



# MEDIA & DIPLOMACY

## WORKSHOP

2014

### כנס ראשון מסוגו

יום חמישי 22.5 בין השעות 9:00-18:00	Thursday 22.5 at 9:00-18:00
באולם זקס	Zacks Hall
50 ש"ח כולל:	50 nis:
קפה וכיבוד	Cofee & Refreshments
ארוחת צהריים	Lunch
פרוטראט מקצועי	Professional Protrait

כלים חיוניים להכנת והעברת מסרים (מתקיים באנגלית)

## MR. YUVAL CANFI



### "New Media Public Diplomacy - An Innovative Toolkit"

Yuval is an expert and lecturer on New Media Public Diplomacy and Cause Marketing. He is a pro-Israel advocate and former director of "ISCA - Israeli Students Combating Antisemitism" in the National Union of Israeli Students (NUIS). Yuval holds a B.A. in Business Management and Marketing from IDC Herzeliya.



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## MR. GAL RUDICH



### "eDiplomacy at the Foreign Ministry"

Gal Rudich is Head of New Media section in Israel's Ministry of Foreign Affairs since 2011 and is part of the Ministry's Digital Diplomacy team of social media managers which is responsible for the ongoing maintenance of the Ministry's channels in various social networks. Gal works with various departments in the Ministry's Headquarters & with the Ministry's Diplomatic missions around the world to support their online efforts in digital Public Diplomacy. Gal has an MA in International Relations and BA in International Relations & Political Science, both from the Hebrew University of Jerusalem. Gal on twitter: @Galtweets