



**IS-CL**

**SUMMIT NOV 17, 18, 19**

**2020 MASTERING  
COMMUNITIES**

**Inspire | Collaborate | Grow**

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G  
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A**

**ONLINE  
and  
F2F**

MASTERING COMMUNITIES

# DAY 0 SPEAKERS AND PARTNERS ONLINE KICKOFF



**Global event!** Local time  
(Tel Aviv Time, GMT+2)



Monday  
Nov. 16th

## TRACK 1

10:30 11:15

Round #1 of introductions

11:15 12:00

Welcome Greetings and online event  
dress rehearsal

20:30 20:45

Round #2 of introductions

20:30 22:00

Welcome Greetings and online event  
dress rehearsal



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**F2F**

# DAY 1 INSPIRE TALKS



**Global event!** Local time  
(Tel Aviv Time, GMT+2)



Tuesday  
Nov. 17th

## DAY 1 - TRACK 1

11:00	11:45	<b>GIGI LEVY,</b> General Partner at NFX and serial entrepreneur <b>- Network Effects for Startups</b>
12:00	12:45	<b>PARAS PUNDIR,</b> Winner of CMX Community Manager of the year for 2020, CEO at Community Folks <b>- Expand &amp; Scale   Growing your community among all the noise</b>
13:00	13:45	<b>BENJY SINGER,</b> General Manager at Wework <b>- The future of work space</b>
14:00	14:45	<b>BREAK</b>
15:00	15:45	<b>VINCENT BOON,</b> CEO at Giant Technologies, Former Chief of at giffgaff <b>- The Future of Social and Business</b>
16:00	16:45	<b>MELISSA SASSI,</b> IBM Z's Chief Penguin, and also Founder & CEO of MentorNations, a youth-led coding program w/10K+ coders in 12 countries. <b>Create your Purpose-Driven Career!</b>
17:00	17:45	<b>DR. LIOR ZALMANSON,</b> <b>How do Communities Understand Algorithms</b>
18:00	18:45	<b>Yael Weisz Zilberman,</b> Partnerships Manager at Start-Up Nation Central <b>Builds bridges between Tech sectors globally</b>
19:00	19:45	<b>DEREK ANDERSEN,</b> CEO & Co-Founder at Bevy, Founder at Startup Grind <b>Empowering Entrepreneurs Glocally</b>
20:00	20:45	<b>JOHN HARTHORNE,</b> Founder at Masschallenge global startup accelerator <b>Community-Driven Impact</b>
21:00	21:45	<b>AMIR SHEVAT,</b> <b>The Secrets of Corporate Cultivated Communities</b>
22:00	22:45	<b>ILANA GOLAN,</b> Founder at LEAP, GP at Golan Ventures <b>Communities for Growth</b>



Founder and

Guest:

**Yam R**

Co-Founder and



Fire

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# DAY 2

# COLLABORATE ROUNDTABLES



**Global event!** Local time  
(Tel Aviv Time, GMT+2)



Wednesday  
Nov. 18th

## DAY 2 - TRACK 1

11:00	12:00	FACILITATED NETWORKING
12:00	13:00	OUT OF MY WAY! HOW A COMMUNITY CAN OVERCOME THE OBSTACLES, Led by <b>Tanja Laub</b>
14:00	15:00	BUILDING COMMUNITIES WITH GOVERNMENT - HOW TO MAKE IT WORK Led by <b>Roei Dror</b>
15:00	16:00	HOW TO BUILD CLUSTERS OF WORK IN A CITY Led by <b>Michal Michaeli</b>
16:00	17:00	FOUNDER COMMUNITY LEADERS Led by <b>Yaron Samid</b>
17:00	18:00	FACILITATED NETWORKING
18:00	19:00	CHALLENGES OF BUILDING A SUPPORT COMMUNITY Led by <b>Dani Weinstein</b>
19:00	20:00	MONETIZE YOUR COMMUNITY WITH COMONETIZE Led by <b>Gali Meiri</b>
20:00	21:00	LOCAL HUBS AS A REGIONAL DEVELOPMENT ENGINE Alexandros Charalambides, General Manager at WeWork
21:00	22:00	SOCIAL IMPACT COMMUNITIES <b>Dr. Natasa Christou</b>
22:00	23:00	

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MASTERING COMMUNITIES

DAY 2

# COLLABORATE ROUNDTABLES



**Global event!** Local time  
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Wednesday  
Nov. 18th

## DAY 2 - TRACK 2

11:00	11:45	MASTERING THE COMMUNITIES - BUILDING METHODOLOGIES <b>Led by</b> Mike Silberg
12:00	13:00	BUILDING B2B COMMUNITIES, <b>Led by</b> Sivan Atad, Jordan Kastrinsky
14:00	15:00	COLLABORATION BETWEEN ECOSYSTEM ROUND TABLE, Martin Giese
15:00	16:00	BUILDING MANAGED MARKET PLACED FOR COMMUNITIES, Omer Farkash
16:00	17:00	BUILDING URBAN THRIVING COMMUNITIES, Adi Perry, COO & Co-Founder at COing
17:00	18:00	FACILITATED NETWORKING
18:00	19:00	MINDFULNESS BREAK With Dani
19:00	20:00	WOMEN POWERED COMMUNITIES, Hilla Ovil-Brenner, Mali B, Heather Jerrehian
20:00	21:00	BUILDING STARTUP COMMUNITIES, Ian Hathaway+ Villa + Rosmeray
21:00	22:00	HOW TO BUILD A GLOCAL COMMUNITY OF EXPATS? Daniel, Gill Rein
22:00	23:00	FUN ACTIVITY

