

March can be a divisive time on campus when it comes to the rhetoric around Israel.

Our new initiative, **Spring into Israel** is a campaign to ensure we have as many Israel related events on campus during this month. Spring is the time of regrowth and can be time where Israel events on campus can bloom.

In the table, you can find 29 different ready made sessions which can be delivered on campus, by over 15 individual speakers. All you will have to do is book the room, fill out a guest speaker form and recruit the attendees, we will do the rest.

Food is available to add as an incentive for attendance. If you would like to host an event please contact your sabbatical officer or Bradley at bradleyl@ujis.org.uk or find him on Facebook at [Bradley Langer UJS](#).



הסוכנות היהודית
JEWISH AGENCY
FOR ISRAEL
לארץ ישראל

Every one of us, together.



100 YEARS 1919 - 2019



Luke Akehurst is the Director of We Believe in Israel. He began his political career as National Secretary of Labour Students in 1995, where he worked closely with UJS. Luke also previously sat on the NEC of the Labour Party.

Trump Peace Plan and the Israeli election. What do they mean for the country?

It's a dramatic time to be following the news out of Israel. With the country facing its third elections in a year and the announcement of Trump's 'Deal of the Century', what does it all mean for Israel? Get an update from expert Luke Akehurst followed by a Q+A.

Dates Available: 5, 9, 12, 19, 23 – anywhere

3, 4, 10, 18, 24, 25, 31 - London events only

BDS, delegitimisation, apartheid?

BDS, delegitimisation, apartheid? These are all things you might be hearing on campus when it comes to Israel in March. What are they, why are they wrong, and how do you campaign against them? Hear from expert Luke Akehurst followed by a Q+A

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Natasha Packter also known as Tash Masa, is the Masa UK Recruitment and Events Coordinator. She grew up in London attending JFS and studied at the University of Brighton.

Georgia Boroda is the Interfaith and Social Action Officer at UJS. She grew up in Manchester attending King David and studied at the University of Birmingham.

Israel Quiz

Think you're the biggest Israel expert on Campus? Willing to put that to the test? Tash and Georgia's Israel Pub Quiz will test the extent of your knowledge on Israeli pop culture, politics, people and more. Comes with Pizza.

Dates available upon request



Georgie Levine is the Education and Programmes Manager at UJS. She grew up in North London and studied at the University of Leeds before working for Noam.

Lauren Lethbridge is the Holocaust Education sabbatical officer at UJS. She grew up in Essex attending King Solomon high school. Before moving onto UJS she studied at the University of Lancaster

Vandalising Israel

Protests, lobbying, GRAFFITI? Learn why in Israel, graffiti is an important way political activists vocalise opinions and policy view.

Dates available upon request



Esther Craven is the Youth and Student outreach worker for Yachad UK which is the pro-Israel, pro-peace movement in the UK. Their facilitators and speakers are able to speak on a wide range of issues around the Israeli-Palestinian conflict.

How to Talk Israel on Campus

Think you're the biggest Israel expert on Campus? Willing to put that to the test? Tash and Georgia's Israel Pub Quiz will test the extent of your knowledge on Israeli pop culture, politics, people and more. Comes with Pizza.

Dates available upon request

What Can Peace Look Like?

What are the issues preventing peace? What does peace even look like? In this session, we'll discuss how both Israelis and Palestinians can have safety, security, and a land of their own.

Dates available upon request



Natalia Orenstein and Georgia Leatherdale-Gilholy

are both CAMERA on Campus associates. CAMERA is an international, non-partisan media monitoring organisation. They cover the media in 4 languages (English, Spanish, Hebrew and Arabic) covering 5 countries (US, Canada, UK, Spain and Israel) as well as monitor the magazines and within the Christian community. CAMERA on Campus works with 80 universities across the UK, Israel and North America through their CAMERA Fellows and CAMERA on Campus Coalition. The mission of CAMERA is to ensure that accurate information about Israel and/or the Arab-Israeli conflict is being reflected by the media and classroom setting

Identifying bias within the media, class syllabi and lecture halls

This presentation will focus on how to identify biased misinformation and language within the media, class syllabi and by guest lecturers and will provide the best practices on how to respond and correct this information. It will be accompanied by an op-ed writing workshop where students will have the time to practice writing their own short response to a recently published article that contains misinformation and/or falsehoods.

Dates available upon request

Israel Trivia with Kahoot

CAMERA will provide a short presentation noting how quickly factual errors can spread and the implications of sharing inaccurate information. The students will then participate in a fun, educational exercise on Israeli trivia about Israel in general and about the Arab-Israeli conflict. It will be a fun way to compete with your friends and test your knowledge while also learning about some of the most common mistruths about Israel. CAMERA's staff will go over some of the more complicated answers, providing context and more information where necessary.

Dates available upon request



El Al Ambassadors El Al is Israel's national airline which flies to destinations all over the world. EL AL "Ambassadors", are flight attendants and pilots from diverse cultures who work for EL AL.

Meet the El Al Ambassadors

The Ambassador Program has a mission to foster goodwill and diplomacy as well as inspire groups worldwide to be advocates for Israel.

The EL AL Ambassadors, dressed in uniform, offer a unique perspective about Israel and share interesting personal stories to a variety of organisations, schools, universities and congregations in cities throughout the world from where EL AL offers scheduled flight service. Participating "Ambassadors" volunteer their time during layovers between flights. All are exceptionally talented and passionate individuals who are hand-selected and undergo training by EL AL.

Dates Available: 13th and 27th in London only.



