



COLLISION INDUSTRY
CONFERENCE



Marketing Committee

Presented by:
Jordan Hendler, for
Kristen Felder and Roger Wright

The Plan



- **Videos**
 - Testimonials from attendees
- **Grassroots Attendance Promotion**
- **Press Releases**
- **Communications Plan**
 - Calendar of Promotions
 - Social Media

Videos



- Testimonials from attendees
 - Here is the first one...
- Promotion of CIC Events
- We will be video-ing!
 - Check the handout!



Grassroots Promotions



- In every market...ground forces to promote!
- For this meeting:
 - Enterprise
 - Hertz
 - Colours (PPG Dist.)
 - FinishMaster
- To continue on...



CIC MEETING
APRIL 19 & 20
PITTSBURGH, PENNSYLVANIA

LOCATION
SHERATON STATION SQUARE
300 W STATION SQUARE DR.
PITTSBURGH, PA 15219

EVENT DETAILS
Where collision industry stakeholders come together to discuss issues, enhance understanding, find common ground and communicate possible solutions to the industry.

WEDNESDAY, APRIL 19:
Meeting 1:00-5:00 PM
Reception 5:30 PM

THURSDAY, APRIL 20:
Meeting 8:00-12:00 PM

PRE-REGISTER BY APRIL 14:
\$65.00
REGISTER AT DOOR:
\$75.00

COLLISION INDUSTRY CONFERENCE

FEATURING

Special Guests:
Pennsylvania Dept. of Insurance

Join the Discussion:
Should Collision Repair Centers Have Class Designations?

Special Panel Discussion:
Understanding the Effects of BMS Data for Collision Repairers

FOR MORE INFORMATION AND TO PRE-REGISTER VISIT:
<http://www.ciclink.com/schedule/>
OR CALL: (509) 543-7773

Press Releases



- **Since we were in Palm Springs:**
 - CIC Definitions Committee Revisits Repair Provider Definition
 - Newly formed CIC Open Systems, Data Access and Sharing Task Force has Panel Plans for April Meeting
 - Definitions Committee Note re: Draft Repair Provider Definition
- **This will continue.**
- **Check the Website!**

Communications Plan



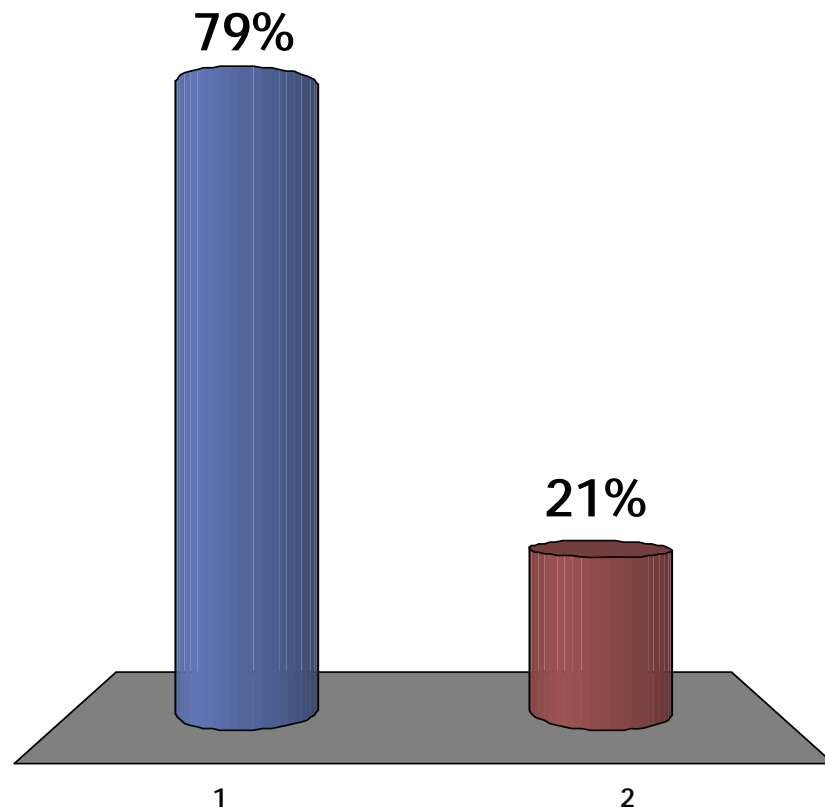
- It's an organization, and needs to have a plan just like a Fortune 500 company.
 - Who is responsible for what?
 - What our distribution environments are?
 - Guidelines to drive the future efforts! Protocols to transcend changes of committee chairs.
- Calendar of promotions or releases
 - Social Media Channels
- LinkedIn Group

AUDIENCE RESPONSE QUESTION:



If we get the LinkedIn Group going, is that something you would participate in:

1. Yes
2. No



Questions?



- **Chair:**
 - Kristen Felder, Kristen@collisionhub.com, (501) 352-5114
- **Vice-Chair:**
 - Roger Wright, Roger@vectorsquared.com, (404) 886-3364
- **Presented by:**
 - Jordan Hender, jordan@admin-concepts.net (804) 427-6982