



ADFACTORS PR & Reputation
Knowledge-driven communications TODAY

PRESENT

PRACIS 2019

Public Relations and Corporate Communications India Summit

GRAND HYATT, GOA | 27th–29th SEPTEMBER

#PRAXIS8

Platinum Partners:

MSL

VALUE360
Managing Brand Equity

Avian

Edelman

Gold Partners:

VIACOM 18

Godrej

AlphaM

Google

Standard Chartered

THE HOLMES REPORT

global alliance

Silver Partners:

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Candour Communications Private Limited

PUBING
Public Strategic Program PR Firm

SPAG

ruder+finn

Meltwater

genesis bcw

KAIZEN

Bronze Partners:

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Indian Farmers Fertiliser Cooperative Limited

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Boring Brands

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Strategic Communications & Reputation



Day One - Friday, 27th September

12 noon	Summit Check In
12.30 pm	Welcome lunch
1.15 pm	PRAXIS Masterclasses with Aparna Jain , CEO - Zebra Works (@Aparna) Patrice Tanaka , Chief Joy Officer - Joyful Planet (@sambagal) Dr Samir Parikh , Director - Fortis Hospital, Mental Health & Behavioural Sciences Group (@dr_samirparikh)
3.15 pm	Group Photograph
3.45 pm	Welcome Address
4.15 pm	Keynote Address 1 - Building Brand Trust - Shiv Shivakumar , Group Executive President, Corporate Strategy - Aditya Birla Group
5.00 pm	Keynote Address 2 - In Brands, We Trust - Matthew Harrington , Global COO - Edelman (@mj_harrington) followed by a conversation with Arun Sudhaman , CEO & Editor-in-Chief - The Holmes Report (@ArunSudhaman)
5.45 pm	Keynote Address 3 - Can Trust be Measured? - Johna Burke , Managing Director - AMEC (@gojohnab) followed by a conversation with Deepshikha Dharmaraj , Managing Director - Genesis BCW (@DeepshikhaD)
6.30 pm	PRCAI - State of the Business Report
6.45 pm	Speeches of Inspiration - Powered by Aditya Birla Group Aditi Prasad , COO - Robotix Learning Solutions (@aditirao6) Afreen Akhtar , Women's Rights Activist (@AfreenAkhtar6) Shahnaaz Khan , Peace and Conflict Researcher and Educator (@myconoclast)
7.30 pm	Felicitations
7.45 pm	MSL Super Night - Power Talk - Anand Sankar , Founder - Kalap Trust (@iyer_higher) followed by a conversation with Tanvi Leheru - MSL India (@LeheruTanvi)
8.30 pm	Cocktails, Conversations and Dinner
9.00 pm	Concert - The Local Train (@TheLocalTrain)
10.30 pm	End of Day One

Day Two - Saturday, 28th September

7.30 am	Breakfast in respective hotels
9.15 am	Lucky Draw
9.30 am	Special Address 1 - The need for a more Trusting World - Richa Chadda , Actor (@RichaChadha)
10.30 am	Keynote Address 4 - Growth with Goodness Chat - Powered by Adani Trust can Change the World - Devdutt Pattanaik , Author (@devduttmyth)
11.15 am	Keynote Address 5 - Respect 360™: Meet the new CEO - Melissa Waggener Zorkin , Global CEO & Founder - WE Communications (@melissawz) followed by a conversation with Mahesh Jayaram , Director, Corporate Communications - Dell India (@MaheshJayaram11)
12 noon	Stories of Trust from Asia: A Power Panel - Elan Shou (RuderFinn) (@yiranlin), Johna Burke , (AMEC) (@gojohnab), Lee Nugent (Archetype) (@LeeNugent), Priyanka Tanwar (LIXIL) (@pri_tan12) moderated by Arun Sudhaman (The Holmes Report) (@ArunSudhaman)
12.45 pm	Lunch
1.45 pm	Keynote Address 6 - Creating a Sense of Trust Between Journalists and PR Professionals: Greg Galant , CEO - Muck Rack (@gregory)
2.30 pm	Special Address 2 - How to Build, Manage and Measure Brand Trust: Christo van Wyk - Meltwater (@christovanwyk1)
2.45 pm	Special Address 3 - Key Findings on Page Research: Peter Debreceny - Page Society (@PeterDeb)
3.15 pm	Keynote Address 7 - Rebuilding Trust - The new mandate of Chief Communications Officers - Arunav Sinha , Head of Communications - Coursera (@ArunavSinha13) followed by a conversation with Lucy Harvey , Managing Director (METIA) - H+K Strategies (@lucyclope)
4.00 pm	Keynote Address 8 - Evidence-based Creativity: Trust in a Left Brain / Right Brain World: Barri Rafferty , President & CEO - Ketchum (@barriafferty) followed by a conversation with Anant Rangaswami , Author & Editor (@AnantRangaswami)
4.45 pm	A Special Session
5.00 pm	Closing Remarks
5.15 pm	Fun Time
7.30 pm	Awards Night