



20th & 21st September | Pune

#PRAXIS11 is almost here...

Hello PRAXISian (that is what PRAXIS delegate is called, in case you were unaware or forgot),

We have written this welcome email from scratch year on year. No copy paste, no ChatGPT, no shortcuts. From the heart, since 2012.

Thank you for choosing to be at #PRAXIS11. Welcome to the one-of-a-kind summit.

1. We hope you have made your **travel** plans. For those coming in from Mumbai it is a train ride or a road trip. For others it is a flight to Pune.
2. Please arrive at the venue by **noon** on Friday, 20th September. This is the JW Marriott Pune on Senapati Bapat Road. We start with lunch at 12.00 noon and until 1.45 pm followed by the customary group photograph at 2.00 pm.
3. Be at the venue in time as we have **Titan Smart** Wearables being given away to early birds. First one is given at 2.15 pm.
4. The summit officially starts at 2.24 pm. Yes - it is 2024 and hence the auspicious time. We have an outstanding line-up of **speakers**.

They include one of the first Indian promoters to adopt Public Relations by being the first client of a PR firm. **Priya Paul** is a Padmashri recipient and the Chairperson of the Apeejay Surrendra Group. This is followed by a keynote address by one of the most powerful women of Indian origin in global corporate communications - **Anita Gupta** of DHL is flying all the way from Germany to be in Pune for a few hours. Thereafter we have the global Chief Communication Officer of IBM, **Sarah Meron** all the way from New York City. As our penultimate keynote speaker on Day 1 we have **Sudhir Sitapati**, Managing Director of Godrej Consumer Products Limited. And finally, we have one of the most influential women in Indian media - **Anupriya Acharya**, India CEO of the Publicis Groupe.

Day 2 commences with a **special guest** as the opening speaker. Be at the venue at 9.15 am to occupy the best seats in the hall. The galaxy of speakers include marketing veteran and media expert **Rahul Welde** who joins us from London, UK. This is followed by a keynote session with **Bruno Tourne** – who is the Chief Communications Officer at Sanofi in Paris. He comes to India soon after the Olympics with inspiring work they have done which he will talk about. We then have the Founder of #FuturePROof and Socially Mobile - **Sarah Waddington** from Newcastle, UK. **Brenda Darden Wilkerson**, the global CEO of AnitaB.org - an organisation that advances intersectional gender equity in the tech space will join us from Chicago. We have two very special guests from the UK and Poland - **James Hewes**, CEO of the PRCA and **Grzegorz Szczepański**, President of ICCO as well as CEO of Burson Poland. And the final speaker is again a **special guest** and worth the wait.



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5. The **dress code** for PRAXIS is whatever makes you feel at home other than shorts. Smart casuals are the easiest. If you are one of those who finds the air conditioning at events unbearable then carry a jacket or shawl. Bring your dancing shoes. The live concert on the opening night is Pune based rock band - **Agnee**.

6. For those staying at JW Marriott Pune, the hotel usually offers **check-in after 3 pm**. The hotel will try to offer rooms if they are available earlier. So, be patient and wait till your room is ready. You always have the option to purchase a room starting on the 19th. That way you can check in anytime on the 20th morning :-). For those staying elsewhere you know the drill. Also, Marriott has many properties in Pune. Make sure you key in the right one on google maps. The entry to the venue is from the SL Kirloskar Convention Centre gate, which is on the opposite side of the main lobby. Use that to check in. It is adjacent to the mall.

7. The **event check-in counters** open at 11.00 am on Friday. All registered delegates will receive the summit bag and name badge with lanyard at the entrance of Sabha (that is the name of the summit hall). Kindly safeguard your badge and meal vouchers at all times. Replacing a badge will require the purchase of a Sparkle Gift e-Card worth Rs 20,000/- Replacing each meal coupon will require the purchase of Rs 5,000/-

8. The summit hashtag is **#PRAXIS11**. There are several prizes to be won for the highest tweets at the end of the summit.

9. All PRAXIS delegates are eligible to attend **Fulcrum Awards night on the 21st**. There is a two-hour break between the two events. There is a mall adjacent to the hotel to make use of the break time.

10. Lastly, the 11th edition of your summit is possible because 35+ sponsors:

The Title Partner this year is **Avian WE**. The Platinum partners are **Fuzion PR, Kaizzen. MSL Group India, SPAG Finn Partners, Value 360 Group** and **Comms News**. The Gold Partners are mostly corporate organisations – **Aditya Birla Group, Godrej Industries Group, Hero MotoCorp, PepsiCo India, TAFE, Vedanta Group, ANTS Digital** (who supports us with all the creative work you see as part of the summit) and **Sparkle Gift Cards** (the social impact partner). The Silver Partners are **Burson India, Edelman India, First Partners, Impact Research and Measurement, PR Professionals, PR Pundit Havas Red, Ruder Finn India, The PRactice, Provoke Media** and **SCoRe** – the School of Communications & REputation (we have 29 students from the current batch of the #PRSchool volunteering at PRAXIS). The Bronze Partners are **Actimedia** (who is also the lifestyle PR partner), **Blue Ink Content, Madison PR, Nemi Insights, NewsVair, Zeno Group** + corporates; **Biocon, Bayer, Mondelez India, NewsChecker, Kritical Edge** and **Avignyata** (our social media partner forever). A special thanks to **Skoda** and **Titan**.



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11. We will share another email on or before 12th September. That will have **names of all delegates**.

If you have any query, please email it to Ameeta at avadhera@promisefoundation.com with a cc to this email address. We will respond and help out.

Thanks for reading.

Regards

Team PRAXIS

praxisonline.in - click here to see all partners, updated schedule and the archive

In case you got this email and are not coming to PRAXIS, please let us know

If you know someone from your circle is coming to PRAXIS and did not get this email, kindly ask them to let us know