

Day 1: Friday, 20th September

- 11:00 am: Summit Check-in Opens
- 12:05 pm: PRAXIS Welcome Lunch
- 2:00 pm: Group Photograph
- 2:30 pm: Opening Remarks & Partners Felicitation
- 3:15 pm: Welcome Remarks
- 3:30 pm: **Keynote Address 1**
The Impact of Culture and Community in Building a Powerful Corporate Reputation | **Priya Paul**, Chairperson, Apeejay Surrendra Park Hotels; Followed by a conversation with **Neha Mehrotra**, Avian WE
- 4:15 pm: **Keynote Address 2**
The Evolving Role of Communicators in Corporate Culture Building | **Anita Gupta**, SVP & Strategic Communications Advisor, DHL Group; Followed by a conversation with **Sonya Madeira**, Rice Communications
- 5:00 pm: Tea / Coffee Break
- 5:45 pm: **Keynote Address 3**
Creativity is the Bedrock of Good Public Relations | **Sarah Meron**, Chief Communications Officer, IBM; Followed by a conversation with **Atul Sharma**, Ruder Finn India
- 6:30 pm: **Keynote Address 4**
Strategic Role of Public Relations in Building Brands Creatively | **Sudhir Sitapati**, Managing Director and CEO of Godrej Consumer Products Limited; Followed by a conversation with **Priya Sheth Kothari**, Senior Journalist
- 7:15 pm: **Keynote Address 5**
Impact of Media in Shaping Consumer Behaviour and Communities | **Anupriya Acharya**, CEO, Publicis Groupe South Asia; Followed by a conversation with **Arun Sudhaman**, CEO & Editor-in-Chief, Provoke Media
- 8:00 pm: **Special Session 1 – The Future of Indian PR – Next 25**
A panel discussion with **Piyali Reddy**, Axis Bank; **Ruchita Masrani**, MSL India; **Sandeep Fernandes**, Skoda India and moderated by **Hemant Gaule**, SCoRe
- 8:45 pm: Drinks and Dinner
- 9:15 pm: Live Concert
- 11:00 pm: Day Ends
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Day 2: Saturday, 21st September

- 9:15 am: Early Bird Lucky Draw
- 9:30 am: **Keynote Address 6**
Positivity, Creativity & Happiness | **Murlikant Petkar** - The real 'Chandu Champion', in conversation with **Hrishikesh Kannan**, National Brand Head, 94.3 RadioOne Network
- 10:30 am: **Keynote Address 7**
How Brands are Built on the Back of Great Culture, Strong Community & Brilliant Creativity | **Rahul Welde**, Media & Marketing Expert; Followed by a conversation with **Madhu Chhibber**, HDFC Bank
- 11:15 am: Tea / Coffee Break
- 11:55 am: **Keynote Address 8**
Role of Communications in Building the Community around 2024 Olympics | **Bruno Tourne**, Head of Corporate Communications, Sanofi; Followed by a conversation with **Nidhi Gulati**, Springer Nature
- 12:40 pm: **Keynote Address 9**
How Public Relations transforms Economic Growth for the Community through Stakeholder Engagement | **Sarah Waddington CBE**, Director, Wadds Inc.; Followed by a conversation with **Shivani Gupta**, SPAG-FINN Partners
- 1:20 pm: Lunch
- 2:30 pm: **Special Address 2**
What led to PRCA becoming the World's Largest & Most Influential PR Association - A Case Study | **James Hewes**, CEO, Public Relations & Communications Association (PRCA)
- 3:00 pm: **Special Address 3**
Reputation, Relevance, Relationships: PRs Impact on Global Issues of our Time | **Grzegorz Szczepański**, President, International Communications Consultancy Organisation (ICCO) & CEO, Burson (Poland)
- 3:30 pm: **Keynote Address 10**
Power of Community Building and its Role in Making the World a Better Place | **Brenda Darden Wilkerson**, President & CEO, AnitaB.org; Followed by a conversation with **Ashish Babu**, Tata Consultancy Services
- 4:15 pm: **Keynote Address 11** *Exploring Nuances of Creativity*
Huma Qureshi, Guest of Honour in conversation with **Vasundhara Singh**, Value360 Communications
- 5:00 pm: Closing Remarks & Vote of Thanks
- 5:15 pm: PRAXIS Closes followed by a 120-minute Break
- 7:45 pm: **Fulcrum Awards Night** presented by **The Promise Foundation & PR Moment India**
- 9:00 pm: Music, Drinks & Dinner
- 11:00 pm: End of Day 2