



*Speaking up for Israel*

Zionist Federation UK

# Knowledge Needs Skills

## Israel Advocacy Training Conference

Sunday 11th December 2011

Subject to change

In association with



Supported by



The ZF is the voice for Israel in the UK. Established in 1899, today we connect you to Israel. **Find out more: [www.zionist.org.uk](http://www.zionist.org.uk)**





The ZF was founded in 1899 and helped create support for the establishment for the State of Israel. We are the representative body of the Zionist Movement in the UK and today we organise annual national Yom Ha'atzmaut celebrations, Educational seminars, Conferences, Young Leadership groups, Israel trips and international gatherings. We promote Israel's case and defend our common future.

To find out more about the ZF visit: [www.zionist.org.uk](http://www.zionist.org.uk)

To receive our weekly newsletters email: [office@zfuk.org](mailto:office@zfuk.org)



Israel Connect, the young professionals branch of the ZF targeting those aged 20-35, creates the opportunity for young professionals to network and strengthen their identity with Israel through educational, cultural and social events.

To find out more about IC visit: [www.israelconnect.co.uk](http://www.israelconnect.co.uk)

To receive the weekly newsletter email: [gary@israelconnect.co.uk](mailto:gary@israelconnect.co.uk)

## **10.00 - 10.45 OPENING PLENARY SESSION**

**Location: The Delancy Theatre**

**Welcome**

Presented by Alan Aziz

**The importance of tailored messaging**

Presented by Eli Ovits

**The need for Israel Advocacy**

Presented by Geoffrey Smith

**About today**

Presented by Gary Sakol

## **SESSION ONE: 11.00-12.00**

### **Knowledge Box** Regents Room **Eric Moonman, Rabbi Gluck & Iain Goldrein QC**

Dip into the knowledge box to ensure that your skills are tuned to deal with the various means of debate and advocacy.

### **The Art of Argument** Albany Room **Deborah Blausten**

First Principles and Logical Fallacy, two concepts that unlock the art of argument, giving you the tools to approach any situation with confidence. This workshop presents a whistle-stop tour of the theory of argument framed within an Israeli-Palestinian context.

### **Blogging for Israel** Arlington Room **Richard Millett**

Learn how to create your own news agenda instead of having it created for you by the traditional media. With blogging you can write your own stories about Israel, anti-Semitism and anti-Zionism.

### **Using Israel information effectively** Oakley Room **Andrew White**

It's all very well knowing the facts and information, but how do you make a case? Andrew will share tips and tools on creating rapport, key messages, soundbites, surprising quotes, being concise, human interest stories, visual images and sounding positive.

### **Powerful and Persuasive Presentations** Mornington Room **Lior Student**

NB. This session will be repeated throughout the day

A presentation is any opportunity to deliver your message. Are you seizing every opportunity to speak up for Israel? Are you getting your message across? What impacts audiences?

During our session we will answer these questions and you will obtain practical techniques to deliver clear messages with confidence. We will focus on what you say and how you say it (body language, use of voice, etc.) as well as how to develop compelling messages when your preparation time is short.

## SESSION TWO: 12.15-13.15

### **How to lobby**

Regents Room

**Jacob Vince & Eric Moonman**

This session will aim to itemise the key skills when introducing complex issues to groups and/or MP's and also take account of people with varying degrees of experience and interest.

### **Christian-Jewish co-operation**

Albany Room

**Geoffrey Smith**

Know one another; Make the best of media interviews, small groups, Christian conferences. Know the issues - replacement theology, liberation theology, Apartheid and the Wall. Campaign together in Parliament. Includes participation and discussion.

### **How to make the most of limited knowledge**

Arlington Room

**Jonathan Hoffman  
& Keith Fraser**

Without being an expert, see how you can rebut the most common accusations. Armed with a just a few powerful facts, you can defend Israel and even persuade an opponent prepared to listen. The consistent repetition of positive, affirmative messages can be our most powerful weapons.

### **Bringing to life your message**

Oakley Room

**Shaz Smilansky**

A talk and informal discussion on how to come up with brand (Israel) building ideas, to create an emotional connection with your target audience, drive word of mouth and generate maximum reach for your campaign message.

