

## Monday, May 16, 2016

- 12:40 PM     **Arrive in Israel**
- Depart for Jerusalem**
- 4:30 PM     **Welcome Dinner and Orientation**
- Aish Western Wall Experience**
- Check In to Accommodations**

## Tuesday, May 17, 2016

- 7:00 AM     **Breakfast**
- 9:00 AM     **Strategic Tour of Jerusalem**  
*Patrick Amar, Tour Educator*
- Lunch in the Old City**
- 1:15 PM     **Welcome to Aish HaTorah**  
*Rabbi Steven Burg*
- 1:30 PM     **Communicating for Israel**  
*Hasbara Fellowships Staff*
- 3:00 PM     **Social Media Advocacy**  
*Itzik Yarkoni, CEO, The Brand of Milk & Honey*
- 3:31 PM     *Itzik Yarkoni, creator of BOMAH (Brand of Milk & Honey), specializes in social media training geared towards creating a unique brand for your pro-Israel organization. His workshops will empower you to share your stories and provide the necessary tools to be effective in doing so.*

4:30 PM      **Security Briefing by Old City Security Forces**

**Return to Accommodations**

**Wednesday, May 18, 2016**

**Bring your passport to the Knesset.**

**Please dress in business casual attire for the morning.**

8:00 AM      **Breakfast**

8:45 AM      **Introduction to Impact Planning**  
*Hasbara Fellowships Staff*

9:30 AM      **Campus Media**

11:00 AM     **Bus to the Knesset**

12:00 PM     **Member of Knesset Ayoob Kara**  
*Mr. Ayoob Kara*

12:30 PM     **Israeli Democracy**  
*Gil Hoffman, Jerusalem Post*

12:31 PM     *Gil Hoffman is the Jerusalem Post's political correspondent. He has appeared on CNN and Al-Jezzerra. He is one of the most knowledgeable speakers on the topic of the Israeli political structure and the wide spectrum of the many Israeli political parties.*

1:30 PM      **Packed Lunch**

4:30 PM

## **Depart for the North**

### **Alfei Menashe**

*Located right over the "Green line", Alfei Menashe possesses a spectacular view from the West Bank to the Mediterranean Sea and the Israeli cities in between. From this vantage point we are able to see the surrounding area including several Palestinian towns and farms, and a view of the security barrier along the hillsides. You will be amazed to see how narrow of a country Israel is and her precarious*

### **Dinner**

### **Check In to Accommodations**

9:00 PM

### **What are We Fighting For?**

*Group discussion on why we are committed to doing Israel advocacy on our campuses. What makes Israel so worth fighting for?*

### **Sikkum**

## **Thursday, May 19, 2016**

7:00 AM

### **Breakfast and Check Out**

### **Visit the Rambam Hospital in Haifa**

### **Yemin Orde Youth Village**

*As a Youth Village in Israel, Yemin Orde has become a second home for children from 'at risk' homes including new immigrants. Children are provided a warm, nurturing environment, education and a support system that enables them to integrate into Israeli society. The children come from diverse backgrounds, from Ethiopia to Russia, from France to Brazil, and even some Muslim refugees from Darfur.*

### **Packed Lunch**

## **Givat Chaviva**

*Lydia Aisenberg*

*Kibbutz Givat Haviva, located in Northern Israel, aims to bring Israeli Jews and Arabs together through educational and social projects. We will meet Lydia Aisenberg, a veteran of the Kibbutz who has life-long relationships with Israeli Arabs in the area, and has a deep understanding of the positive and negative issues facing the region.*

## **Barta'a: A Town on the Green Line**

*Barta'a is an Arab town in Northern Israel cut in half by the 1949 Armistice agreement. Many of the residents had family on both sides of the line and thus were separated in 1949. Today half the city has Israeli citizenship and the other half are Palestinians. Many of the residents have businesses on both sides of the town, go to school on both sides of the town and are constantly crossing the "green line."*

## **Dinner With Israeli Druze**

## **Depart for Accommodations**

### **Friday, May 20, 2016**

7:30 AM      **Breakfast**

9:00 AM      **Strategic ATV Tour**

## **The Valley of Tears**

*Elliot Chodoff, Tour Educator, Major in IDF Res.*

## **Kuneitra: Syrian and Iranian Threats**

*Kuneitra is located right on the Israeli border with Syria. On a clear day, one can see into Syria all the way to Damascus (only 60 km away) and parts of Lebanon and upper Jordan. Here you can look into the Valley of Tears, where a major Yom Kippur war battle took place.*

