



Marketing Committee

Chair: Karl Krug
Toyota Customer Service

Vice Chair: Lisa Siembab
CarStar



CIC Marketing Committee
April 2006 Presentation

Chair & Co-Chair

Karl Krug – Toyota

Lisa Siembab - CARSTAR



2005 Committee Members

- Cindy Granse – VeriFacts Automotive
- Tim Dawe – Dupont
- Beryl Carlew – Carlew Assocaites
- Bruce Lubow – McAlister's Autobody
- Karen Fierst – KerenOr Consultants
- Janet Chaney – Cave Creek Business Dev.
- Tony Molla – ASE
- Tom Moreland – Akzo Nobel Coatings, Inc.
- Bob Sherry – Mercedes-Benz
- David Merrill – CSi Complete
- Steve DaPolito – CARSTAR
- John Lypen – Motor Information Systems
- Cindy Granse – Varifacts Automotive
- Troy Holm – Collision Services



Marketing Committee Objectives

- Improve understanding of CIC
- Bring in more new participants
- Provide tools for building a better conference
- Build new Communications Materials



Improving Understanding of CIC

- **CIC Flyer**
- **Web Site Posting**
- **Brochures**
- **PR**
- **“Relationship” Materials**



First Time Participants

- **Attendees vs. Participants**
- **New Participant Strategy**
- **New Participant Advocates**
- **Open Microphone**



Survey Procedure

- Last year's Survey Results
 - ◆ Presenter Impact
 - ◆ Content Impact
- New Survey Strategy



New Survey Strategy

- Provide more in-depth feedback
- Reduce printing and processing costs
- Reduce burden on CIC participants



New Survey Strategy (Continued)

- Design
- Completion
- Focus
- Result compilation and reporting



Thank You

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