



Marketing Committee

January 2017
Palm Springs



Marketing Committee Leadership

Kristen Felder, Chair – *CEO, Collision Hub*

Roger Wright, Vice Chair - *Principal, Vector Squared*



Marketing Committee

January 12, 2017
Palm Springs, CA

Committee Members

- Kristen Felder - Chair
- Janet Chaney
- Jordan Hendler
- Fred Iantoro
- Krista McNamara
- Lisa Siembab
- Mike Willins
- Roger Wright

Marketing Committee Mission

- Drive Industry Awareness Of CIC
- Promote CIC Meetings
- Drive Attendance and Membership

Marketing Committee 2017 Project / Direction

Primary Objective: Identify and promote CIC accomplishments.

- Impact on insurers
- Impact on repairers
- Impact on supplier
- Impact on education/training



COLLISION INDUSTRY
CONFERENCE

July 2014

Governmental Committee

Capturing The Story: Video Library

- Origins And Organization History
- The Influence Of Networking
- The Fun Of Working Together
- The Charity And Reach Of CIC
- Power Of Conversation

Meeting Promotional Segments



Meeting Promotional Packages



Increase Awareness With Social Reach



Increased Public Relations

- Press Releases Pre and Post Meeting
- Expanding Reach Outside Trade Press
- Committee Features

We Need Your Help

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