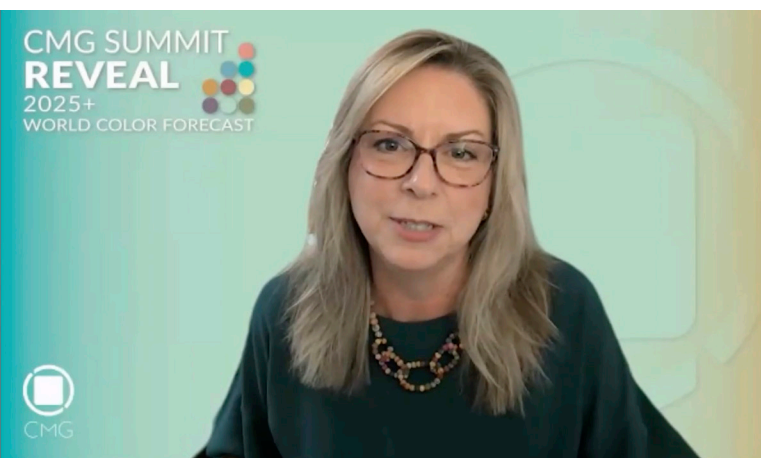




**AIC
ASSOCIATE
MEMBERS**

COLOR MARKETING GROUP (CMG)



CMG President, Peggy Van Allen, kicking off CMG Summit Reveal 2023

2023 was a transformative year for Color Marketing Group (CMG). Amidst significant changes, we are excited to share the key events and happenings that shaped our journey.

We kicked off the year with our **Future Thinking Workshop**, which is now fully integrated into our forecasting process. This workshop identifies Mega and Macro Trends that are then used as a framework for all subsequent ChromaZone® forecasting events. CMG also added Color, Material & Finish (CMF) insights into our ChromaZone events. This strategic move enhances the depth and accuracy of our forecast, reinforces our commitment to staying at the forefront of color trends, and serves our expanding membership needs.

A highlight of the year was our **inaugural Summit Reveal**, a four-day virtual event that brought together our global community. During this event, we delved into the details of our 2025+ World Color Forecast™, with comprehensive presentations for each of the four global regions and CMF. Question-led panel discussions went even deeper into each report, giving the audience better insights into the forecast.

In October, we hosted a second four-day event, **CMG Summit Connect**. Centered on color education, participants could choose from an array of speakers and collaborative workshops each day. Topics included CMF, Inclusive Design, Forecasting with Artificial Intelligence, Color Literacy, Mentoring, Color Psychology, Color Application and more.

CMG underwent necessary shifts in our organizational structure in 2023. These included the difficult decision to close our office headquarters, a move aligned with the evolving economic landscape. Responsibilities were realigned within our Executive Committee to ensure continued efficiency and effectiveness in serving our members.

In order to better address the dynamic needs of our diverse community, CMG introduced new membership tiers and pricing structures at the end of 2023. These offerings are designed to cater to a broad spectrum of professionals, ensuring that everyone can access the valuable resources, networking opportunities, and color expertise that CMG provides.

As we navigate and embrace change, Color Marketing Group remains dedicated to empowering our community with the latest trends, insights, and connections in the realm of color. We express our gratitude to each member for their continued support, and we eagerly anticipate an even more vibrant and collaborative 2024.



CMG Vice President of Education, Sandy Sampson, kicking off CMG Summit Connect 2023