

## PRAXIS 2025 - Schedule

### Day 1: Friday, 19<sup>th</sup> September

- 11:00 am: Summit Check-in Opens
- 12:00 noon: PRAXIS Welcome Lunch
- 2:45 pm: Group Photograph
- 3:00 pm: Welcome Remarks & Partners Felicitation
- 3:30 pm: **Keynote Address 1** - The End of Assumptions: Turning Research into Trusted Storytelling  
[Laura Robbie](#), CEO, APAC & MENA, YouGov  
Followed by a conversation with **Michelle Francis**, Godrej Industries Limited
- 4:15 pm: **Keynote Address 2** - Story Wars: AI the New Hope?  
[Adrian Warr](#), CEO - South Asia Pacific, Burson  
Followed by a conversation with **Shefali Sapra**, Diageo
- 5:00 pm: Tea / Coffee Break
- 5:45 pm: **Keynote Address 3** - The Impact of Storytelling in Building Powerful Business Brands  
[Dana Salloum](#), Chief Communications Officer, Alstom  
Followed by a conversation **Tarun Deo**, Progressive Communications
- 6:30 pm: **Keynote Address 4** – The Story of a Two Billion you’ve Never Heard Before  
[Rekha Raghunathan](#), CEO, India Animal Fund  
Followed by a conversation with **Sharmistha Ghosh Solomon**, Avian We.
- 7:15 pm: **Keynote Address 5** – May my Story be an Inspiration  
**Heena Sidhu**, Olympian Pistol Shooter  
Followed by a conversation with **Reegal Ranjan Mantoo**, Value 360 Communications
- 8:00 pm: **The PRAXIS Gala**
- 8:45 pm: Drinks and Dinner
- 9:15 pm: Live Concert – Kabir Cafe
- 11:00 pm: Close of Day 1

## Day 2: Saturday, 20<sup>th</sup> September

- 9:15 am: Early Bird Lucky Draw
- 9:30 am: **Keynote Address 6** - From Screen to Strategy: Storytelling Secrets Bollywood can Teach PR  
[Advita Patel](#), *President, CIPR*  
Followed by a conversation with **Kunal Joshi**, Communications Leader
- 10:30 am: **Keynote Address 7** - Using Compelling Stories to Build Authenticity  
[Rochelle Ford](#), *Chief Executive Officer, Page Society*  
Followed by a conversation with **Shashikant Someshwar**, The Weber Shandwick Collective, India
- 11:15 am: Tea / Coffee Break
- 11:50 am: **Keynote Address 8** - From Audience Insight to Impact: Stories Only Matter if They Matter to Someone  
[Bella Ling-Nair](#), *Senior Director, Communications & Patient Advocacy, JAPAC (Japan, Greater China & APAC), Edwards Lifesciences*  
Followed by a conversation with **Bishnupriya Narayan**, Akasa Air
- 12:40 pm: **Keynote Address 9** – The Role of our Brain in Unlocking the Power of Stories  
[Raja Jamalamadaka](#), *Neuroscience Expert*  
Followed by a conversation with **Jasrita Dhir**, Ashoka University
- 1:20 pm: Lunch
- 2:30 pm: **Keynote Address 10** – The Story is the Strategy: The Relevance of Stories in the Age of AI  
[Chris Foster](#), *CEO, Omnicom Public Relations Group*  
Followed by a conversation with **Arun Sudhaman**, The PRomise Foundation
- 3:10 pm **Keynote Address 11** – From Now to Next: Get Ready for the Thirsty 30s  
[James Wright](#), *Global CEO ANZ, Global CEO HAVAS Red & Global Chairman HAVAS PR Network*  
Followed by a conversation with **Arpana Kumar Ahuja**, Jindal Steel
- 3:50 pm: Keynote Address 12 – Looking Through the Viewfinder: Stories Beyond the Lens  
**Amol Palekar**, Actor, Director & Painter in conversation with **Sandhya Gokhale**, Advocate, Activist & Filmmaker
- 4:30 pm: Closing Remarks & Vote of Thanks
- 5:00 pm: PRAXIS Concludes
- 5:15 pm: 120-minute Break

19<sup>th</sup> & 20<sup>th</sup> September | Dehradun, India  
#PRAXIS12 | [www.praxisonline.in](http://www.praxisonline.in)



- 7:30 pm: Fulcrum Awards Night presented by The PRomise Foundation
- 9:00 pm: Music, Drinks & Dinner
- 11:00 pm: Close of Day 2