## **Mount Ben Tal - Strategic Lookout into Syria**

**Packed Lunch**

**Check In to Accommodations**

**Free Time - Prepare for Shabbat**

6:53 PM **Candle Lighting**

**Kabbalat Shabbat**

**Shabbat Group Dinner**

**Tisch With Asi**

### **Saturday, May 21, 2016**

12:00 PM **Shabbat Group Lunch**

1:30 PM **What's Up on Your Campus?**

*Hasbara Fellowships Staff*

*Group discussion on what is happening on each of our campuses – both the good and the bad. An opportunity for us to see what we have in common and what is different about our campuses.*

3:00 PM **Regional Meetings**

5:00 PM **Tour of Tzfat**

7:00 PM **Third Meal / Dinner**

## Depart for Tel Aviv

### Sunday, May 22, 2016

8:00 AM      **Breakfast**

10:00 AM    **Helping Make Your Israel Group Awesome**  
*Hasbara Fellowships Staff*

11:00 AM    **Social Media Advocacy**  
*Itzik Yarkoni, CEO, The Brand of Milk & Honey*

### **Free Time for Lunch**

2:15 PM      **Role Playing**  
*Hasbara Fellowships Staff*

*The Peres Center for Peace is an NGO that works to promote a lasting peace between the Israeli and Palestinian communities. They organize social and educational programs to bring Jews and Arabs together.*

### **Peres Center For Peace**

### **Free Afternoon & Evening in Tel Aviv**

### Monday, May 23, 2016

8:00 AM      **Breakfast**

9:00 AM      **Israel's Humanitarian Efforts Around the World**  
*Mr. Navonel Glick, Program Director - IsraAid*

*For over a decade, IsraAID has been helping people all over the world overcome extreme crises and has provided millions with the vital support needed to move from destruction to reconstruction, and eventually, to sustainable living.*

**IDC Herzlia**

**Packed Lunch**

**Depart for Hi Tech Visit**

**Start up Nation Experience**

**Return to Accommodations**

8:00 PM      **Sikkum**

**Tuesday, May 24, 2016**

8:00 AM      **Breakfast and Check Out**

9:30 AM      **Practical Advocacy: Programming and Tabling**

11:00 AM     **Understanding and Countering BDS**

**Free Time for Lunch**

2:00 PM      **Depart for Holon**

**Visit Save A Child's Heart**

*Save a Child's Heart is a non-profit organization based in Israel that provides pediatric heart surgery and follow-up care for impoverished children from developing countries around the world. SACH saves the lives of children with congenital heart defects who would otherwise not survive past childhood in their native countries. SACH provides modern medicine for children of all races, religion, and financial backgrounds, including children from Arab countries.*

**Depart for Jerusalem**

## **Return to Accommodations**

8:00 PM      **Sikkum**

### **Wednesday, May 25, 2016**

8:15 AM      **Breakfast**

9:00 AM      **Practical Advocacy: Coalition and Relationship Building**

*Hasbara Fellowships Staff*

10:30 AM     **Why the Jews?**

*Hasbara Fellowships Staff*

### **Lunch at Sderot Restaurant**

### **Tour Sderot**

*Noam Bedein, Sderot Media Center*

*Sderot is a city located about one mile from Gaza. When a Red Alert siren sounds, residents of Sderot have only 15 seconds to run to a bomb shelter and away from the rockets fired from such a close distance. These rockets have injured over 600 Israeli citizens, Arab and Israeli alike. Despite the traumatic way of life, residents of Sderot continue to thrive.*

### **Sikkum**

### **Thursday, May 26, 2016**

8:00 AM      **Breakfast**

8:30 AM      **Depart for the Old City**



9:00 AM      **Track A: Polishing Public Speaking**  
*Eliezer Blatt, Public Speaking Coach*

*Eliezer Blatt is a public speaking professional who has worked for shows such as The Cosby Show and Reading Rainbow. He is also the Chief Presentation Officer of AISH who teaches skills for public speaking. His session is incredibly entertaining and you will learn real practical public speaking skills.*

