

## #PRAXIS9

Hi PRAXISian -

PRAXISian is what we call a PRAXIS delegate. You are receiving this mail because you are one.

We are back! We are almost set! And we hope you are ready.

a) TRAVEL & STAY - We trust you have made your travel arrangements. For those who did not opt for accommodation, we hope you have arranged for the same. If both these are in place, start packing your bags with smart casuals and certainly carry a rain coat or umbrella as you could get caught in the rain. For those coming by train or air, the railway station and airport have a good prepaid cab service and are a short drive from the hotel. Uber also works in Chandigarh. Here is a reliable taxi vendor - [www.nanuantravels.com](http://www.nanuantravels.com)

b) VENUE - We have three official hotels. Hyatt Regency is the primary venue. At a short distance are Sarovar Homitel and Lemon Tree where several delegates will be staying. Wherever you stay you will have to arrive at Hyatt Regency for the summit check-in and for those staying there, the room check-in will also take place in the same zone. On 5th August the Satluj Hall next to the reception is where both these check-ins will take place from 12 noon onwards and until 6 pm. For those arriving post 6 pm the hotel check in will take place at the front desk and the summit check in will take place only until 9.00 pm at Satluj Hall. From the check-in area you will be directed to the ball room.

c) SUMMIT FLOW -

1. Day 1 starts with lunch which runs between 12.15 pm and 1.45 pm. Sessions commence 2.00 pm onwards and include a few felicitations and an inaugural talk.
2. At 4.30 pm we move out for the official summit group photograph and return to the ball room for sessions from 5.00 pm to 8.00 pm.
3. At 8.00 pm we break for drinks and dinner which is then followed by a live music concert at 9.00 pm. The bar and dinner close at 10.45 pm.
4. Day 2 commences with breakfast in respective hotels at 7.00 am. Delegates are requested to be at the summit hall by 9.00 am for the day's proceedings, which includes the traditional lucky draw where the winner wins IKEA and INSTAX goodies worth Rs 20,000/- as long as they are in the hall. Sessions go on until 1.00 pm when we break for lunch until 2.15 pm.
5. Post-lunch we have three sessions until 5.00 pm followed by a two hour networking break. This is when PRAXIS concludes.
6. From 7.30 pm onwards is the Awards night followed by drinks, dinner and a DJ night which winds up at 11.30 pm.

The schedule is available on the website.

d) CITY BEAUTIFUL - On Sunday, 7th August take out time to explore the beautiful city of Chandigarh after a leisurely breakfast. We hope you plan on going boating at Sukhna Lake and stroll through the world famous Rock Garden.

e) SEATING - We have had to take a difficult decision of removing round tables in order to accommodate more delegates than what we had originally planned to do. So the summit will be in theatre style seating. We urge you to carry and wear masks at all times inside the

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ball room. We are aware it may not make absolute sense because most of us will eat and drink together, obviously without masks. But people have a choice to eat alone or at any time when they can choose to be in a quiet corner. The same is not the case when seated to listen to a speaker. There will be drinking water provided but feel free to carry your own bottles that you can refill in order to avoid making trips to the water stations.

f) PARTNERS - We will send a list of attendees to all delegates by August 1st along with accommodation details mentioned for you to verify. In the meanwhile, check out our summit partners. We are grateful to them.

TITANIUM partners: Adfactors PR

PLATINUM partners: Avian WE, MSL, Value 360, Fuzion, Kaizzen

GOLD partners: Godrej, Google, HeroMotoCorp, Comms News, Ants Digital, Communicators Guild of India, PProvoke Media

SILVER partners: BCW India Group, Impact Research, Ruder Finn, SPAG, PR Pundit, Weber Shandwick, Media Mantra, Archetype, H+K Strategies

BRONZE partners: First Partners, The PRactice, Concept BIU, Evoc, NewsVair, Iffco, Mondelez, Global Alliance, SCoRe, Kritical Edge

SPECIAL partners: FleishmanHillard, Ford, IBM and Renault

We introduced a new category called COPPER this year and the first set includes:

PepsiCo, Diageo, Biocon Biologics, Ikea, On Purpose, 80db, Seraphim, The Pivotal, The Information Company, Blue Ink Content, Cision, Perception & Quant, Bravo Consulting, PR Club, Fujifilm, AbInBev, ICCO, AMEC.

That is a record-breaking 55 partners :-)

g) DELEGATE INFO - We would request you to take five minutes to fill this **form** by July 21st in order to be eligible to receive the next mail - <https://bit.ly/PRAXIS9DELEGATEINFO>

h) MAP – Given below is the map to the locality specifying three hotels. Refer to it, especially if you are staying at Lemon Tree or Sarovar Hometel.

i) PRAXIS 2023 - We are opening registrations for PRAXIS 2023 in less than a week. Stay tuned for the same. We have had to prevent over 100 interested individuals from signing up for this edition as they missed the deadline. The hall has limited capacity. We would request you not to encourage anyone who has not received this mail to head to Chandigarh because PRAXIS does not have an option of spot registration. It is best to wait a few days and get them to be the super early bird for #PRAXIS10 next year.

9 points for the 9th edition.

We look forward to welcoming you on Friday, 5th August. Check more info and other details at [praxisonline.in](http://praxisonline.in) Follow the twitter handle - @PRAXISInd  
More guidelines to follow in the next mail on or before August 1st.

Kindly fill this form - <https://bit.ly/PRAXIS9DELEGATEINFO>

Regards

Team PRAXIS

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