



20th & 21st September | Pune

Hi PRAXISian,

Here is the third and final email before we meet in Pune tomorrow:

- 1) Later today over 30 Founders of India's independent PR firms are gathering for [IndeComms](#) (2nd edition) on the eve of PRAXIS in Pune.
- 2) The [first](#), [second](#) and [third](#) email are here for future reference.
- 3) We hope you pack the [essentials](#) for the summit - most importantly your personal first aid kit, battery power banks and business cards. You can thank us later. These never go out of fashion. Please carry a government issued ID Card at all times which has your address on it. So, passport, driving license, Aadhar will do. **PAN card will not do.**
- 4) Some key guidelines: The [dress code](#) is smart casuals (no shorts). Those who find conference room air conditioning too cold must carry adequate [layers](#) (shawls and jackets). We do not permit loitering in the pre-function area when sessions are in progress but one can always plan catch-ups in the hotel lobby or hire a meeting room.
- 5) Every [speaker](#) is special but the opening speakers on both days are Padmashri awardees and fascinating in their own right with powerful back stories. On Day 1 we have **Priya Paul** of the Apeejay Surrendra Park Hotels and on Day 2 at 9.30 am we have **Muralikant Petkar** of *Chandu Champion* fame. He was the first Indian to win a gold medal in Paralympics back in 1972. Kindly be punctual for the opening sessions on both days.
- 6) For those staying in the venue hotel, [breakfast](#) on Saturday, 21st September will be served at two restaurants on the first floor: Alta Vino and Tao-Fu between 7 am and 9 am. On Sunday, 22nd September breakfast will be served on the pool deck on the second floor from 7 am to 10 am. If you are not staying at the hotel you may head to Spice Kitchen and pay directly for breakfast in case your place of stay does not provide the same.
- 7) We have the PRAXIS [delegate bag](#) carefully curated and especially designed for the 11th edition with 11 items including the bag. The 11 items include 1. A desktop calendar, 2. A Sparkle Gift Card pen, 3. A Light A Spark opener+fridge magnet, 4. A local snack that you may consume when hunger strikes, which is a gift from the organising team 5. A gift from Godrej Industries Group 6. A gift from PepsiCo India 7. A gift from Biocon Biologics 8. Chocolates from Mondelez India 9. A special edition of the Reputation Today magazine filled with insights from Platinum Partners and advertisements from all partners, 10. A bag tag which you can hand write your name on using the permanent marker to ensure your bag does not get mixed up or misplaced.
- 8) For those based in Mumbai do not forget to sign up for [Quorum](#) taking place on 27th November 2024 at the Jio Convention Centre and for those in Bangalore don't forget to sign up



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for [Spectra](#) taking place on 30th January 2025 at Taj MG Road (these are outstanding day conferences). The NCR event will be announced at a later date, so stay tuned.

9) We have something exclusively for Corporate Communications leaders in order for them to keep enhancing their knowledge. Don't miss the two conclaves in NCR: Fiesta on December 19th 2024 and Gravity on March 12th, 2025. So, block the date and those based in other cities may plan business travel around these dates. But most importantly we have the second edition of the retreat - [Assembly](#) on May 2nd and 3rd, 2025. And prior to that something even more special which we will announce in October. So, keep your eyes and ears open.

10) We want to remind you of two powerful platforms we run and welcome your support - [SCoRe](#), it is the #PRSchool of the nation and can offer you customised training programmes + help your younger connections get into the field via the School of COmmunications & REputation. Next is [Sparkle Gift Cards](#), it is the first of its kind initiative that helps solve the gifting dilemma and helps the giver do something meaningful and helps the receiver from not having to deal with unwanted gifts. You will meet team members from both these at PRAXIS.

11) Lastly, the one stop destination for all information about PRAXIS is [praxisonline.in](#) + @PRAXISInd on twitter (X).

Keep following @reptodaymag in X, Facebook, LinkedIn and Instagram

Please do not encourage any friend or relative to arrive at the venue if they have not registered prior to August 31st. We do not have an option for walk-in delegates. Do not send a replacement if you cannot make it. In case you cannot make it we will offer you a pass at Quorum or Spectra at 50% cost.

Looking forward to welcoming you tomorrow.

Regards

Team PRAXIS