



CIC Marketing Committee

Palm Springs, 2013



CIC Marketing Committee
(Ad-Hoc - For the specific
purpose, case, or situation)

Palm Springs, 2013



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



Recent Marketing Committee Members

- Guy Bargnes
- Stacy Bartnik
- Bruce Cooley
- Tim Dawe
- Karen Fierst
- Dave Henderson
- Dennis Kennealy
- Karl Krug
- Mike Kunkel
- Chuck Mayne
- John McKnight
- Tom Moreland
- Craig Roberts
- Erica Schaeffer-Saari
- Lisa Siembab
- Margo Smith
- Russell Thrall
- Rick Tuuri
- John Webb
- Martin Wojciechowski



Recent Marketing Committee Projects

- CIC Meeting Attendee Survey – Several Years – Survey Cards & Online
 - ◆ Look for areas to improve meeting programming
 - ◆ Tracked attendee segments
 - ◆ Provided specific feedback to Committee Chairs regarding program value including open ended responses

Online Questionnaire



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



Segment Representation

CIC Chicago, 2010 - EXAMPLE

* 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%



Value of Presentations to the success of your business?

CIC Las Vegas, 2010 - EXAMPLE

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%

■ 87% ranked as good or very good



Overall quality of content presented CIC Chicago, 2010 - EXAMPLE

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%

■ 92% ranked as good or very good



Recent Marketing Committee Projects

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



2013 Next Steps

- *“We serve at the pleasure of the Chair”*



THANK YOU