



Hi PRAXISian,

That is what we call PRAXIS delegates...

We are all set to witness PRAXIS 2025 taking place in the hill state of Uttarakhand. This year we have had to restrict registrations as we crossed the 500 mark in early August. You were wise to have secured your seat for what promises to be a memorable 12th edition of the world's most loved Public Relations and Corporate Communications Summit.

Here are 12 things to bear in mind as you plan your trip to Dehradun.

1. **Date and Time:** On Friday, 19th September we start at 11.55 am with the Welcome Lunch, which goes on until 2.25 pm. Simultaneously, you may check in for the summit at the venue. Those staying at the venue hotel, Hyatt Regency, may also do their hotel check-in as the rooms become available 1 pm onwards in batches. Day 2 starts at 9.15 am in the summit hall on Saturday, 20th September.
2. **Packing:** We recommend smart casuals (no shorts). If you are one who is sensitive to cold temperatures, be sure to pack something warm as the A/C will be on in the summit hall throughout the day. We will not be able to take requests to increase temperature. It is the end of the monsoon season. Kindly track the weather app and plan accordingly. An umbrella or raincoat may be helpful, though the entire summit is indoor. Plug points are not easy to find in the summit hall, so pack a power bank for sure and carry your charger.
3. **Group Photograph:** The traditional PRAXIS group photograph is at 2.30 pm IST on the lawns outside the summit hall, subject to fair weather. Thereafter, we all assemble in the summit hall for the welcome address and keynote sessions. This time we will have theatre style seating, so for your convenience, we will provide water bottles to each delegate to fill and use.
4. **Right of Admission:** There will be no on-the-spot registrations available at the venue, nor will we entertain any requests for registration transfers at the venue. So, only arrive in Dehradun if you are receiving this email. Do not bring friends or family who have not signed up already to the summit. Also, do not send a nominee if you cannot make it.
5. **Final chance – Kindness Offer:** While the summit is sold out, there are two complimentary passes available, which are set aside for two individuals who wish to avail the Kindness Offer. To avail the offer, one needs to purchase Sparkle Gift e-Cards worth INR 1 lakh – the entire money goes to 10 charities, and the buyer gets the 80 G benefit plus a #PRAXIS12 pass with stay for two nights. If you have friends, colleagues, clients who would wish to avail this offer, please direct them [here](#).
6. **Local Commute:** Dehradun is a state capital. There are app-based and prepaid taxis available at the airport and also for those staying at other hotels to commute to the venue hotel. For those driving from NCR and staying at the venue hotel, there is plenty of parking available.
7. **Departure:** PRAXIS always concludes before sunset on Saturday. This time on the 20th September. Thereafter, there is a two-hour break before the Fulcrum Awards Night



commences. As is the case every year, we check out after breakfast on Sunday (21st September) morning by 11.00 am.

8. **What's Next:** This financial year will witness **three editions of PRAXIS**, two of which will take place outside India. This one will be called the PRAXIS India Weekend edition. The two international editions are day-long conferences. You are welcome to attend both by signing up [here](#) for the one in Singapore which will take place on October 14th. The one in Abu Dhabi takes place in February 2026 and will open for registration next month. Starting October, PRAXIS will have a new brand identity as it makes new regions its home.

The one in Singapore on October 14th called PRAXIS Asia Pacific and;
The one in Abu Dhabi in February 2026 called PRAXIS MENA.

9. **Game it:** Ace your social media game and hone your quizzing prowess as there are some tablets and an all-expenses paid international trip waiting to be won. Make sure you are in the running to win big. Details of the same are [here](#).
10. **Speakers:** We have a superb line up of speakers. Check them out at praxisonline.in They are all making their debut on the PRAXIS stage.
11. **Partners:** We are grateful to our 30+ partners. See who they are [here](#). They deserve applause on social media.
12. **Social Connect:** Lastly, start telling us on LinkedIn, Instagram, Facebook and Twitter, what you are looking forward to the most at #PRAXIS12. Share links to the post by replying to this email. The best post on each medium between now and 16th September will win passes to the Business Unusual Conference.

Our next mail before you head to Dehradun will have a list of all attendees as well.

See you soon!

Team PRAXIS

#PRAXIS12