



The CIC Public Diplomacy Workshop

April – May 2013

	Date	Hour	Speaker	Title	Location
1	Wednesday 17.4	18:00-19:30	Prof. Eytan Gilboa	Introduction to Public Diplomacy	Bld. 213 Room 320
		19:30-21:00	Mr. Danny Seaman	Western Media Coverage of Israel and the Middle East	Bld. 213 Room 320
2	Sunday 21. 4	18:00-19:30	Dr. Mordechai Kedar	The Palestinians and Israel	Bld. 213 Room 320
		19:30-21:00	MJ. Peter Lerner	IDF and information warfare	Bld. 213 Room 320
3	Monday 29.4	17:00 – 21:00	Ms. Michel Stein-Teer	Public Speaking and Appearing on Television and Radio	Bld. 213 Room 320
4	Sunday 5.5	18:00-19:30	Prof. Gerald Steinberg	The NGOs' campaign against Israel	Bld. 213 Room 320
		19:30-21:00	Dr. Raanan Gissin	De-legitimization and demonization of Israel	Bld. 213 Room 320
5	Sunday 12.5	18:00-19:30	Mr. Rammey Hassman	Branding Israel	Bld. 213 Room 320
		19:30-21:00	Mr. David Weinberg	Techniques of Advocacy & Public Relations	Bld. 213 Room 320
6	Sunday 19.5	18:00–21:00	Mr. Boaz Bismuth	Writing to the Media	Bld. 213 Room 320
7	Sunday 26.5	09:00-13:30	The Israeli Ministry of Foreign Affairs	Digital Diplomacy How to get Israel's message across Israeli Foreign Aid	MFA in Jerusalem

