

2026 SCHEDULE

DAY 01

Friday, 25th September

11:00 am	SUMMIT CHECK-IN OPENS
12:00 pm	PRAXIS WELCOME LUNCH
2:30 pm	GROUP PHOTOGRAPH
3:00 pm	WELCOME REMARKS
3:10 pm	PARTNERS' FELICITATION
3:30 pm	KEYNOTE ADDRESS 01 Purpose with Accountability: Building Reputation Through Impact in the Age of AI <u>Joyce Lorigan</u> , Group Head – Corporate Affairs & Chief Marketing Officer, Springer Nature Followed by a conversation with Rachana Panda, VP & Cluster Comms Head, ASEAN, ANZ & South Asia, Bayer
4:15 pm	KEYNOTE ADDRESS 02 Mediation as a Super Power in Public Relations <u>Aloysius Goh</u> , Founder & CEO, Sage Mediation Followed by a conversation with Kritika Saxena, Head – Marketing (India), Corporate Communications & Public Relations, Tata Consultancy Services
5:00 pm	TEA / COFFEE BREAK
5:45 pm	KEYNOTE ADDRESS 03 The Influence Imperative: Brand Leadership in an Uncertain World <u>Jo-ann Robertson</u> , President Europe & Transatlantic Growth Leader, BPI Group Followed by a conversation with Dhruv Talwar, AVP – Corporate Brand & Communication, Godrej Industries Group
6:30 pm	KEYNOTE ADDRESS 04 Reputation Capital in the Intelligence Era <u>Corey duBrowa</u> , CEO, Burson Followed by a conversation with Arun Sudhaman, CEO The PRomise Foundation
7:15 pm	SPECIAL ADDRESS 01 <u>Phil Sim</u> , Founder & CEO, Influencing
7:35 pm	THE PRAXIS GALA
8:00 pm	KEYNOTE ADDRESS 05 Storytelling as a Force for Good <u>Kabir Bedi</u> , Actor & Author Followed by a conversation with Naina Bhalla, EVP, Growth & Strategy, V360 Group

8:45 pm DRINKS & DINNER

9:00 pm LIVE CONCERT

10:45 pm CLOSE OF DAY 01

DAY 02

Saturday, 26th September

9:00 am EARLY BIRD LUCKY DRAW

9:30 am KEYNOTE ADDRESS 06

Facts, Not Fear: Communicating with Courage in an Age of Misinformation

Dr. Cyriac Abby Philips, Hepatologist, Author & Public Health Activist

Followed by audience Q&A

10:00 am KEYNOTE ADDRESS 07

Journalism as a Force for Good

Zakka Jacob, Managing Editor, Times Now

Followed by audience Q&A

10:30 am KEYNOTE ADDRESS 08

Public Relations as a Force for Good

Meenakshi Nevatia, Managing Director, Pfizer India

Followed by a conversation with Faizan Aboli, Senior VP, Avian We.

11:15 am TEA / COFFEE BREAK

11:50 am KEYNOTE ADDRESS 09

Intelligence with Integrity: How are Brand Narratives Being Shaped in the AI Era

Sanjay Nair, Global AI & Brand Marketing Lead, Boston Consulting Group

Followed by a conversation with Bhavna Jagtiani, CEO, Edelman India

12:35 pm KEYNOTE ADDRESS 10

The Trust Mandate: PR as a Catalyst for Positive Change in an Era of Endless Influence

Kerman Kasad, Head, Marketing & Communications, Tawrid

Followed by a conversation with Nidhi Mehra, Senior VP, 2020MSL (North & West)

1:10 pm SPECIAL ADDRESS 02

Sukhjit Grewal, Director of Commercial Operations & Membership, Chartered Institute of Public Relations (CIPR)

1:20 pm LUNCH

2:30 pm KEYNOTE ADDRESS 11

Building Goodwill at the Intersection of Algorithms, Corporates and Society

Agnes Estes, Director & Head of Corporate Affairs & Business Development (APAC), Novo Nordisk

Followed by a conversation with Shilpashree Muniswamappa, Director, ESG & Communications, Colgate-Palmolive India

3:10 pm SPECIAL SESSION

TBA

3:50 pm KEYNOTE ADDRESS 12

Geopolitics and its Impact on Reputation – Preparing Communicators for the Challenge Ahead

Simon Whitehead, CEO, Portland

Followed by a conversation with Shefali Khalsa, CMO & Snr Director – Marketing & Corporate Communications, TransUnion CIBIL

4:30 pm	CLOSING REMARKS
4:45 PM	KEYNOTE ADDRESS 13 How Humans can be a Force for Good Dia Mirza, Actor & Activist Followed by a conversation Nikhil Pavithran, COO, Kaizzen
5:30 pm	PRAXIS CONCLUDES
7:45 pm	FULCRUM AWARDS NIGHT
9:00 PM	DJ EVENING, DRINKS & DINNER
10:45 PM	CLOSE OF DAY 02

DAY 03

Sunday, 27th September

DAY TO EXPLORE THE CITY OF KOCHI AND TRAVEL
BACK TO HOME LOCATION

