



# 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  
Akzo Nobel
- Karen Fierst  
KerenOr Consultants
- Lisa Siembab  
CT Autobody Asso.
- Guy Bargnes  
Painters Supply
- Erica Schaeffer-Saari  
Chrysler
- Mike Kunkel  
American Auto Salv
- Rick Tuuri  
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

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%



# 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 %
<b>Totals</b>			<b>128</b>	<b>100%</b>



# 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 %
<b>Totals</b>			<b>96</b>	<b>100%</b>



# 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
- OEM – Multiple
- 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 %
<b>Totals</b>			<b>128</b>	<b>100%</b>

52% attend two or more CIC meetings in 2009



# Attendance Frequency CIC Las Vegas, 2010

How many CIC meetings did you attend in 2009

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 %
<b>Totals</b>			<b>96</b>	<b>100%</b>

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 %
<b>Totals</b>			<b>128</b>	<b>100%</b>



# 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 %
<b>Totals</b>			<b>96</b>	<b>100%</b>



# Number of presentations attended CIC Chicago, 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			43	33.5 %
Most			60	46.8 %
Half			13	10.1 %
Less than Half			7	5.4 %
No Response(s)			5	3.9 %
<b>Totals</b>			<b>128</b>	<b>100%</b>

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 %
<b>Totals</b>			<b>96</b>	<b>100%</b>

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 %
<b>Totals</b>			<b>128</b>	<b>100%</b>

87% ranked as good or very good



# 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 %
<b>Totals</b>			<b>96</b>	<b>100%</b>

87% ranked as good or very good





# 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 %
<b>Totals</b>			<b>128</b>	<b>100%</b>

92% ranked as good or very good



# Overall quality of content presented CIC Las Vegas, 2010

Please rank the overall quality of the content presented

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 %
<b>Totals</b>			<b>96</b>	<b>100%</b>

91% ranked as good or very good



# 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 %
<b>Totals</b>			<b>128</b>	<b>100%</b>

87% ranked as good or very good



# 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 %
<b>Totals</b>			<b>96</b>	<b>100%</b>

89% ranked as good or very good



# 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 %
<b>Totals</b>			<b>128</b>	<b>100%</b>

92% ranked as good or very good



# 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 %
<b>Totals</b>			<b>96</b>	<b>100%</b>

91% ranked as good or very good



# 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?

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64 Response(s)

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How would you improve the networking opportunities at CIC?

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58 Response(s)



# Open Ended Questions – Areas for improvement CIC Chicago, 2010

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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?

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47 Response(s)

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How would you improve the networking opportunities at CIC?

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43 Response(s)





## Next Steps

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



**THANK YOU**