

CollisionWeek

Fri, 16 Sep 2011

September CREW Webcast to Explore Social Media

The Collision Repair Executive Webcast (CREW) will welcome Craig Camacho of Keenan Auto Body and Rich Tornetta of CollisionMax Auto Body and Glass Centers, who will discuss their deployment of social media as an integral component of their sales and marketing strategies.

Keenan Auto Body and CollisionMax have been on the forefront of innovation by leveraging technology and Social Media to propel their business growth. Craig is Marketing Director for Keenan Auto Body and Rich is Marketing Manager for CollisionMax Auto Body and Glass Centers.

Consumers are driving a revolution with their reliance on the internet for a multitude of uses including product and service research, social and business communication and networking and retail purchases, just to name a few. Forrester Research estimates the U.S. online retail industry will be \$279 billion in 2015. Will consumers increasingly make their collision repair purchase decision online? Our guest presenters will address this question, as well as their approaches and learning in this rapidly developing marketing and service channel.

Each CREW webcast includes a visual presentation of the content, a simultaneous audio conference call and the capability for participants to question the presenters. Erick Bickett, Fix Auto, Matthew Ohrnstein, Symphony Advisors, and Vincent Romans, The Romans Group, produce and present the semi-monthly, one-hour Webcast meeting.

The webcast will take place on Thursday, September 29, 2011 at 11:00 a.m. Pacific Standard Time. There are a limited number of spots available and reservations are required. If you are interested in joining the webcast, please contact Liz Stein at (714) 279-2027 or via e-mail at crew@fixauto.com.