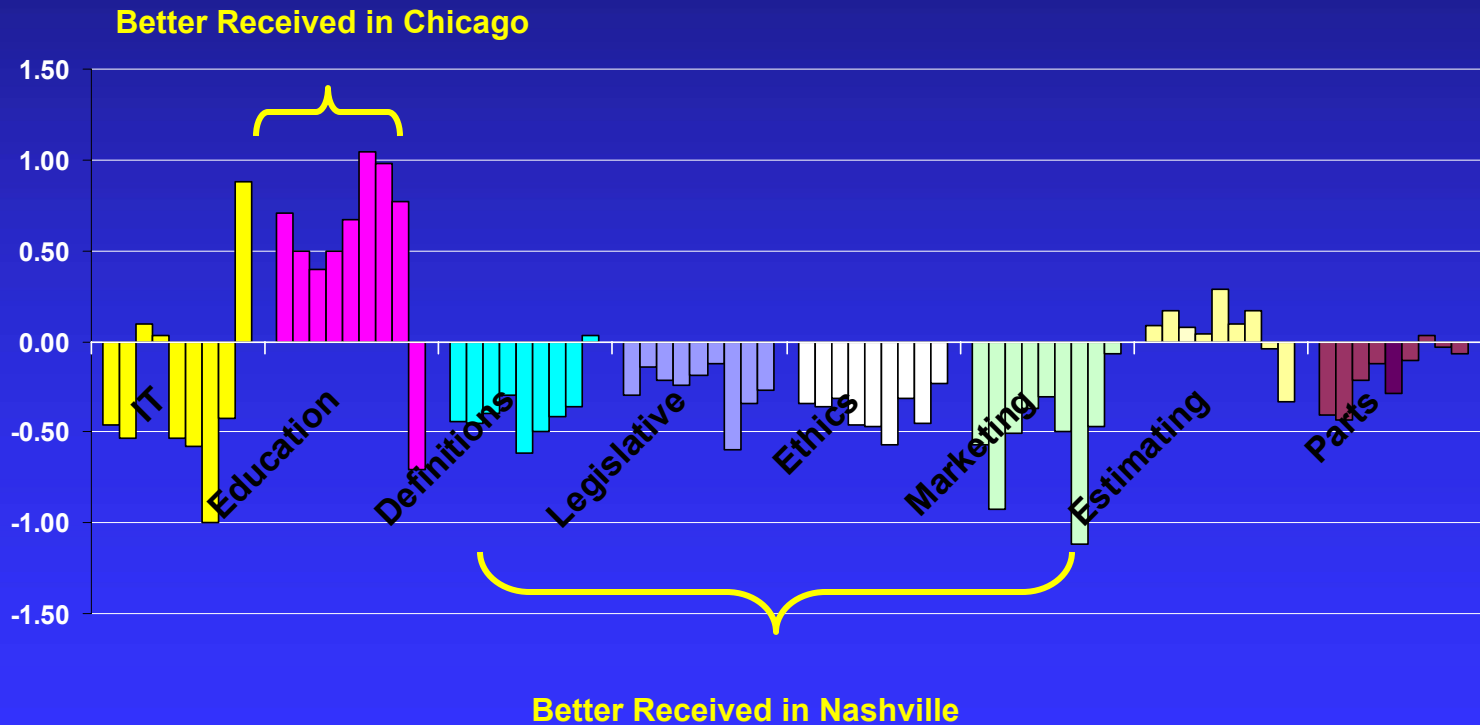


# Rating Comparison of Chicago vs. Washington DC





# Rating Comparison of Chicago vs. Nashville





# Next Steps

- Analyze the data from all the surveys from all 2004 CIC sessions
- Create a written document for the CIC Chair
- Create a presentation of all data to share at the planning meeting
- Use summary data as an element of 2005 Planning Session



# First Time Participants

- December 2003 (NACE) 60
- Nashville April 2004 36
- D.C. June 2004 30
- Chicago August 2004 53



# Sponsorship Program

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

- ◆ Motor
- ◆ Trevethan Enterprise