



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



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Marketing Committee

Event Promotion:

Special Thank You!

Enterprise
NCS/SSI
ACS of Georgia
Hertz
Sherwin-Williams
Georgia Collision Repair Association



COLLISION INDUSTRY
CONFERENCE



**COLLISION
INDUSTRY
CONFERENCE**

Georgia World Congress Center
AUGUST 7-8

CIC offers an opportunity for all of the stakeholders in the collision repair industry to discuss some of the hottest issues:

- Future Proofing Collision Repair
- Diagnostics and Calibrations With Bosch
- OEM Repair Procedure Legislation Efforts
- Anti-Counterfeiting Parts Council

CONTACT
CIClink.com

Registration:
\$65.00 Advance
\$75.00 Door

The poster features a background image of the Atlanta skyline with the Georgia World Congress Center and the SkyWheel Ferris wheel. The text is arranged in a clean, professional layout with a blue and yellow color scheme.

Media Guide:

- 1.) Overview
- 2.) CIC Branding
 - a.) Logo(s)
 - b.) Display requirements /limitations
 - c.) Registration process
- 3.) Approved Branding usage by CIC Body
 - a.) correspondence (email)
 - b.) Corporate Websites
 - c.) Business Cards
- 4.) Media Communications
 - a.) Press Releases
 - 1.) workflow
 - b.) Interview Request
 - 1.) workflow
 - c.) Media Limitations (representations of CIC)
- 5.) Organization (chart)
- 6.) Committee list (members)
With priority on media contact.



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Media Guide:

CIC Branding

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MEDIA GUIDE

COLLISION INDUSTRY CONFERENCE MEDIA GUIDE

The Collision Industry Conference (CIC) communications guide is designed to provide members of the CIC body and collision industry at large with information to enhance the messaging of the organization.

The primary purpose of this guide is to serve as a resource manual regarding CIC communication policies as well as the appropriate communication channels.

LOGO USE POLICY

The CIC logo shall only be displayed in the following ways.

There are four versions of the CIC logo can be utilized, per requirements of this section:

SQUARE;



WWW.CICLINK.COM

Media Guide:



GENERAL POLICY

It is policy of the Collision Industry Conference that all its communications with media comply with applicable law and all communication is disseminated in a non-exclusionary and non-selective way.

Only the CIC Administrator may engage in discussions about the organization with the media. No other individual is authorized to speak on behalf of CIC or a CIC committee.

Any CIC Chair, past chair or committee member that is contacted by a Third Party must refer the Third Party to an CIC Administrator.

The CIC Administrator can supply Material to a Third Party, typically as a press release or a conference call for interview purposes that is open to all Media outlets.



Media Guide:



INDIRECT COMMUNICATIONS; CHAT ROOMS; OTHER ELECTRONIC COMMUNICATIONS METHODS

No 'Insider' shall contribute to or participate in "chat rooms" or similar online forums or use Other Electronic Communications Methods (as defined below) with respect to the Collision Industry Conference.

The posts in these forums may contain misleading or unsubstantiated information. Accordingly, no Insider may discuss CIC related information in such a forum. Posts in these forums can result in industry misrepresentation of CIC and diminish the organizations ability to serve all segments.

Any use of chat rooms or Other Electronic Communications Methods, including blogs or social media sites, must be in strict compliance with this policy. Past Chairs, acting chair or committee chairs that wish to use public forums as a means of communication or information gathering must do so with the approval of the chair and authorized spokesperson.



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Media Guide:

- Define Color Code and Gradient for Logo
- Finalization Of Guide and Posting to CIC Website for Body
- Adoption Vote SEMA



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