



# **COLLISION INDUSTRY**

## **C O N F E R E N C E**



# **Marketing Committee**

**Presented by:**  
**Kristen Felder, Chair**  
**Jordan Hendler & Roger Wright, Vice-Chairs**

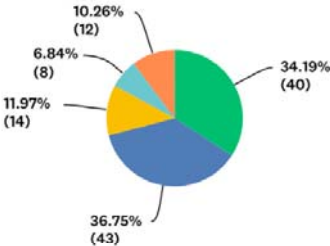
# The Mission



## × Develop Standard Communication Policy

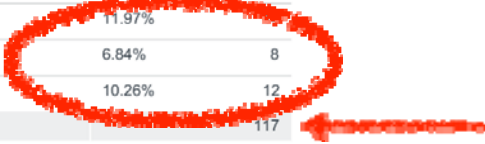
Q2 Please select the option below that best describes the frequency of your CIC attendance

Answered: 117 Skipped: 0



■ I typically attend all meetings ■ I typically attend one or two meetings a year  
■ I have attended CIC but not within the past year ■ I have never attended CIC  
■ I don't attend CIC meetings but follow CIC activity in the trade press

ANSWER CHOICES	RESPONSES	
I typically attend all meetings	34.19%	40
I typically attend one or two meetings a year	36.75%	43
I have attended CIC but not within the past year	11.97%	14
I have never attended CIC	6.84%	8
I don't attend CIC meetings but follow CIC activity in the trade press	10.26%	12
TOTAL		117



# The Mission



× Continued Local Outreach For 2018 Meetings



**SHERWIN  
WILLIAMS.**



# The Mission



## ×Growth Online

- Strategic Additions To Committee
- More Connection Videos
- Develop Digital Engagement
- Overhaul of Website