



#### **Eytan Gilboa, PhD, Chair and Academic Director**

Eytan Gilboa is Professor of Political Science and Communication and Founding Director of both the School of Communication and the Center for International Communication at Bar-Ilan University. He is a Senior Research Associate at the BESA Center for Strategic Studies and Visiting Professor of Public Diplomacy at USC. He received his MA and PhD degrees from Harvard University. Gilboa has published books and numerous articles on international communication and US policy in the Middle East. He contributes op-ed articles to newspapers and serves as a commentator on television and radio networks.



#### **Sharon Evans, Co-Founder and Director of Development**

Sharon Evans' vision was to establish a forum for civic engagement about Israel and the Middle East. A dedicated non-profit professional and advocate for public diplomacy, along with an entrepreneurial spirit, she brings years of experience in strategic planning, brand development, fundraising and innovative projects. Prior to founding IPD, Evans served as spokesperson for the Israel Solidarity Emergency Fund (ISEF)/OneFamily and founded Adopt a Family, a non-profit established to highlight the long lasting effects of global terrorism on victims and their families. In recognition, she was awarded the Key to Las Vegas by Mayor Oscar Goodman. Prior to her founding of IPD Forum, she served as Director of Development for North America at Bar Ilan University.



#### **Lior Tabansky**

Lior Tabansky is the Director of Strategy at Cyber Security Group (CSG), a Tel Aviv based cyber security global business consultancy and solutions provider. Concurrently, he is a scholar of cyber power at Blavatnik Interdisciplinary Cyber Research Center and a doctoral candidate in Political Science on Cyberspace in National Security. Since 2005, Lior has been a senior researcher at the Yuval Ne'eman Workshop for Science, Technology and Security. Lior has published a book *Cybersecurity in Israel* (2015) and several articles in leading scholarly and professional publications including *International Journal of Cyber Warfare and Terrorism (IJCWT)*, *Journal of Information Warfare*, *Atlantic Voice* and *Military and Strategic Affairs*.



**Unique Perspectives from the Middle East**

The Israel Public Diplomacy Forum ("IPD Forum") is a non-profit, non-partisan, educational organization established to advance international understanding of Israel and the Middle East. We seek to spark debate, promote dialogue, and facilitate a free and frank exchange of views on current regional affairs.

**2017**  
Slovakia  
& Czech  
Republic



**Israel Public Diplomacy Forum**

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## Bratislava, Slovakia

### Monday, March 27, 2017

8:30AM - 9:30AM

#### The New Phase in the U.S. Battle Against the Islamic State

Slovak Foreign Policy Association

2:00PM - 3:30PM

#### The Public Dimension of EU - Israel Relations: A Recognition Struggle?

Department of Political Science,  
Faculty of Arts, Comenius University

5:00PM - 6:30PM

#### Israel and its Neighbors: The Dynamics of Coexistence in a Hostile Neighborhood

B'nai B'rith Slovakia

### Tuesday, March 28, 2017

9:00AM - 10:00AM

#### Cyber Power in Modern Warfare

Slovak Foreign Policy Association

11:30AM - 1:00PM

#### Cyberwar Strategies in Europe

Department of Political Science,  
Faculty of Arts, Comenius University  
Globsec  
Slovak Security Policy Institute

1:30PM - 5:00PM

#### Indexing Democracy: The Israeli Experience

#### Russia's Influence Operations in Social Media and its Relation to the Slovak/V4 Region

Institute for Economic and Social Reforms  
Konrad Adenauer Stiftung

## Brno, Czech Republic

### Wednesday, March 29, 2017

9:45AM - 11:15AM

#### Israel's Cyber-Security Landscape

Faculty of Informatics  
Masaryk University

12:00PM - 1:00PM

#### Disintegration of the Middle East: Implications for Israel's National Security

University of Defence

## Prague, Czech Republic

### Wednesday, March 29, 2017

5:00PM - 7:00PM

#### Trump, NATO and the Middle East

Institute for Politics and Society

6:00PM - 7:30PM

#### Military Revolutions, Defense Adaptation, Cyber Security and Russian Way of Using Cyber

CEVRO Institute

### Thursday, March 30, 2017

8:30AM - 10:00AM

#### International Security, Strategy and Cyber

Institute for Politics and Society

11:00AM - 12:00PM

#### Crisis Communication in Israel

Department of Marketing  
Communication and PR  
Charles University

1:00PM - 4:30PM

#### Trump and Putin - Collaboration or Confrontation?

#### Russia's Influence Operations in Social Media

Jagello 2000  
CEVRO Institute

5:00PM - 6:30PM

#### President Trump and the Middle East

CEVRO Institute  
Czech-Israeli Mutual Chamber  
of Commerce

### Friday, March 31, 2017

09:00AM - 1:00PM

#### The New US Administration and the Emerging New Alliances in the Middle East: An Israeli Perspective

Ibero-American Centre  
Centre for Middle Eastern Studies  
Metropolitan University Prague

Hosted by:



University  
of Defence

