

Who are the touch points in the corporate relationship?

Speaker: There is no point going to an organisation which for the last fifteen years has been supporting the girl child, and you say you have come here to talk about mentally challenged children. It's a different level of task. But by knowing that, you are setting yourself up by trying and understand what it should be. You need to customise your message depending on the audience. One message is not going to work for everybody because your research and study will show you what actually is going on currently at least prima facie before you have gone in and probed. The other thing that you need to understand is especially when it is the corporate sector.