### **Fighting bias at the BBC**

Albert Street Room

**Jonathan Turner**

The aim of this session is to improve the effectiveness of complaints regarding the BBC's coverage. We will discuss how to deconstruct BBC content to expose underlying bias, the tricks used by the BBC to deflect complaints and how they can sometimes be overcome.

### **Powerful and Persuasive Presentations**

Mornington Room

**Lior Student**

NB. This session will be repeated throughout the day

A presentation is any opportunity to deliver your message. Are you seizing every opportunity to speak up for Israel? Are you getting your message across? What impacts audiences? During our session we will answer these questions and you will obtain practical techniques to deliver clear messages with confidence. We will focus on what you say and how you say it (body language, use of voice, etc.) as well as how to develop compelling messages when your preparation time is short.

## SESSION THREE: 13.30-14.30

### **Its Not What You Say, But What People Hear**

Regents Room

**Eli Ovits & Harvey Rose**

Being an Effective Communicator: Together we will explore the art of messaging and strategic communications. With a particular emphasis on the United Kingdom, this session will provide pro-Israel activists with the necessary skills to effectively communicate with the media and leaders alike.

### **Prevent a Crisis - Avert Disaster**

Albany Room

**Raine Marcus**

Learn some of the basic skills necessary to prepare for a worst case scenario, or deal with a crisis once it has occurred, vis-à-vis the media and other stakeholders. This taster workshop will include an interactive session designed to demonstrate that the wrong words and attitude during a crisis can lead to disaster, leaving reputations hard to rebuild.

### **EQ: An advocate's secret weapon?**

Arlington Room

**Philip Gimmack**

Why your EQ (the measure of Emotional Intelligence) can be more important than your IQ in order to create success and fulfilment. A session designed to help understand and grow your EQ!

### **Hasbara and tackling hate preachers**

Oakley Room

**Hasan Afzal**

Week in, week out Israel is delegitimised on campuses across the country. This session will focus mainly on how to combat hate preachers coming to University and a justification for a secular tone on hasbara on campus.

### **Powerful and Persuasive Presentations**

Mornington Room

**Lior Student**

NB. This session will be repeated throughout the day

A presentation is any opportunity to deliver your message. Are you seizing every opportunity to speak up for Israel? Are you getting your message across? What impacts audiences? During our session we will answer these questions and you will obtain practical techniques to deliver clear messages with confidence. We will focus on what you say and how you say it (body language, use of voice, etc.) as well as how to develop compelling messages when your preparation time is short.

## **SESSION FOUR: 14.45-15.45**

### **Radio Phone in. Your voice broadcast to millions**

Regents Room

**Eddie Hammerman**

Radio producers want balance debates on Israel - but it's a numbers game. More people call in against Israel than support her. Why? Because we don't pick up the phone. The session gives practical advice in getting on air and delivering your message.

### **Combatting Delegitimisation - How to build successful coalitions**

Albany Room

**Jeremy Newmark**

An interactive session exploring the complexities of coalition working. We will examine a number of case studies of effective broad tent coalition campaigns and focus on lessons that can be learned.

### **Winning for Israel on campus**

Arlington Room

**Daniel Sheldon**

What's the best way to support Israel on campus - advocacy or engagement? In this session we'll explore different responses to anti-Israel activity on campus and ask the question: should we be building a tent or a tank for Israel on campus?

### **Active Listening / Effective Communication**

Oakley Room

**Yoav Heller**

Active listening is an important way to bring about change in people. Despite the popular notion that listening is a passive approach, clinical and research evidence clearly shows that sensitive listening is a most effective agent for individual personality change. Listening brings about changes in peoples' attitudes toward themselves and others; it also brings about changes in their basic values and personal philosophy. People who have been listened to in this new and special way become more emotionally mature, more open to their experiences, less defensive, more democratic and less authoritarian.

### **What makes a media story**

Albert Street Room

**Doron Bar Gil**

In this session we will discuss what journalists look for in a story and how we can influence the direction it takes.

### **Sixth Form Ambassador Programme**

Mornington Room

The ZF Young Ambassador Programme is an elite training programme for future Zionist leaders of the community; selection is via application, open to only 25 participants. The programme includes training and education to improve Israeli knowledge, leadership skills, project initiation and implementation, and will take place on six Sundays during the 1st and 2nd terms of the year. For more information email [melissa@zfuk.org](mailto:melissa@zfuk.org).

