

CIC Marketing Committee (Ad-Hoc)

Palm Springs, 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 & Research
 - ◆ CIC web site exposure



Committee Members

Chuck Mayne, Chair

Karen Fierst

Lisa Siembab

Guy Bargnes

Erica Schaeffer-Saari

Mike Kunkel

Rick Tuuri

Akzo Nobel

KerenOr Consultants

CT Autobody Asso.

Painters Supply

Chrysler

American Auto Salv

Audatex, a Solera

Company

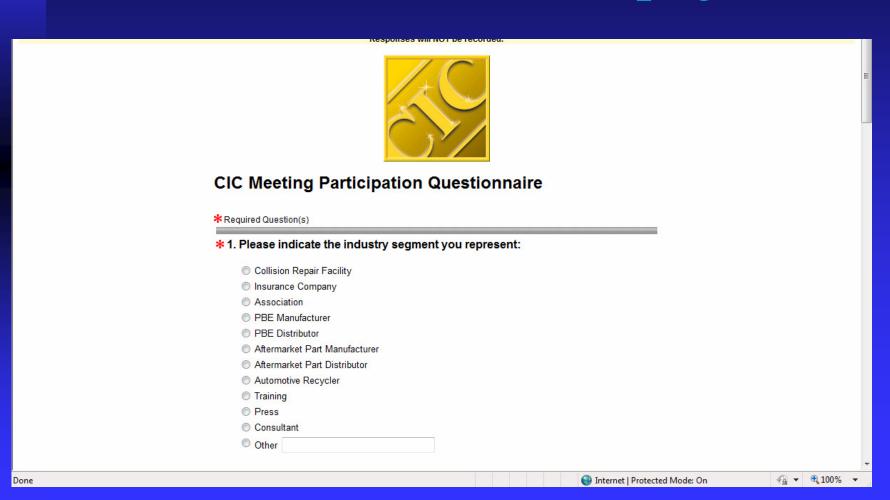


CIC Meeting Attendee Survey

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



Email with Link or www.ciclink.com Homepage





Segment Representation CIC Chicago, 2010

*

Please indicate the industry segment you represent:

Answer	0%	100%	Number of Response(s)	Response Ratio
Collision Repair Facility			40	31.2 %
Insurance Company			18	14.0 %
Association			6	4.6 %
PBE Manufacturer			11	8.5 %
PBE Distributor			4	3.1 %
Aftermarket Part Manufacturer			2	1.5 %
Aftermarket Part Distributor			2	1.5 %
Automotive Recycler			4	3.1 %
Training			5	3.9 %
Press			1	<1 %
Consultant			9	7.0 %
Other			26	20.3 %
No Response(s)			0	0.0 %
		Totals	128	100%



Segment Representation CIC Las Vegas, 2010

*

Please indicate the industry segment you represent:

Answer	0%	100%	Number of Response(s)	Response Ratio
Collision Repair Facility			26	27.0 %
Insurance Company			10	10.4 %
Association			4	4.1 %
PBE Manufacturer			9	9.3 %
PBE Distributor			2	2.0 %
Aftermarket Part Manufacturer			2	2.0 %
Aftermarket Part Distributor			2	2.0 %
Automotive Recycler			4	4.1 %
Training			3	3.1 %
Press			1	1.0 %
Consultant			9	9.3 %
Other			21	21.8 %
No Response(s)			3	3.1 %
		Totals	96	100%



The "Others" Category

- Claims Service
- Outsource Compliance
- Fleet Repair
- Info Provider Multiple
- Network Provider
- Car Rental Multiple
- Adhesive Manufacturer
- Auto Auction
- Association

- Appraiser Multiple
- Private Distributor
- Equipment
- I-CAR Staff
- <u>OEM Multiple</u>
- Technology Provider
- Desk Review
- Software Provider
- Salvage Multiple



Attendance Frequency CIC Chicago, 2010

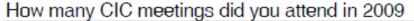
How many CIC meetings did you attend in 2009

Answer	0%	100%	Number of Response(s)	Response Ratio
None			33	25.7 %
One			28	21.8 %
Two			19	14.8 %
Three			14	10.9 %
Four			33	25.7 %
No Response(s)			1	<1 %
		Totals	128	100%

52% attend two or more CIC meetings in 2009



Attendance Frequency CIC Las Vegas, 2010



Answer	0%	100%	Number of Response(s)	Response Ratio
None			16	16.6 %
One			10	10.4 %
Two			16	16.6 %
Three			20	20.8 %
Four			32	33.3 %
No Response(s)			2	2.0 %
		Totals	96	100%

71% attend two or more CIC meetings in 2009



Specific Meeting Attendance CIC Chicago, 2010

If you attended CIC within the past year, what was the last CIC meeting you attended?