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MASTERING COMMUNITIES

DAY 2

# COLLABORATE ROUNDTABLES



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Wednesday  
Nov. 18th

## DAY 2 - TRACK 3

11:00 12:00

### FUN ACTIVITY

Surprise

12:00 13:00

### FUN ACTIVITY

Surprise

14:00 15:00

### YOGA

With

15:00 16:00

Your Network IQ: How to disrupt the system and  
raise 2.7 billion EUR

Surprise keynote by Daria

16:00 17:00

### FUN ACTIVITY

Surprise

17:00 18:00

### COMMUNITY SUPERTOOLS

Different tools CL use - Open floor to share your  
favorite tool

18:00 19:00

### STARTUP COMMUNITIES IN SOCIAL PERIPHERY

Shanna, Anna Ekalado, mickey hovel

19:00 20:00

### SPONSOR RELATIONS

stories about communities that have ongoing  
sponsorships

20:00 21:00

### BUILDING AN OPEN SOURCE COMMUNITY

Led by Jono Bacon

21:00 22:00

### FACILITATED NETWORKING

22:00 23:00

### COMMUNITY OUTSOURCING

**Led by** Brian Oblinger & Talia Klein Perez



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# DAY 3 GROW MASTER CLASSES



**Global event!** Local time  
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Thursday  
Nov. 19th

## DAY 3 - TRACK 1

11:00	12:30	<b>MASTERING COMMUNITIES - THE IS-CL METHODOLOGIES,</b> <b>Mike Silberg</b> , CEO and Co-Funder at The International Startup Community Leaders network
12:30	14:00	<b>HOW TO BUILD A SUPER USER PROGRAM TO ENGAGE YOU MOST VALUABLE MEMBERS,</b> <b>Tanja Laub</b> , Community Strategist at Walkabout Media
15:30	17:00	<b>BRANDING WITH PASSION,</b> <b>BJ Cunningham</b> , Cis a serial Entrepreneur and co-author an international business bestseller. A Visiting Professor at Brighton University, he also acts as a Board Level Brand Marketing Consultant to global brands including McDonald's and Sisecam. He travels internationally as a highly acclaimed keynote speaker.
17:00	18:30	<b>HOW TO BUILD AN AWESOME STARTUP NETWORKS,</b> <b>Guy Franklin</b> , General Manager at SOSA NYC and Founder of Mapped in NY and Mapperd in Israel
18:30	20:00	<b>USING CONTENT TO GROW COMMUNITY</b> <b>Talia Klein Perez</b> , with 14 years of experience in digital marketing and community management, Talia is the owner of a marketing company that gives full-scale marketing services. Previously, Talia held the position of Director of Community at Payoneer and other companies.
20:00	21:30	<b>HOW TO MONETIZE YOUR COMMUNITY OF PROFESSIONALS OR SMBS</b> <b>Gali Meiri</b> , CEO & Founder at Comonetize. 14 years ago, launched a local marketplace of talents with a unique business model, With this experience, I created Comonetize.
21:30	23:00	<b>AI AS A TOOL FOR COMMUNITY BUILDING</b> <b>John Summers</b> , Senior Manager at Grazziti, for the last 15 years he's been leading cutting-edge business transformation initiatives in marketing, support, social media and online communities.



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# DAY 3 GROW MASTER CLASSES



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Thursday  
Nov. 19th

## DAY 3 - TRACK 2

11:00 12:30

### MASTERING THE COMMUNITIES - THE IS-CL METHODOLOGIES

**Mike Silberg**, CEO and Co-Funder at The International  
Startup Community Leaders network

12:30 14:00

### HOW TO CULTIVATE CULTURAL AGILITY IN ONLINE COMMUNITIES

**Arona Maskil**, with over 20 years of experience in culturally  
related issues.

15:30 17:00

### FACILITATED NETWORKING!

17:00 17:45

### THE ROLE OF COMMUNITIES IN REDUCING STRESS

**DR. Liraz Margalit**, Social Psychologist who specializes in  
Behavioral Design and Decision Making in Israel

18:30 20:00

### BUILDING "OPERATIONAL EMPATHY"

**Ariel Halevi, Co-Founder of Vayomar**, several practical  
methods for countering them in ways that foster  
"Operational Empathy" in service of a thriving and happy  
organization.

20:00 21:30

### CONNECTING B2B COMMUNITIES TO CUSTOMER JOURNEY AND ADVOCACY TO IMPACT ROI

**Gal Biran, CEO & Co-Founder at Crowdvocate**, Leveraging  
his experience in B2B sales and marketing in global tech  
companies, such as Microsoft and founding a marketing  
agency, Gal realized B2B marketing is broken! join him in  
learning how to fixed it with communities and customer  
marketing.

21:30 23:00

### CALCULATING COMMUNITY ROI

**Brian Oblinger**, With over 20 years in the industry, Brian has  
launched and contributed to the success of hundreds of  
communities including Acer, Alteryx, Autodesk, Comcast,  
eBay, Hewlett-Packard, and Sony PlayStation.



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## DAY 3 - TRACK 3

12:30 14:00

FUN ACTIVITY,  
Surprise

14:00 15:30

FUN ACTIVITY,  
Surprise

15:30 17:00

4 WAYS TO MAKE YOUR WEBINAR  
AMAZING (BASED ON LADY GAGA  
ALBUMS),

**Dvir André Tzanua**, Co Founder, BLEE -  
organised dozens of hackathons and online  
events for corporations and public entities,  
designing formats that lead people to act.

17:00 18:30

FUN ACTIVITY - YOGA  
With Lila

18:00 20:00

FUN ACTIVITY,  
Surprise

20:00 21:30

FUN ACTIVITY,  
Surprise

21:30 22:00

FUN ACTIVITY,  
Surprise



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