

FIRST EUROPEAN JEWISH MEDIA AND COMMUNICATIONS ENCOUNTER

ROME - MARCH 11/13 - 2018

ADDRESSED TO PROFESSIONALS AND BOARD MEMBERS
DEALING WITH COMMUNICATIONS AND MEDIA IN JEWISH ORGANISATIONS

COMMUNITY
COMMUNICATIONS
AND CHALLENGES IN
THE AGE OF
NEW MEDIA



European
Council
of Jewish
Communities



American Jewish Joint
Distribution Committee

with support from

UJA Federation
of New York

Good together.

PROGRAMME

All the sessions will be held in
Pitigliani - Jewish Community Centre
Via Arco De' Tolomei 1,
00153 Rome

Sunday, March 11th

12.30 Welcoming lunch

13.15 Opening.

Why this Conference? Sharing expectations. By **Mariano Schlimovich**

14.00 **Why Tell Tales?** By **Inbar Amir**

We will get to know the power of stories in creating community. We will learn storytelling as a tool for connecting with people and connecting people with ideas. We will assess what makes information a story and learn what turns a story into a good story. We will get to know the power of the personal story as a way of conveying both information and ideas.

15.30 Coffee Break

15.45 **Workshop on Social Media Part 1** by **Mickol Lopez**

- Social media's opportunities. Why should I use Facebook when I can keep my community updated with other tools?
- The Facebook Algorithm. How does it work?
- Do's and don't's on Facebook pages. Tips and best practices to improve the reach and the engagement on my Facebook Page
- Storytelling. The best way to communicate and interact with people on the platform
- Crisis management. How should I face negative comments
- Facebook editorial plan. How do I build and manage one (training included)?

17.15 Coffee Break

17.30 **Workshop on Social Media Part 2** by **Mickol Lopez**

19.00 Dinner & Presentation of ECJC – by **Alejandra Ortona & Mariano Schlimovich**

20.30 End of the day- Return to Hotel by bus

Monday, March 12th

8.30 Departure from the hotel by bus to the Pitigliani

9.00 **Participants' Presentations**

Susie Gordon, Executive Director, Leeds Jewish Representative Council, UK
Immanuel Marcus, Director/ Founder The Sofia Globe, Bulgaria

10.00 Coffee Break

10.15 **Storytelling**

How to effectively communicate a message suited to audience and medium?

By Inbar Amir

Fourteen year old teenager or grandfather of six aged seventy? Twitter or newsletter? The audience dictates the message and the medium. In this workshop we will learn to think about bringing these things in line – matching the message and medium to the target audience

11.15 **Effective Writing** *By Inbar Amir*

With examples from the media and advertising realms we will understand the tools available to us and their characteristics. We will look at what works in each medium, from Facebook to Twitter to newsletters, and break into smaller groups for groupwork and feedback.

12.45 Lunch

14:30 **Participants' Presentations**

Fabien Azoulay, Director of Communications CASIP COJASOR Foundation, France
Daniela Modonesi, Press office, National Museum of the Shoah and Italian Judaism
Barbara Tanenbaum, Communications Director JMW, Netherlands

15.30 Coffee Break

15.45 **Jewish organizations in XXI century. New trends.** *by Mario Izcovich*

16.45 Coffee Break

17.00 **Participants' Presentations**

Jonathan Kreutner, General Secretary, Swiss Federation of Jewish Communities, Switzerland
Dalia Grinfeld, President, Jewish Student Union Germany - JSUD, Germany
Julia Mozer, Communications Officer CEJI, Belgium

18.00 **Can we send the same newsletter to the Bubbah and the grandchild?**
Analyzing real cases. Facilitated by **Mariano Schlimovich** and **Mario Izcovich**

19.15 Dinner

20.00 **Tour of the Ghetto.**by Micaela Pavoncello -JewishRoma

21.30 End of the day – Return to the hotel by bus

Tuesday, March 13th

8.00 Check out – ***Please bring your suitcase with you on the bus***

8.30 Departure from the hotel by bus to the Pitigliani

9.00 **Participants' Presentations**

Iakovos Atoun, Advisor, Jewish Community of Athens, Greece
Agnieszka Giś, Communications Coordinator JCC Krakow, Poland

10.00 **Risk communication -Exercise** by **David Gidron**

11.30 Coffee Break

11.45 **A European Network of Jewish media - How we can be more connected?**

12.45 **Summary & evaluation**

13.00 Lunch and end of the Seminar

GUEST SPEAKERS BIOS

Inbar Amir

Inbar Amir comes from two worlds - the world of the stage and that of education and management. She uses tools from theatre and creative writing to train professionals in public speaking and storytelling in academic, business, social and educational frameworks in Israel and around the world. Inbar teaches writing and storytelling in Eshkol Nevo's writing studio and trains the storytellers in the "Real Stories" events around Israel. Inbar writes for Israeli television and theater. Inbar participated as a lecturer in October 2014 at Tedx Jaffa with the lecture "Trapped by Choice". For Inbar, the stage and the written word serve as paths for her to meaningfully connect with people.

Mickol Lopez

Mickol Lopez, born in Rome in 1985, is a communication professional. She moved to Milan to study Political Science at the University of Milan, and after a Master degree in Media Relation at the Business School of Il Sole 24 Ore (main economic Italian Daily) she started her career working for main companies operating in different sectors such as: Facebook, LG Electronics, Alpro, Siemens, Microsoft, Motorola, Pinterest.

In 2016 she became the Communication, Marketing and Social media Manager for Cineas, a consortium focused on risk management, founded by Politecnico di Milano (the main scientific-technological university in Italy).

She is a social media and communication expert and consultant, to help people and business understanding the potential of social media and learning the best way to use them.

David Gidron - Jdc-Europe Resilience Work Group

David is a Social Psychologist and Expert in Community Resilience and Emergency Management.

A Lt. Colonel in the IDF, David worked as an Organizational Psychologist in a variety of field units. He served as head of the Civil Emergency Behavior Branch in the Home Front Command. David has worked as an expert consultant and senior researcher of emergency management and community resilience for private

And Public Organizations In Israel And Abroad. These Include Jdc-Elka, Israel Trauma Coalition, Mahut, Nastec, The Gertner Institute, And More.

Later, Under The Israel Trauma Coalition, He Helped Establish A Network Of Community Resilience Centers In The North Of Israel.

Until Recently, David Was The Professional Director For The Israel Trauma Coalition And The Ministry Of Welfare And The Ministry Of Health For The Five Resilience Centers In Western Negev. These Centers Are The Backbone For Preparing The Communities For Crises, Providing Psycho-Social Trauma Treatment And Building Community Resilience In The Ongoing Emergency Situation In The Region.

David Continues To Serve As A Senior Consultant For Community Resilience And Emergency Preparedness For Numerous Municipalities, Government Ministries, Private And Public Institutions And Is A Member Of The Jdc-Europe Resilience Work Group.