## **16.00-17.00 CLOSING PLENARY SESSION**

**Location: The Delancy Theatre**

**Introduction to keynote speaker**

Presented by Alan Aziz

**Keynote Address**

Presented by David Horowitz

**Vote of thanks**

Presented by Harvey Rose

## SPEAKERS



**Hasan Afzal** is Director of StandforPeace, a non-partisan Jewish-Muslim interfaith group that monitors extremism across Britain's universities. He is also spokesperson for British Muslims for Israel. He is a featured writer for The Huffington Post. His work on extremism has been featured in The Guardian, The Jerusalem Post, Conservative Home, Harry's Place, The Jewish Chronicle and Frontpage Magazine.



**Alan Aziz** is the Chief Executive of the Zionist Federation of Great Britain and Northern Ireland - a post held for 10 years. Former Chartered Accountant, Financial Consultant and Director of a large hospital.



**Doron Bar-Gil** is the London correspondent for Israel's daily newspaper Maariv and has been covering various topics such as the failure of British multiculturalism, the London riots, the de-legitimisation of Israel and other political affairs. He has served as an officer in the IDF spokesperson unit. He holds a bachelor's degree in international relations from the Hebrew University of Jerusalem and graduated from the London School of Economics with a MSc in Global Politics.



**Deborah Blausten** has 8 years of competitive debate experience and is currently a Vice-President of UCLU Debate having previously run the schools' programme. A graduate of RSY-Netzer, she has represented Pro-Zion at the WZO congress and Zionist General Council as well as teaching debating skills on the ZF's Israel Connect programme for the past two years.



**Keith Fraser** is a Chartered Surveyor with experience in public speaking. Not afraid to go into the lion's den against some of Israel's fiercest critics, has been involved in Hasbarah for a number of years organising demonstrations and counter-demonstrations, as well as media activism including radio, TV and the press. Keith also encompasses some additional learnt persuasion skills including the practice of NLP (Neuro Linguistic Programming) as a tool for change.



**Philip Gimmack** is a professional business coach & facilitator to senior executives across the private and public sector. He specialises in helping business leaders and their teams perform better through the power of developing their emotional intelligence. He's a qualified NLP Psychotherapist, co-founder of Wellness Insights and founded the London Coaching Circle in 2002.



**Rabbi Gluck** is the Director of "Ohr Avrohom". Gluck is also a prime-mover in the development and support of Jewish communities in Europe and beyond, Founder and Chair of Muslim-Jewish Forum and Hon. Secretary of Arab-Jewish Forum. Gluck is a significant figure in mediating international conflicts and interlocutor for the release of Gilad Shalit.



**Iain Goldrein QC:** Cambridge Scholar and Pembroke College Exhibitioner, Queen's Counsel; Deputy High Court Judge and accredited commercial mediator. His latest work; "Privacy Injunctions and the Media: A Practice Manual" is to be published in February 2012.



**Eddie Hammerman** heads up media strategy at the PR agency - The 10 Group. He combines a journalistic insight with 10 years broadcast PR experience to advise some of the UK's biggest brands on media engagement.



**Yoav Heller** has a BA in Middle East studies and political science and an MA in education from Tel Aviv University. Additionally he has a diploma in developing thinking and learning methods from the Branco Weiss institute - where he later went on to be deputy general manager. He is currently writing a PhD in the field of holocaust studies at the University of London.



**Jonathan Hoffman** is the co-Vice Chair of the ZF. Successful campaigns include the reprimanding in 2010 of Judge Bathurst Norman by the Office for Judicial Complaints. Jonathan also led the counter-demonstrations against the PSC at Ahava. Jonathan's articles can be found on his JC Blog, CiFWatch.com, Harrys Place and Z-Word.



