23.11.17

**The 2nd International Conference on Digital Diplomacy**

Jerusalem, 5-7 December 2017

**Program**

***Tuesday, 5 December, 2017***

**17:00 Registration**

**17:30 - 18:30 Welcoming Reception**

**Remarks**

*Noam Katz, Deputy Director General for Public Diplomacy, Israel MFA*

**18:30 - 19:30 Fireside Chat**

**Social Networks and Elections - Insights from the Inside**

[*Adam Sharp*](https://sharpthings.io/about)*, Former Head of News, Government and Elections at Twitter (2010-2016),* [*Sharp Things*](https://sharpthings.io/)

*Moderator: DJ Schneeweiss, Director, Digital Diplomacy, Israel MFA*

***Wednesday 6 December 2017***

**09:00 – 10:15 Session I – Digital Diplomacy Overview**

**Opening Remarks**

*Yuval Rotem, Director General, Israel Ministry of Foreign Affairs*

**Panel - Digital Diplomacy Overview – Trends and Insights**

[*Jian Wang*](http://annenberg.usc.edu/faculty/communication-journalism/jian-jay-wang)*, Director, USC Center on Public Diplomacy (CPD)*

[*Matthias Lufkens*](https://www.linkedin.com/in/luefkens/)*, Burson-Marsteller, Lead Author, Twiplomacy*

*Moderator:* [*Ilan Manor*](https://digdipblog.com/)*, Oxford University Digital Diplomacy Research Group*

**10:15 Coffee Break**

**10:30 – 12:30 Session II - Algorithms and Diplomacy**

**The Dynamics of Influence in the Age of Algorithms**

[*Prof. Karine Nahon*](http://portal.idc.ac.il/faculty/en/pages/profile.aspx?username=knahon)*, President, Israel Internet Association*

**Learning to Speak in Code – The Israeli Experience**

[*Elad Ratson*](https://www.linkedin.com/in/ratson/)*, Special Advisor, Algorithmic Diplomacy, Israel MFA*

**Discussion**

**12:30 – 14:00 Buffet Lunch**

**14:00 – 17:30 Session III – The Weaponized Web - Challenge and Response**

**14:00-15:15 Panel I – Tools for Addressing Online Hate Speech, Radicalization and Manipulation**

*Ida Eklund Lindwall, EU East StratCom Task Force*

[*Sven Hughes*](https://www.linkedin.com/in/sven-hughes-2617201b/)*, Founder,* [*Global Influence*](http://globalinfluence.com/)

*Moderator:* [*Yoav Adler*](https://www.linkedin.com/in/yoavadler/)*, Head of R&D, Israel MFA*

**15:00 Coffee Break**

**15:30 – 17:30 Panel II – Governments and the Internet Platforms**

*Dr. Melissa Sayiner, Federal Ministry of Justice and Consumer Protection, Germany*

[*Erika Thompson*](https://www.linkedin.com/in/erika-thompson-b16a6a50/)*, Head, Private Sector Engagement, Global Coalition Against Daesh Communications Cell, UK FCO*

*Noam Katz, Deputy Director General for Public Diplomacy, Israel MFA*

*Moderator:* [*Prof. Karine Nahon*](http://portal.idc.ac.il/faculty/en/pages/profile.aspx?username=knahon)*, President, Israel Internet Association*

**17:30 Transfer to Israel Museum**

**18:00 Tour of the** [**Shrine of the Book**](http://www.imj.org.il/en/wings/shrine-book)

**19:00 – 20:30 Dinner**

***Thursday December 7, 2017***

**08:30 "Mirror, Mirror on the Wall…" – Ranking Digital Diplomacy**

[*Gökhan Yücel*](https://www.linkedin.com/in/gokhanyucel/)*, Director,* [*Diplomacy.Live*](http://diplomacy.live/)

**09:00-11:00 Session IV - From "Digital Diplomacy" to "Diplomacy for the Digital Era"**

**Conceptual Frameworks for Developing Professional Doctrine**

[*Corneliu Bjola*](https://www.stx.ox.ac.uk/people/fellow/dr-corneliu-bjola)*, Oxford University*

**Government Voices in the Digital Content Ecosystem**

[*Ory Rinat*](https://www.aspenideas.org/speaker/ory-rinat)*, Chief Digital Officer, The White House,*

*in conversation with*

**Big Data and Diplomacy – Opportunity or Threat (or Both)?**

*Speaker TBC*

**Discussion**

**11:00 – 11:15 Coffee Break**

**11:15 – 12:00 Keynote**

**Using Algorithms to Reach Targeted Audiences Worldwide**

[*Eldad Maniv*](https://www.crunchbase.com/person/eldad-maniv#/entity)*, President and COO,* [*Taboola*](https://www.taboola.com/our-story)

**12:00 – 13:00 Session V - The Road Ahead**

**Discussion - Building Global Capacities to Address Shared Challenges**

* + - * Finding the right balance between stakeholder interests (governments–citizens-companies)
      * Tools for closer international contact and coordination

**Formulation of Conference conclusions**

**13:00 – 14:00 Lunch**

**14:00 Conference Concludes**