



How to choose the beneficiaries for “Lyvefresh ANANDA” ?

Lyvefresh ANANDA is a workshop to support the women across the nation to create better menstrual hygiene practice by using eco-friendly products and also helping the nature from sanitary waste. Considering this event as a noble cause, we provide an official license to you for organizing the same.

You can organize Lyvefresh ANANDA for various types of beneficiaries like

- Corporate Companies
- Government companies
- Banks
- Government departments
- Women’s at villages
- NGO’s
- Social groups
- Schools
- Colleges
- Residential societies
- Corporate parks
- And many more

While choosing the beneficiaries you need first identify the category from the list above. This would help you to understand the target audience to whom you will be providing this workshop. You also need to identify the number of attendees who would be part of the workshop at a time which will give you an idea for the level of event to be conducted.

As much as less number of beneficiaries (i.e. around less than 50) would give you an opportunity to interact with them during the workshop and understand them much better. These interactions would result in better understanding of the attendees and also resulting in more conversions.

You have to also identify the details of attendees like their basic profile in terms of following:

- Level of Education
- Level of proficiency in spoken language
- Lifestyle
- Income group
- Spending level
- Family background



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Above understanding would help you to interact with them much better and also help you to explain the concept with a reasonable explanation to achieve the conversion of every woman to adopt a better hygiene practice by using eco-friendly menstrual products.

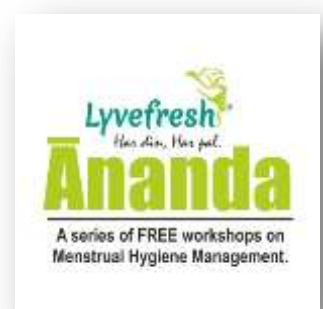
It is very important to understand that which is the language that your attendees would be more comfortable with? And if you can create your communication within that language then it would create more impact while you interact with them. This will also increase the chance of attendees being proactive while you teach.

Examples plays a major role while you explain about the concept to anyone as each example would help the listener to relate the concept what you are teaching them and also helps in better understanding.

For more details kindly feel to connect with us on

info@abcdgroup.in

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