



MAP - MASA Activities for Participants

Hasbara seminar schedule

April 3-5th 2008, Jerusalem

Thursday		
08:00	Meeting in Binianey HaUma	Mashkochit staff
09:00	Tour: Situation room in Ministry of Foreign Affairs / Government Campus / Around the Security Fence	Mashkochit staff
11:45	Refreshments	Ramat Rachel hotel
12:00	Lecture: Understanding Israeli-Arab conflict	David Horowitz - the Jerusalem post editor
13:15	Meeting with "Stand With Us"	Stand With Us organization
13:30	Lunch	Ramat Rachel hotel
14:30	Workshop: My personal experience in Israel	Mashkochit staff
15:45	Refreshments	Ramat Rachel hotel
16:00	Lecture: Leadership in the Jewish World and Israel	Former IDF Chief of Staff Bogi Ya'alon
17:15	Intermission	Ramat Rachel hotel
17:30	Workshop in groups	Mashkochit
18:30	Dinner	Ramat Rachel hotel
19:30	Artist Workshop: meeting with the Israeli singer Chemi Rodner	Chemi Rodner
21:00	Night tour in Jerusalem outside the walls and free time in the city	Mashkochit staff
22:30	Bus back to hotel	Mashkochit staff
Friday		
07:00	Wake up +Shacharit (optional)	Shalom hotel
07:30	Breakfast	Shalom hotel
08:00	Bus to Inter Disciplinary Center in Herzeliya	Mashkochit staff
09:30	Workshop: New Media Advocacy	Mr. Tsahi Hayat - IDC
11:30	Lunch	IDC
12:30	On Camera Media Training	Mr. Udi Zorani - IDC
14:30	Bus back to hotel and preparations for Shabbat	Mashkochit staff
18:00	Kabbalat Shabbat	Mashkochit staff
18:25	Candle lighting	Shalom hotel
18:45	Shabbat services	Shalom hotel
20:00	Shabbat Dinner	Shalom hotel
21:30	Performance	Robi Gringers
23:00	Concluding workshop: Hasbara toolbox	Mashkochit staff

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Shabbat		
08:00	Coffee and Cake	Shalom hotel
08:30	Services	Shalom hotel
10:30	Kiddush	Shalom hotel
11:00	Combat soldiers panel	IDF soldiers
12:30	Lunch	Shalom hotel
13:45	Lecture: Pro-Israel Political Activism on American College Campuses	Aliza M. Sinkinson, AIPAC
14:45	Intermission	Shalom hotel
15:00	Workshop: My Role in Israeli Hasbara	Mashkochit staff
16:00	Intermission	Shalom hotel
16:15	Lecture: Israel and Masa Hasbara in Campuses	Yahel Segev, Masa
17:30	Seuda Shlishit	Shalom hotel
18:30	Conclusion in groups	Mashkochit staff
19:30	Havdalah and conclusion	Masa and Mashkochit

