



CIC Marketing Committee (Ad-Hoc)

July 21-22, 2010



Marketing Committee 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

- Chuck Mayne, Chair
Akzo Nobel
- Karen Fierst
KarenOr Consultants
- Lisa Siembab
CT Autobody Asso.
- Guy Bargnes
Painters Supply
- Erica Schaeffer-Saari
Chrysler
- Mike Kunkel
American Auto Salv
- Rick Tuuri
Audatex



CIC Meeting Attendee Survey

- Look for areas to improve meeting programming:
 - ◆ Segments
 - ◆ Attendees
 - ◆ Networking
 - ◆ Presentation Value



Email with Link or
www.ciclink.com

Responses will NOT be recorded.



CIC Meeting Participation Questionnaire

* Required Question(s)

* 1. Please indicate the industry segment you represent:

- Collision Repair Facility
- Insurance Company
- Association
- PBE Manufacturer
- PBE Distributor
- Aftermarket Part Manufacturer
- Aftermarket Part Distributor
- Automotive Recycler
- Training
- Press
- Consultant
- Other

Done

Internet | Protected Mode: On

100%



Marketing Committee Outreach Program

- PBE Jobbers – Developing Segment
- AAIA – Automotive Aftermarket Industries Association
 - ◆ PBES – Paint Body & Equipment Specialists
 - ◆ Regional Meetings in conjunction with CIC.



Marketing Committee Outreach Program

- PBES – Paint Body & Equipment Specialists.





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Thank You for your
Survey Participation