Answer	0%	100%	Number of Response(s)	Response Ratio
Did not attend			24	18.7 %
July 2009 - Washington			3	2.3 %
November 2009 - Las Vegas			14	10.9 %
January 2010 - Palm Springs			11	8.5 %
April 2010 - Atlanta			10	7.8 %
July 2010 - Chicago			64	50.0 %
No Response(s)			2	1.5 %
		Totals	128	100%



Specific Meeting Attendance CIC Las Vegas, 2010

If you attended CIC within the past year, what was the last CIC meeting you attended?

Answer	0%	100%	Number of Response(s)	Response Ratio
Did not attend			8	8.3 %
July 2009 - Washington			3	3.1 %
November 2009 - Las Vegas			11	11.4 %
January 2010 - Palm Springs			2	2.0 %
April 2010 - Atlanta			0	0.0 %
July 2010 - Chicago			7	7.2 %
November 2010 - Las Vegas			59	61.4 %
No Response(s)			6	6.2 %
		Totals	96	100%



Number of presentations attended CIC Chicago, 2010

About how many of the presentations did you see at the last meeting you attended?

Answer	0%	10	Number of Response(s)	Response Ratio
All			43	33.5 %
Most			60	46.8 %
Half			13	10.1 %
Less than Half			7	5.4 %
No Response(s)			5	3.9 %
		Tot	als 128	100%

81% attended all or most presentations



Number of presentations attended CIC Las Vegas, 2010

About how many of the presentations did you see at the last meeting you attended?

Answer	0%	100%	Number of Response(s)	Response Ratio
All			22	22.9 %
Most			43	44.7 %
Half			17	17.7 %
Less than Half			10	10.4 %
No Response(s)			4	4.1 %
		Totals	96	100%

68% attended all or most presentations



Value of Presentations to the success of your business? CIC Chicago, 2010

Please rank the value of the presentations overall to the success of your business

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Good			31	24.2 %
Good			80	62.5 %
Poor			11	8.5 %
Very Poor			3	2.3 %
No Response(s)			3	2.3 %
		Totals	128	100%



Value of Presentations to the success of your business? CIC Las Vegas, 2010

Please rank the value of the presentations overall to the success of your business

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Good			11	11.4 %
Good			74	77.0 %
Poor			6	6.2 %
Very Poor			1	1.0 %
No Response(s)			4	4.1 %
		Totals	96	100%



Overall quality of content presented CIC Chicago, 2010

Please rank the overall quality of the content presented

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Good			37	28.9 %
Good			80	62.5 %
Poor			5	3.9 %
Very Poor			3	2.3 %
No Response(s)			3	2.3 %
		Totals	128	100%



Overall quality of content presented CIC Las Vegas, 2010



Answer	0%	100%	Number of Response(s)	Response Ratio
Very Good			16	16.6 %
Good			71	73.9 %
Poor			4	4.1 %
Very Poor			1	1.0 %
No Response(s)			4	4.1 %
		Totals	96	100%



Quality of the visual information CIC Chicago, 2010

Please rank the overall quality of the visual information presented (Power Point presentations, etc.) during

the meeting

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Good			31	24.2 %
Good			81	63.2 %
Poor			9	7.0 %
Very Poor			1	<1 %
No Response(s)			6	4.6 %
		Totals	128	100%



Quality of the visual information CIC Las Vegas, 2010

Please rank the overall quality of the visual information presented (Power Point presentations, etc.) during

the meeting

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Good			14	14.5 %
Good			71	73.9 %
Poor			5	5.2 %
Very Poor			1	1.0 %
No Response(s)			5	5.2 %
		Totals	96	100%



Value of Networking Opportunities CIC Chicago, 2010

Please rank the overall value of the networking opportunities at CIC

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Good			68	53.1 %
Good			50	39.0 %
Poor			5	3.9 %
Very Poor			1	<1 %
No Response(s)			4	3.1 %
		Totals	128	100%



Value of Networking Opportunities CIC Las Vegas, 2010

Please rank the overall value of the networking opportunities at CIC

Answer	0%	100%	Number of Response(s)	Response Ratio
Very Good			53	55.2 %
Good			36	37.5 %
Poor			2	2.0 %
Very Poor			1	1.0 %
No Response(s)			4	4.1 %
		Totals	96	100%



Open Ended Questions – Areas for improvement CIC Chicago, 2010

What is the most important thing you would change about the presentations given during the last meeting you attended to increase the value to your business?

64 Response(s)

How would you improve the networking opportunities at CIC?

58 Response(s)



Open Ended Questions – Areas for improvement CIC Chicago, 2010

What is the most important thing you would change about the presentations given during the last meeting you attended to increase the value to your business?

47 Response(s)

How would you improve the networking opportunities at CIC?

43 Response(s)



Next Steps

- Provide Data and Verbatum Comments to CIC Committee Chairs
- Further data analysis as requested
- Further monitoring as requested by CIC Chair



THANK YOU