

## **Educating the Customer**

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It has long been the objective of the Investment Casting Institute to educate the industry's customer base. This responsibility cannot be addressed without the help of the Membership. This panel discussion addresses the varied ways in which our Members strive to achieve the objective of an educated customer. Topics will address approaches from casual to formal means of education as well as face to face and virtual approaches employed. The objective of this panel discussion is to encourage and support the industry in educating their customers and deriving the benefits that come from having an informed customer.