

# 4<sup>th</sup> Jerusalem Business Conference

*Own Your Voice:  
Building Business & Community*

**Wednesday, November 19th, 2025**

**Own Your Voice: Building Business & Community**

**#JLMBizCon**

## MORNING SESSIONS

Booths - Entrance level 1-1 Business meeting area Outdoor rooftop & Patio areas (entire day)   Downstairs hall (morning)	
9.00 - 9.30	Registration   Refreshments   Booths   Informal Networking
9.30 - 9.45	Welcome   Intro   Greetings - Entrance level
9.45 - 10.30 Entrance Level	<b>Keynote Speaker</b> <b>Hillel Fuld</b> Global Speaker, Tech Columnist, Startup Marketing Advisor
10.30 - 11.00	Refreshments   Booths - Entrance level
11.00 - 11.30 Entrance Level	<b>Featured Speaker</b> <b>Maayan Hoffman</b> Executive Editor & Strategist, ILTV Finding My Voice: How You Can Claim Yours
11.40 - 12.10 Entrance Level	<b>Featured Speaker - A Fireside Chat</b> <b>Joseph Gitler</b> Founder & Chairman, Leket Israel
12.20 - 12.50 Entrance Level	<b>Featured Speaker</b> <b>Rolene Marks</b> Broadcaster. Freelance Journalist. Head: World WIZO Public Diplomacy. Host of The Israel Brief Strategy to Spotlight: Elevating Your Story
12.50 - 13.45 Entrance Level	Lunch   Booths   Informal Networking Entrance level



NARDIS ADVISORS

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Goldfus insurance & finance  
גולדפוס ביטוח ופיננסים  
מקצועות איתן מדרה

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## AFTERNOON SESSIONS

13.45 - 14.00 Entrance Level	<b>Creating an Impact - Launching ImpactIL™</b> <b>Lesley Kaplan</b>
14.05 - 14.50 Entrance Level	<b>Panel Discussion</b> <b>The Power of Podcasts &amp; Media: Build Authority &amp; Brand Visibility</b> <b>Heather Dean - Moderator</b> Author, Media Producer, Media Interview Consultant. Host of <i>613 Books Podcast</i> <b>Fleur Hassan-Nahoum - Featured Speaker</b> Israel's Special Envoy - Trade and Innovation. Former Deputy Mayor, Jlm. Host of <i>The Quad Podcast</i> <b>Zev Levi</b> COO, Podcast and Radio Producer, <i>Israel Story</i> <b>Debbie Sassen</b> Business & Money Coach, Host of <i>The Jewish Entrepreneur Podcast</i>
14.50 - 15.10 Both levels	<b>Booths - Entrance level</b> <b>Refreshments - Downstairs Hall</b>
15.10 - 15.30 Downstairs	<b>Downstairs Hall</b> <b>20-min Power Talk</b> <b>Mike Mintz</b> AI Won't Replace You - But It Will Amplify You: How to Use Video to Own Your Voice and Your Market
15.30 - 17.00 Downstairs	<b>90 Mins of Round Table Speed Networking   Refreshments</b> <b>Lesley Kaplan</b> "Build & Brand your Biz" - L.A.K. Creations & Consulting
17.00 - 17.20 Downstairs	<b>20-min Power Talk</b> <b>Dr. Barbara Schwarck</b> Confidence - The Missing Piece in Your Strategy
17.20 - 17.30 Downstairs	<b>\$500 Raffle Prize Draw - Mark Feldman, Diesenhaus Group</b> <b>Additional Prizes. Closing Takeaways</b>

Program & Speakers subject to change • Winners must be present during the draw to claim their prizes