Sharon Bar-li – Deputy Ambassador of Israel

Sharon Bar-li's diplomatic career spans more than two decades. She has held postings in Uzbekistan, Australia, Turkey and most recently as the Ambassador to Ghana, where she reopened Israel's embassy after 38 years. Prior to this, Ms. Bar-li headed the Turkey, Syria and Lebanon Department at the MFA's Policy Research Centre, and she served as Director of the Economic Affairs Department, covering the Middle East, Africa and Latin America regions.

Possible topics: Israel-Africa Relations, Economic Affairs, Diplomacy, Israeli policy

Dates available upon request



Jenny Sedov is the Head of Civil Society Affairs at the Embassy of Israel in London. Jenny is an LLB Law graduate from the University of Manchester. Having passed her bar exam in Israel, Jenny worked as a legal adviser in an investment company before joining the Ministry of Foreign Affairs. In the Ministry, Jenny served as Deputy Ambassador in

Topics: Immigration, International Law, Diplomacy, Israeli policy

Dates available upon request



Yael Mevorach is the Alternate Director of the European Bank for Reconstruction and Development (EBRD). at the constituency of Austria, Kazakhstan, Bosnia and Herzegovina, Cyprus and Malta. She has extensive experience in public policy. In her previous role she was Deputy Director of Budget at the Israeli Ministry of Finance, the main economic policy unit of the Israeli Government.

The Challenges and Successes of the Israeli Economy

Hear about the successes and challenges of the Israeli economy, from an individual who played a key role in shaping Israel's social economic policy of the last decade, including; the social protests of 2011, inclusion in the work force, pension policy, fiscal policy, coalition agreements, formulating the annual budget and presenting it to the Government and the Knesset.

Dates available upon request



Mor Sofer is a Moshavnik. Means he is originally from an Israeli Moshav (village) in the southern district of Israel. In his past he was a member of the Israeli journalist's association, served as a reporter for the official IDF's magazine, and worked as a digital director for a start-up specializes in advertisement. Mor also worked as the northern Federation of Zionist Youth Shliach, Northern UJS Shaliach, and today he is the Jewish Agency Shaliach via UJS – in charge of Israel engagement on London & Cambridge campuses.

Why Jews speak Hebrew

Hebrew is the language of the Torah, the Jewish people and Israel. But where did this language come from, and how come, after 2000 years – we are still speaking it? In this session Mor will take you through the story of The Jewish people and their language and show you how language plays a key role in your identity.

Dates available upon request

How Arab Jews Helped Shape the State of Israel

In this session Mor will explore the hardships of integration the Mizrahi community in Israel faces - and their great contribution to the Israeliness of today. (Comes with real Mizrahi food served)

Dates available upon request

How the Israeli Media is Covering the Conflict

Why is it so difficult to see an end to the Israeli-Palestinian conflict? Mor argues that the media has a huge part in it. In this session you will dive deep into the heart of the Israeli media alongside watching and understanding the issues on the Palestinian media. You will learn how these two drive the conflict and how we can make things better.

Dates available upon request



Carine Levy is a Shlichah of the Jewish Agency for Israel to UJS, covering north of England and Scotland. Born in Nahariya and raised in Afula, Carine served as a Sergeant in the Israeli Air Force, as a Chemical laboratory assistant. Carine has a Master's degree in International Relations and Security Studies, and Bachelor's degree in Politics and International Relations, both from the Hebrew University of Jerusalem. Whilst a student, Carine worked for two years at the Prime Minister's Office as a personal assistant, and did an internship at the Knesset, the Israeli parliament. Be-

How I was raised in the Israeli Periphery

Carine was raised in Afula, northern Israel, a typical Israeli peripheral town. Learn about what it is like to grow up in the Israeli periphery with all the challenges that it entails.

Dates available upon request



Ohad Zemet is the Spokesperson of the Embassy of Israel in London, having arrived in September 2019. In his previous role, he was head of the political and economic department at the Israeli Embassy in Egypt. Before joining the diplomatic corp, he served as a legal adviser in the Department of International Law at the Ministry of Foreign Affairs of Israel. He holds an LLB degree from the Hebrew University of Jerusalem, where he gradu-

Ohad can speak on the following topics: International Law, Journalism, Diplomacy, Israeli policy

Dates available upon request



Aaron Benderski is originally from Belarus, Aaron grew up in Ashdod, Israel and has a BA in Political Science and International Relations from the Hebrew University in Jerusalem. He Served in the IDF as an Infantry combat soldier and in the education corps.

While studying at university, Aaron worked for two years as a tour guide in the Knesset- The Israeli Parliament. Aaron also attended an Israeli-Palestinian program called New Story Leadership, through which he interned in the U.S. Congress in Washington, D.C.

Currently Aaron works as a Jewish Agency Shaliach (Israel Fellow) to UJS – in charge of Israel engagement in the midlands and south-west, based in Oxford.bridge campuses.

Wine and Israel

Going back to the routes of the Israeli wine industry and how it helped establish the state.

Dates available upon request

March elections – Israeli politics 101

Israel will have just had its third election in less than a year. Welcome to what the hell happened 2020 by our in house Israeli political expert Aaron Benderski.

Dates available upon request

Don't Mess With the Israelis

Taking a look at how Israelis are portrayed in global and domestic cinema.

Dates available upon request



Barak Ganor is the Head of Culture Department at the Embassy of Israel in the UK, having arrived to London in January 2019. Prior to taking up this role, he was the producer of the BatSheva Dance Company. He has a BA in Theatre Arts and East Asian Studies from the Tel Aviv University, and a master's degree from the Multidisciplinary program in the

Barak can run sessions on the topic of Israeli culture and theatre

Dates available upon request



Joseph Cohen is the founder of the Israel Advocacy Movement, which focuses on pro-Israel media. To date, his content has been watched over 15 million times.

Joseph can run sessions on how to advocate for Israel on social media

Dates available upon request