



The CIC Public Diplomacy Workshop
April 13, 2014 – June 23, 2014

Dear Students,

The Center for International Communication (CIC) at Bar-Ilan University invites you to join us for a free workshop in Public Diplomacy.

The workshop is designed to equip students with the critical knowledge and tools needed to effectively promote Israel's image abroad and combat anti-Israeli propaganda.

The workshop includes seven sessions held once a week, on Wednesday, mostly during the evening hours (18:00-21:00).

The sessions, which will be conducted in English, will be taught by world renowned experts such as Prof. Eytan Gilboa, Prof. Gerald Steinberg, Dr. Mordechai Kedar and others. The program will also include a seminar at The Israeli Ministry of Foreign Affairs in Jerusalem.

The workshop focuses on both content and communication techniques and combines lectures and practical exercises.

Upon successful completion of the program, participants will be awarded an official **Certificate of Completion** from The Bar-Ilan Center for International Communication.

Applications for this Public Diplomacy program will contain the following:

- Curriculum Vitae including: your name, university, degree, field of study, and contact information.
- A short paragraph about yourself and your interest in public diplomacy – IN ENGLISH!
-Both should be sent in ONE Word / PDF document with the candidate's name on it.

Please send the application to CIC.Center@mail.biu.ac.il.

The last day to apply is March 30, 2014.

We look forward to welcoming you to this unique workshop.

Sincerely,

Prof. Eytan Gilboa

