

Day One - Friday, 27th September

- 12 noon Summit Check In
- 12.30 pm Welcome lunch
- 1.15 pm PRAXIS Masterclasses with
Aparna Jain, CEO - Zebraa Works (@Aparna)
Patrice Tanaka, Chief Joy Officer - Joyful Planet (@sambagal)
Dr Samir Parikh, Director - Fortis Hospital, Mental Health & Behavioural Sciences Group (@dr_samirparikh)
- 3.15 pm Group Photograph
- 3.45 pm Welcome Address
- 4.15 pm **Keynote Address 1** - Building Brand Trust - **Shiv Shivakumar**, Group Executive President, Corporate Strategy - Aditya Birla Group
- 5.00 pm **Keynote Address 2** - In Brands, We Trust - **Matthew Harrington**, Global COO - Edelman (@mj_harrington) followed by a conversation with **Arun Sudhaman**, CEO & Editor-in-Chief - The Holmes Report (@ArunSudhaman)
- 5.45 pm **Keynote Address 3** - Can Trust be Measured? - **Johna Burke**, Managing Director - AMEC (@gojohnab) followed by a conversation with **Deepshikha Dharmaraj**, Managing Director - Genesis BCW (@DeepshikhaD)
- 6.30 pm PRCAI - State of the Business Report
- 6.45 pm Speeches of Inspiration - Powered by Aditya Birla Group
Aditi Prasad, COO - Robotix Learning Solutions (@aditirao6)
Afreen Akhtar, Women's Rights Activist (@AfreenAkhtar6)
Shahnaaz Khan, Peace and Conflict Researcher and Educator (@myconoclast)
- 7.30 pm Felicitations
- 7.45 pm MSL Super Night - Power Talk - **Anand Sankar**, Founder - Kalap Trust (@iyer_higher) followed by a conversation with **Tanvi Lehru** - MSL India (@LehruTanvi)
- 8.30 pm Cocktails, Conversations and Dinner
- 9.00 pm Concert - **The Local Train** (@TheLocalTrain)
- 10.30 pm End of Day One

Day Two - Saturday, 28th September

- 7.30 am Breakfast in respective hotels
- 9.15 am Lucky Draw
- 9.30 am **Special Address 1** - The need for a more Trusting World - **Richa Chadda**, Actor (@RichaChadha)
- 10.30 am **Keynote Address 4** - Growth with Goodness Chat - Powered by Adani
Trust can Change the World - **Devdutt Pattanaik**, Author (@devduttmyth)
- 11.15 am **Keynote Address 5** - Respect 360™: Meet the new CEO - **Melissa Waggener Zorkin**, Global CEO & Founder - WE Communications (@melissawz) followed by a conversation with **Mahesh Jayaram**, Director, Corporate Communications - Dell India (@MaheshJayaram11)
- 12 noon Stories of Trust from Asia: A Power Panel - **Elan Shou** (RuderFinn) (@yiranlin), **Johna Burke**, (AMEC) (@gojohnab), **Lee Nugent** (Archetype) (@LeeNugent), **Priyanka Tanwar** (LIXIL) (@pri_tan12) moderated by **Arun Sudhaman** (The Holmes Report) (@ArunSudhaman)
- 12.45 pm Lunch
- 1.45 pm **Keynote Address 6** - Creating a Sense of Trust Between Journalists and PR Professionals:
Greg Galant, CEO - Muck Rack (@gregory)
- 2.30 pm **Special Address 2** - How to Build, Manage and Measure Brand Trust: **Christo van Wyk** - Meltwater (@christovanwyk1)
- 2.45 pm **Special Address 3** - Key Findings on Page Research: **Peter Debreceny** - Page Society (@PeterDeb)
- 3.15 pm **Keynote Address 7** - Rebuilding Trust - The new mandate of Chief Communications Officers - **Arunav Sinha**, Head of Communications - Coursera (@ArunavSinha13) followed by a conversation with **Lucy Harvey**, Managing Director (METIA) - H+K Strategies (@lucycope)
- 4.00 pm **Keynote Address 8** - Evidence-based Creativity: Trust in a Left Brain / Right Brain World: **Barri Rafferty**, President & CEO - Ketchum (@barrirafferty) followed by a conversation with **Anant Rangaswami**, Author & Editor (@AnantRangaswami)
- 4.45 pm A Special Session
- 5.00 pm Closing Remarks
- 5.15 pm Fun Time
- 7.30 pm Awards Night