



## 12 PRIZES AT #PRAXIS12

PRAXIS isn't just about gaining insights and making new connections, it's also your chance to walk away with exciting prizes. There are 12 Lenovo tablets up for grabs at #PRAXIS12.

1. **#PRAXIS12 SWAG BAG PHOTO:** Best creative display of the swag bag with the 12 items seen in the photograph and posted on Instagram as a post.
2. **#PRAXIS12 GROUP PHOTO:** Best group photo at the venue with the highest reach – calculated by maximum views on Instagram. *This should not be the official group photograph. Winner will be the person on whose account the photograph is posted.*
3. **#PRAXIS12 REEL:** Best creative and fun reel, showing the PRAXIS event, on Instagram with the highest reach – calculated by maximum views on Instagram.
4. **#PRAXIS12 POST:** The post on LinkedIn having the maximum likes.
5. **#PRAXIS12 LEARNINGS 1:** The LinkedIn account sharing the maximum number of takeaways from the Day 1 sessions at PRAXIS Dehradun. *The data will be collected at 11 am on 20<sup>th</sup> September.*
6. **#PRAXIS12 LEARNINGS 2:** The LinkedIn account sharing the maximum number of takeaways from the Day 2 sessions at PRAXIS Dehradun. *The data will be collected at 2 pm on 20<sup>th</sup> September.*
7. **#PRAXIS12 ON X:** The X user with more than 500 followers and the maximum number of tweets about the summit.
8. **#PRAXIS12 ON X:** The X user with less than 500 followers and the maximum number of tweets about the summit.
9. Early Bird in the venue hall on Friday, 19<sup>th</sup> September at 3:30 pm. This will be done by a draw of lots.
10. Early Bird in the venue hall on Saturday, 20<sup>th</sup> September at 9:30 am. This will be done by a draw of lots.
11. Early Bird in the venue hall on Saturday, 20<sup>th</sup> September at 2:30 pm. This will be done by a draw of lots.
12. Early Bird for Breakfast meeting on Saturday, 20<sup>th</sup> September at 8:00 am. Breakfast meeting by invitation only.

### **NOTE**

*\*Only social media posts which use the hashtag #PRAXIS12 and tag Reputation Today and PRAXISInd on social media channels will be considered. All social media channels to be tagged are shared below.*

*\*Only attendees physically present at the venue can enter the contest.*

*\*An entirely independent jury—excluding organisers—will decide all competitive prizes.*

*\*Data for all competitive prizes will be analysed from 2 pm on 15<sup>th</sup> September – 2 pm on 20<sup>th</sup> September.*

### **Social Media Handles for tagging**

**X:** @PRAXISInd and @RepTodayMag; **Instagram:** @reptodaymag; **LinkedIn:** @Reputation Today