

## Launch Event

Sunday, August 31st  
Shmil B'Ma'abada  
Jerusalem

## Program

**9am** Registration

**9:30am** Welcome, Lisa Barkan, DigitalShtick Marketing

Greetings, Dr. Avi Kay, Chair of the Department of Technological Management and Marketing, Jerusalem College of Technology

Jeff Pulver, New Trends in Social Media in the post-facebook era

**10:45am** *What I learned from using social media to promote my non-profit*

Moderator: Miriam Schwab, illuminea marketing and media

Panelists: Crossroads Director Caryn Green, M.S.W. –  
The CrossroadsComedy

Award winning blogger and cartoonist,  
Dry Bones' Yaakov Kirschen

Co-founder and Director, Presentense Institute for  
socially minded entrepreneurs, Aharon Horwitz

Website Director, Shalom Hartman Institute, Alan Abbey

**11:45am** Closing remarks and Networking with Social Tagging... leave as you wish

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