**David Horovitz** was the Editor in Chief of the Jerusalem Post from 2004 - 2011 when he left to pursue his own project. Born in London in 1962, Horovitz emigrated to Israel in 1983. Horovitz has also written from Israel for newspapers around the world, including The New York Times, Los Angeles Times, The Irish Times and The Independent (London). He has been a frequent interviewee on IBA, CNN, the BBC, NPR and other TV and radio stations. Horovitz is the author of Still Life with Bombers: Israel in the Age of Terrorism (2004) and of A Little Too Close to God : The Thrills and Panic of a Life in Israel (2000). He edited and co-wrote The Jerusalem Report's 1996 biography of Yitzhak Rabin, Shalom, Friend: The Life and Legacy of Yitzhak Rabin, which won the U.S. National Jewish Book Award for Non-Fiction.

In 1995, he received the B'nai B'rith World Center award for journalism for his coverage of the 1994 AMIA bombing of the Jewish community center in Buenos Aires. In 2005, he received the JDC award for journalism on Israel and Diaspora affairs.



**Raine Marcus** covered nearly every known man-made and natural crisis for the Jerusalem Post in the 90's: endless terror attacks, kidnappings, hijackings, fires, murders, espionage and even wiretapping in the Israeli media. These days Raine's knowledge and skills are in demand as a PR professional and crisis management expert, working nationally and internationally with companies and organisations from disparate sectors.



**Richard Millett** is a blogger and journalist who has a Masters in Near and Middle Eastern Studies from SOAS. Originally studied law at Leeds University and journalism at London School of Journalism. Millett blogs at [www.richardmillett.wordpress.com](http://www.richardmillett.wordpress.com)



**Eric Moonman** is a visiting professor at City University, London. A former Member of the British Parliament and a Parliamentary Private Secretary. He is a senior member of the Inter-University Centre for Terrorism and Legal Studies, Washington DC. Author of book “The Manager and the Organization”.



**Jeremy Newmark** is the CEO of The Jewish Leadership Council; former official spokesperson for the Chief Rabbi, Jeremy has advised government on its relationship with faith communities. A member of the CIPR, Jeremy advises the BBC Trustees on religion and belief.



**Eli Ovits** is the Director of Communications at The Israel Project. Eli leads The Israel Project’s daily outreach to the foreign press and oversees TIP’s Educating Leaders Initiative which works closely with the diplomatic corps, offering them exclusive briefings and educational tours. Ovitz formerly managed relations with the British media in the IDF Spokespersons Unit.



**Harvey Rose** is the Chairman of the Zionist Federation of Great Britain and Northern Ireland. Qualified Chartered Accountant and a former Senior Partner at Arram Berlyn Gardner.



**Gary Sakol** is the Deputy Director of the Zionist Federation and Director of Israel Connect; the Young Professionals branch of the ZF. Former Mazkir of Habonim Dror UK. Volunteers with charities including Limmud and Mitzvah Day.



**Daniel Sheldon** is the Campaigns Director of Union of Jewish Students, former LSE and NUS activist and Vice-President of LSE Students' Union.



**Shaz Smilansky** is the Marketing Director at Blazinstar Experiential, a leading experiential marketing agency, working with bluechip brands such as ING, Fiat, Haagen Dazs, Universal and many more. Also author of internationally published book Experiential Marketing and Visiting Professor at London Metropolitan University.



**Geoffrey Smith** is an education specialist at a university and international NGOs, with 300 radio appearances on Israel, and on BBC-TV, CNN, and the Islam Channel. Formerly Director of Christian Friends of Israel, member of ZF National Council and Anglo-Israel Association, Reader in Diocese of Jerusalem.



**Lior Student** has been a communications consultant since 2005 and specializes in message development. Lior has an extensive background as a speaker trainer and consultant in communications. Lior held key positions within major international organizations such as the Jewish Agency, Keren Hayesod and JDC - the American Jewish Joint Distribution Committee. Today Lior trains senior executives at leading companies in Israel and organizations in the non-profit sector. She lectures at IDC Herzliya Arison School of Business.



**Jonathan Turner** is a Barrister, Chair of the Zionist Federation Legal Group and UK Lawyers for Israel. He has made a number of complaints which have been upheld by the BBC Trust, including findings against Jeremy Bowen and Barbara Plett.

