



Bar-Ilan University



The Division of Journalism and Communication Studies



Ministry of Foreign Affairs



Department of Political Studies



The Argov Center for the Study of Israel and the Jewish People



The Chair for Society and Judaism



Conflict Management and Negotiation Program

We have the pleasure of inviting you to an International Conference in honor of Bar-Ilan University's Jubilee

The topic:

# ISRAEL'S IMAGE IN THE WORLD: HOW TO WIN OVER PUBLIC OPINION?

The conference will take place on Sunday, May 8<sup>th</sup> 2005, in the Mintz Auditorium at Bar-Ilan University Campus

## SCHEDULE:

**9:30 Reception and Refreshments**

M.C.: **Ms. Sharon Kidon**

**9:45**

## GREETINGS:

**Prof. Moshe Kaveh**, President, Bar-Ilan

**Prof. Yosef Yeshurun**, Rector, Bar-Ilan

**Prof. Yuval Wolf**, Dean, Faculty of Social Sciences, Bar-Ilan

**Dr. Yehudith Auerbach**, Head, Division of Journalism and Communication Studies

**10:30**

## OPENING SPEECH

**Mr. Benjamin Netanyahu**, Minister of Finance

**11:00 First Panel:**

## THE STATE OF ISRAEL VIS A VIS THE WORLD

**Chair: Prof. Sam Lehman-Wilzig**, Chairman, Department of Political Studies, Bar-Ilan

Participants:

**Prof. Alain Finkielkraut**, Ecole Polytechnique, Paris  
**ISRAEL IN A POST NATIONAL WORLD.**

**Prof. Eitan Gilboa**, Department of Political Studies, Bar-Ilan  
**PUBLIC DIPLOMACY AS A STRATEGIC WEAPON**

**Mr. David Sable**, "Wunderman", USA  
**BRAND ISRAEL**

**13:00 Break and Refreshments**

14:00 Second Panel:

### NON-GOVERNMENTAL ORGANIZATIONS IN THE FIELD OF PUBLIC DIPLOMACY

Chair:

**Bg. General (Res.) Ephraim Lapid**, Division of Journalism and Communication Studies, Bar-Ilan  
Director of the Israel Division at the Jewish Agency

Participants:

**Prof. Gerald Steinberg**, Director, Conflict Management and Negotiation Graduate Program, Bar-Ilan  
**RESPONDING TO THE ANTI-ISRAEL NGO NETWORK: THE NGO MONITOR PROJECT**

**Mr. Larry Weinberg**, Director "ISRAEL 21c", USA  
**A CASE STUDY IN USING POSITIVE MESSAGING TO CREATE A NEW PARADIGM IN ISRAEL ADVOCACY**

**Dr. Emmanuel Navon**, Director "BNIC", Israel  
**TURNING BUSINESS LEADERS INTO ISRAEL ADVOCATES: THE BUSINESS NETWORK FOR PRO-ISRAEL ADVOCACY**

**Ms. Candy Shinaar**, Chairman, "CoHav", Council of Hasbara Volunteers  
**HASBARA – AND WHAT ABOUT YOU?**

16:00 Break and Refreshments

16:30 Third Panel:

### Round Table: ISRAEL'S IMAGE IN THE WORLD WHAT ELSE CAN BE DONE?

Chair:

**Ms. Nurit Dabush**, Division of Journalism and Communication Studies, Bar-Ilan

Participants:

**Mr. Gideon Meir**, Deputy Director of Information, Ministry of Foreign Affairs

**Mr. Nachman Shai**, Senior Vice President & Director, General United Jewish Communities, Israel

**Dr. Shaul Zadka**, Chair of Media Unit, Emek Yizrael College, Lecturer in the Division of Journalism and Communication Studies, Bar-Ilan

**Deputy-General Ruth Yaron**, IDF Spokeswoman

**Mr. Yoel Esteron**, Managing Editor, Yediot Achronot

**Mr. David Witzthum**, Television News, Israel Broadcasting Authority

