



Public Diplomacy Workshop
December 2016 - February 2017

	Date	Hour	Speaker	Title	Location
1	12.12.16	17:45-18:45	Prof. Eytan Gilboa	Introduction to Public Diplomacy	Weisfeld
		18:45-19:15	Mr. Roei Duani	Introduction to the Workshop	
		19:15-20:45	Mr. Ben-Dror Yamini	International Media Coverage	
2	19.12.16	17:45-19:15	Mr. Adi Schwartz	Writing to the Media	Nano
		19:15-20:45	Col (res). Miri Eisin	Framing Israel	
3	2.1.17	17:45-19:15	Prof. Eytan Gilboa	The BDS campaign against Israel	Weisfeld
		19:15-20:45	Mr. Yuval Canfi	Sustainable New-Media Public Diplomacy	
4	9.1.17	12:00-16:00	Ms. Michel Stein-Teer	Public Speaking and Appearing on Broadcast Media	Feldman 102
		GROUP A			
	GROUP B	16:00-20:00			
5	16.1.17	17:45-19:15	Mr. Itzik Yarkoni	Social Media & Israel Branding	Weisfeld
		19:15-20:45	Dr. Mordechai Kedar	The Arab Media and Israel	
6	23.1.17	08:30-14:00	The Israeli Ministry of Foreign Affairs	Digital Diplomacy, Branding Israel, Getting Israel's Message Across	Weisfeld
		14:00-18:00	The Knesset	Conversation – Public Diplomacy Lobby	
7	6.2.17	17:45-20:15	Participants	Final Projects Display	Weisfeld
		20:15-20:45	Prof. Eytan Gilboa	Summary and Conclusions	