**Track B: Public Speaking and Media Messaging**  
*Headline Media Consultants*

*Headline Media is a public relations consulting firm that has trained Israeli diplomats and spokespeople in the art of the media interview. They teach how to fine tune messaging and answer tough questions in a poised and eloquent manner.*

12:00 PM      **Lunch in the Old City**

1:30 PM      **Segway Tour of Jerusalem**

**Strategic Tour of Jerusalem**

**Return to Jerusalem**

## **Friday, May 27, 2016**

8:00 AM      **Breakfast**

8:30 AM      **Depart for Agron Youth Hostel**

9:00 AM      **Answering the Difficult Questions About Israel**  
*Hasbara Fellowships Staff*

11:00 AM      **Palestinian Politics and Society**  
*Khaled Abu Toameh, Jerusalem Post*

*Khaled Abu Toameh is an Arab Israeli Journalist who writes for the Jerusalem Post. He writes extensively on the lack of freedom of speech in the Palestinian Territories and the problems facing the Palestinian people when it comes to building a new state.*

## **Free Afternoon**

5:15 PM      **Bus to the Old City**

6:00 PM      **Beauty of Shabbat Concert**

*Rabbi Yom Tov Glaser*

6:57 PM      **Candle Lighting**

**Western Wall Experience**

**Shabbat Dinner at Aish**

**Oneg Shabbat**

## **Saturday, May 28, 2016**

11:00 AM      **Shabbat Lunch at Host Families**

4:00 PM      **Street Artist Tour of the Shuk**

6:00 PM      **World Perfect**

*Rabbi Elliot Mathias, Executive Director of Hasbara Fellowships*

7:00 PM      **Third Meal**

8:20 PM      **Havdala Concert**  
*Anders Nerman*

9:00 PM      **Return to Accommodations**

## **Sunday, May 29, 2016**

9:00 AM      **Breakfast**

9:00 AM      **Defeating Anti-Israel Propaganda**  
*Hasbara Fellowships Staff*

10:45 AM     **Zaka Presentation**  
*Mr. Yossi Fraenkel, Operations Officer of the  
International Unit ZAKA*

11:45 AM     **Depart for Strategic Tour of Gush Etzion**

### **Kever Rachel**

*Rachel's Tomb is believed to be the burial place of the Jewish Matriarch Rachel. After Jerusalem and Hevron, it is considered to be the third holiest site in Judaism. Jews have made pilgrimages to the tomb since ancient times, and it has become one of the cornerstones of Jewish-Israeli identity.*

### **Lunch at Gush Etzion Winery**

**Mr. Davidi Perel, Mayor of Gush Etzion**

**Sound and Light Show: A History of Gush Etzion**

*Gush Etzion is a cluster of Israeli communities located directly south of Jerusalem in the West Bank. The core group includes four Jewish agricultural villages that were founded in 1940-1947 on property purchased in the 1920s and 1930s, and destroyed by the Arab Legion before the outbreak of the 1948 Arab-Israeli War. These settlements were rebuilt after the 1967 Six-Day War, along with new communities that have expanded the area of the Etzion Bloc*

## **Koby's Legacy**

*Seth Mandel, The Koby Mandel Foundation*

*Rabbi Seth Mandel's son Koby was murdered in 2001 by Palestinian terrorists in Tekoa. Since Koby's murder, Rabbi Mandel and his wife Sherri have created the Camp Koby, which provides a fun and therapeutic environment for children who have lost love ones to terrorism.*

## **Tour of Hevron**

*Simcha Hochbaum, Hevron Fund*

*Hevron is the home to the Ma'aras ha'Machpela – the Tomb of the Patriarchs and Matriarchs, the second holiest site in Judaism. Today it is the largest city in the West Bank, with approximately 250,000 Arab residents and less than 1,000 Jewish residents.*

7:00 PM      **Sikkum**

## **Free Evening**

### **Monday, May 30, 2016**

8:15 AM      **Breakfast and Check Out**

9:15 AM      **Bus to the Old City**

10:00 AM     **Role Playing**  
*Hasbara Fellowships Staff*

11:00 AM     **Going Back to Campus**  
*Hasbara Fellowships Staff*

12:30 PM      **Counter Terrorism: Fighting the Enemy from  
Within**

*Mr. Steve Gar, Counter Terrorism Expert*

**Free Afternoon**

6:00 PM      **Final Banquet**

**Depart for Ben Gurion Airport**