

5th Jerusalem Business Conference Schedule

#JLMBizCon

Moving Forward Together: Business Insights, Leadership & Opportunity

MORNING PROGRAM

Speakers, Booths & Informal Networking - Entrance level 1:1 Meeting Areas: Rooftop & Patios (all day) Downstairs (morning)	
9.00 - 9.30	Registration Refreshments, Booths & Informal Networking
9.30 - 9.40	Welcome, Intro & Greetings - Entrance level
9.40 - 10.20 Entrance Level	Keynote Speaker Shanna Fuld <i>Broadcast Journalist and Community Organizer. CEO Israel Daily News</i>
10.20 - 11.00 Entrance Level	Keynote Speaker Beni Sabti <i>Middle East Affairs Expert & Researcher, Institute for National Security Studies (INSS)</i>
11.00 - 11.30	Refreshments, Networking & Booths - Entrance level
11.30 - 12.15 Entrance Level	Panel Discussion The AI Edge: Practical Tools for Smarter Business Moderator: Mike Mintz - Spiral Content Michelle Rajs - Lerns.Ai Pinjas Rajs - Lerns.Ai Lilach Bullock - AI Marketing Consultant
12.20 - 13.00 Entrance Level	Panel Discussion Money Matters: Protect, Grow & Plan Panel Host: Mark Feldman - Diesenhaus Group Panel Moderator: Rifka Lebowitz - Certified Financial Planner CFP® Norman Chait - Nardis Advisors Danny Newman - Goldfus Insurance Alan R. Deutsch & Associates Marc Reiss - Bank Mizrahi Tefahot

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LUNCH BREAK AND AFTERNOON PROGRAM

13.00 - 14.00	Lunch & Informal Networking - DOWNSTAIRS Booths & Informal Networking - ENTRANCE LEVEL
14.00 - 14.45 Entrance Level	Panel Discussion Grow Your Brand Through Storytelling & Influencer Marketing Moderator: Jonathan Shyman - <i>Optimize</i> Brian Spivak - <i>Barzel Media</i> Esther Ohayon - <i>Branding & CX Operations Consultant</i> Sean Littman - <i>GiveSuite</i> Elisheva Hudson - <i>Hudson Films</i>
15.00 Downstairs	PROGRAM CONTINUES DOWNSTAIRS
15.00 - 16.20 Downstairs	Cocktails, Wine & Refreshments <i>Cocktails & Wine Sponsored by Zimmerman Estates Winery</i> Round Table Networking Moderator: Lesley Kaplan <i>Founder, Israel Networking Hub & ImpactIL®</i> <i>Conference Organizer</i>
16.20 - 16.40 Downstairs	Laugh & Recharge <i>With Comedians</i> Hani Skutch Joan Weiner
16.40 - 17.00 Downstairs	\$500 Raffle Prize Draw - Mark Feldman, Diesenhaus Group Additional Raffle Prizes. Closing Takeaways Winners must be present during the draw to claim their prizes

Program & Speakers subject to change