

2016 Mediatech Conference Program

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Official Partners

The U.S. Embassy in Israel, Mellman group, PBS (Public Broadcasting Service), Subject Matter, JVP Media, JVP Bakehila, E4E, Givat Haviva, Hasadna

The States of Minds 2016 MediaTech Conference, a half-day event and individual programs throughout the week, is a platform that will include new and cutting edge approaches to engage diverse audiences through workshops, conferences, discussion panels, and training sessions led by **U.S. experts who will crack the code on the role of new media in the 2016 American presidential elections.**

This year's MediaTech conference will be expanded with the involvement of leading innovative media, polling, and digital communication experts from the United States. Speakers will cover topics including traditional and digital media, data analysis, online marketing, entrepreneurship, media's use in community and youth empowerment and the power of storytelling

Events include the MediaTech Conference and additional programs which will be conducted in selected cities in Israel and scheduled from March 1 to 4, 2016

When: March 2, 2016 from 2 p.m. to 5.30 p.m.

Where: Cinematheque Tel Aviv, Hall 5 -Shprintsak St 2, Tel Aviv-Yafo



Who: Up to 60 attendees invited by U.S. Embassy, the American Center, JVP Media, Israeli Chamber of Commerce, and leading individuals in the relevant fields. Participant demography: U.S. and Israeli governmental agencies; business organizations; tech industry, media, communication and film professionals; academics; law firms; Non-Governmental Organizations; and civil society.

What:

Sessions will focus on strengthening the capacity of the participants through the acquisition of new skills to build innovative strategies and communication methodologies, digital campaigns, data analysis, and technology solutions and to confront and address key issues.

U.S Speakers

Toby Chaudhuri is Vice President, Strategic Communications and National Partnerships at Public Broadcasting Service (PBS). Mr. Chaudhuri joined PBS as Vice President, Strategic Communications and National Partnerships in 2014, following his role at the White House, where he advised on race-based initiatives and global democracy for the U.S. State Department. Now on the PBS Station Services team, Mr. Chaudhuri connects local member stations with national constituencies to support PBS Station Services' Community Engagement, Organizational Capacity and Leadership Development Initiatives.

Mark Mellman is one of America's leading public opinion researchers and communication strategists. CEO of The Mellman Group, a polling and consulting firm whose clients include leading political figures, Fortune 500 companies, and some of the nation's most important public interest groups. Mellman has helped guide the campaigns of 26 U.S. Senators, 10 Governors, over 24 Members of Congress, and numerous state and local officials. Furthermore, Mellman was chief strategist and pollster for Yair Lapid's stunning rise from zero seats in the Israeli parliament to the country's second largest party, in just one year.

Carlos Roig is Executive Vice President at Subject Matter. Based in Washington D.C., Subject Matter is a communication agency with extensive legislative, policy, advertising, and media expertise. Carlos Roig leads strategic initiatives for Subject Matter and its clients. He built the firm's first Digital Media Strategy unit and directed the Content and Media teams before moving into his current company-wide role. He is a frequent public speaker on the intersection of journalism, advertising and strategic communications. Previously, Carlos spearheaded the systematic development of niche-targeted online communities at USA Today. He was a key player in the transformation of USA Today's newsroom, training journalists in the art and science of online community building and social media. He also directed the news organization's full digital coverage of the 2008 presidential campaign, election and inauguration. He is a recipient of the Teaching Excellence and Service Award for his curriculum development and instruction in Georgetown University's graduate journalism program.

Israel Speakers

Shevy Korzen, CEO Hasadna Shevy Korzen holds a B.A. in Economics and Business Administration from the Hebrew University, as well as Computer Science from Tel Aviv University and an MSc in Migration Studies from the University of Oxford. Shevy was formerly the Executive Director of the award winning Hotline for Refugees and Migrants and joined the Public Knowledge Workshop in April 2014 as Executive Director. Named one of Israel's top civic actors by The Marker, Israel's leading financial daily, Shevy brings over 20 years of non-profit management and social change experience to the position.

Yael Yabes, Deputy Director, JVP Bakehila - Leading Social Change. Originally from Uruguay, Yael has a rich background in the field of informal education and program development and management. Yael currently serves as Deputy Director of Bakehila, working closely with the CEO to develop the organization as a leading force in its field. She is primarily responsible for all of the organization's year of service operation and alumni programming as well as spearheading her own initiative - The Center for Educational Growth, a special division offering training and guidance to other organizations and promoting after-school enrichment to schools across the country.

U.S. Presidential elections

2:00 p.m. to 3:25 p.m.

Keynote Address

Mark Mellman - 25 minutes

The Role of Social Media and Technology in the 2016 U.S. Presidential Elections - 40 minutes

Format : Panel discussion

Experts: Toby Chaudhuri, Mark Mellman, Carlos Roig

- **US experts in media, data analysis, and communications will address the role of social media and technology in the 2016 U.S. presidential elections.**

Mr. Chaudhuri will address special remarks on on how smartphones will change the 2016 presidential race - 25 minutes

"The new mobile reality is changing the state of news and advertising, and it will also change the dynamic of American politics" By DYLAN

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Expert: Toby Chaudhuri, Format: TEDTalks - 25 minutes

Beginning with the 1996 elections, the United States has been at the forefront in the use of technology in political campaigns. In each election cycle, technology looms larger and larger as a crucial part of campaigns, and 2016 will continue the trend. The technology revolution will be one of the most important elements in the 2016 political campaigns, allowing candidates to know more than they were able to before, and more quickly than could have been imagined just 10 years ago. They now can access quickly and effectively how the electorate, by individual demographic, is responding to their speeches and positions, increasing their ability to get their message out unfiltered and directly to supporters and to tailor, and customize, their messages practically for each potential voter. In 2016, huge advances in media and technology will result in the largest impact yet of social media on who ultimately becomes President of the United States.

Networking Break

20 minutes

3:25 p.m to 3.45 p.m.

Community and Youth Empowerment Session

3:45 p.m to 5:25 p.m



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Digital Methodology and Strategic Communication - 30 minutes

Expert: Carlos Roig - Format: TEDTalks

Mr. Roig will discuss how organizations or companies can use a variety of online platforms to tell powerful stories that break through. In 2016, organizations no longer need to rely solely on “pitching” to media outlets to tell their story. They can become publishers and distributors of their own news and content. Best practices will be explored for using platforms, content strategies, and distribution approaches to reach the most important audiences.

Effective Ways to Connect With the Millennial Generation - 30 minutes

Experts: Bakehila representative, Toby Chaudhuri, Mark Mellman, Carlos Roig - Format : Panel discussion

This panel will discuss ways to build social strategies, capitalize on digital campaigns, and create a database of donors to engage them to take effective action.

Data analysis - 25 minutes

Expert: Shevy Korzen, Mark Mellman, - Format: TEDTalks - Panel Discussion

Mr. Mellman will communicate how data analysis can strengthen dialogue among individuals, NGOs, and governmental agencies, and how stronger data assessment can shape better policies.

From the White House to your house

Digital media in the White House - Government to citizen relations via digital media.

Expert: Toby Chaudhuri, Format: TEDTalks - 25 minutes

Closing Remarks

5:25 p.m. to 5:30 p.m.