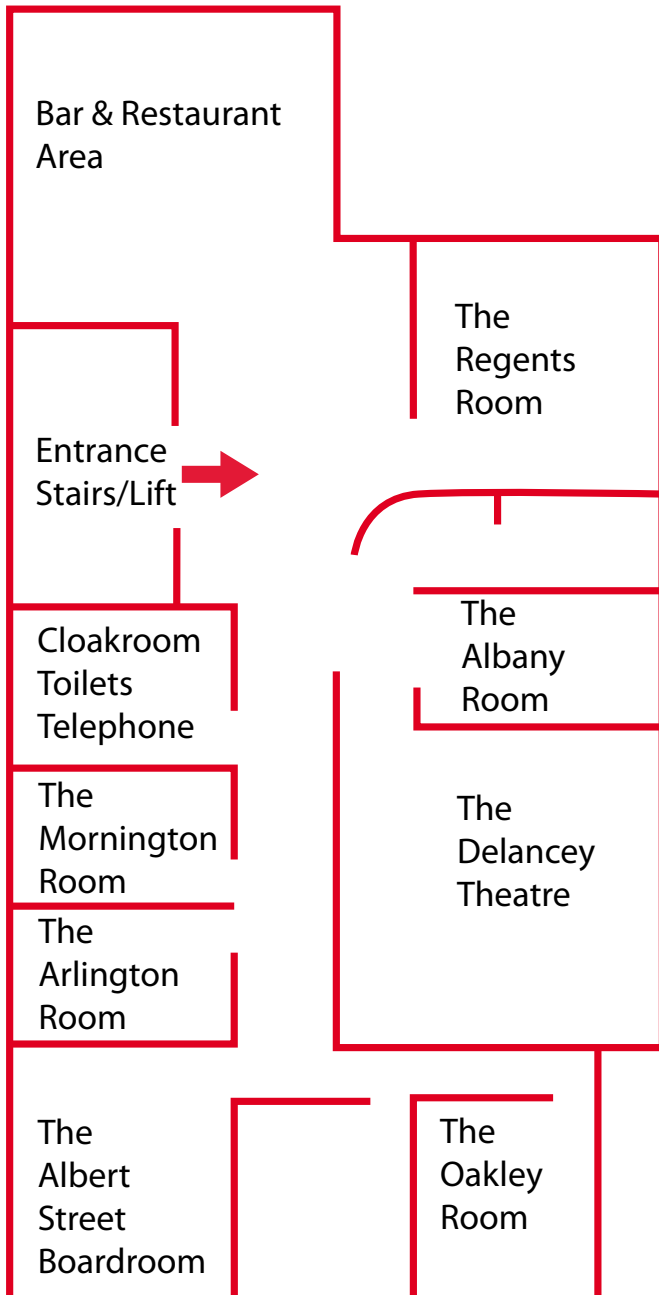


**Jacob Vince** is the Chief Executive of Christian Friends of Israel UK since 2010, Jacob co-chairs the annual ZF/CFI Parliamentary lobby-day. He is a member of the Church of England General Synod and a Church Commissioner.



**Andrew White** is creator of Israel website Beyond Images ([www.beyondimages.info](http://www.beyondimages.info)). He is a partner in a law firm and in his spare time has trained 2000 people in advocacy, meets with anti-Israel activists, and has received an award from Israel's Foreign Ministry.

# First Floor, ORT House, Camden



*Come and spend a few hours with friends of Israel and be briefed on the current issues affecting Israel and the Middle East. Meet your MP and learn how best to prepare 'your case'. Hear from former MP Professor Eric Moonman, and others about how you and your family and friends can help*



*Speaking up for Israel*

Save the date!

# LOBBY



Standing with Israel

SPEAK UP FOR ISRAEL IN PARLIAMENT

JOIN THE ZF/CFI LOBBY DAY HOUSE OF COMMONS

Wednesday 8th February 2012

To join the Lobby, call Stefan at ZF on 020 8202 0202 or email [stefan@zfuk.org](mailto:stefan@zfuk.org)  
Or Robin at CFI on 01323 437484 or email [info@cfi.org.uk](mailto:info@cfi.org.uk)



The ZF is the voice for Israel in the UK. Established in 1899, today we connect you to Israel.

**Find out more: [www.zionist.org.uk](http://www.zionist.org.uk)**