MASTERING COMMUNITIES

PRE-SUMMIT

ONLINE KICKOFF EVENT FOR SPEAKERS & PARTNERS

IS-CL Summit
The nexus for Startup
Community Leaders

🕐 **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

ONLINE
and
F2F

DAY 1
INSPIRE
ATTEND INSPIRATIONAL TALKS

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

Tuesday
Nov. 17th

IS-CL Summit
The nexus for Startup
Community Leaders

DAY 1 - TRACK 1

Time		Speaker
11:00	11:45	**GIGI LEVY** General Partner at NFX and serial entrepreneur **Network Effects for Startups**
12:00	12:45	**PARAS PUNDIR** Winner of CMX Community Manager of the year for 2020, CEO at Community Folks **Expand & Scale | Growing your community among all the noise**
13:00	13:45	**BENJY SINGER** General Manager at WeWork **The Future of Work Spaces**
14:00	15:00	**Break and facilitated networkoing opportunites**
15:00	15:45	**VINCENT BOON** CEO at Giant Technologies, Former Chief at giffgaff **The Future of Social and Business**
16:00	16:45	**MELISSA SASSI** IBM Z's Chief Penguin, and also Founder & CEO of MentorNations, a youth-led coding program w/10K+ coders in 12 countries. **Create Your Purpose-Driven Career!**
17:00	17:45	**DR. LIOR ZALMANSON** **How Do Communities Understand Algorithms**
18:00	18:45	**YAEL WEISZ ZILBERMAN** Partnerships Manager at Start-Up Nation Central **Building Bridges between Tech Sectors Globally**
19:00	19:45	**DEREK ANDERSEN** CEO & Co-Founder at Bevy, Founder at Startup Grind **Empowering Entrepreneurs Locally**
20:00	20:45	**JOHN HARTHORNE** Founder at Masschallenge global startup accelerator **Community-Driven Impact**
21:00	21:45	**AMIR SHEVAT** CPO and Co-Founder at Reshuffle, **The Secrets of Corporate Cultivated Communities**
22:00	22:45	**ILANA GOLAN** Founder at LEAP, GP at Golan Ventures **Communities for Growth**

ONLINE
and
F2F

MASTERING COMMUNITIES

DAY 2

COLLABORATE
JOIN COLLABORATIVE ROUNDTABLES

IS-CL Summit
The nexus for Startup Community Leaders

🕐 **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 OBSTACLES**
Led by **Tanja Laub**, Community Strategist Walkabout Media |

| 15:00 | 16:00 | **HOW TO BUILD CLUSTERS OF WORK IN A CITY**
Led by **Michal Michaeli,** Director of international economic developement- Tel Aviv Global |

| 16:00 | 17:00 | **FOUNDING COMMUNITY LEADERS**
Led by **Yaron Samid**, Founder of TechAviv |

| 17:00 | 18:00 | **FACILITATED NETWORKING** |

| 18:00 | 19:00 | **CHALLENGES OF BUILDING A SUPPORT COMMUNITY**
Led by **Dani Weinstein**, Senior Director, Customer Community and Growth at Kaltura |

| 19:00 | 20:00 | **MONETIZE YOUR COMMUNITY WITH COMONETIZE**
Led by **Gali Meiri**, Founder of Comonetize |

| 20:00 | 21:00 | **LOCAL HUBS AS A REGIONAL DEVELOPMENT ENGINE**
Led by **Alexandros Charalambides**, Associate Professor at the Cyprus University of Technology and Founder of ENERMAP & Chrysalis LEAP |

| 21:00 | 22:00 | **SOCIAL IMPACT COMMUNITIES**
Led by **Dr. Natasa Christou**, Social Entrepreneur & Female Role Model of the Year for Cyprus (2020) |

ONLINE
and
F2F

MASTERING COMMUNITIES

DAY 2

COLLABORATE
JOIN COLLABORATIVE ROUNDTABLES

IS-CL Summit
The nexus for Startup
Community Leaders

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

📅 Wednesday
Nov. 18th

DAY 2 - TRACK 2

11:15	12:00	**MASTERING COMMUNITIES - BUILDING METHODOLOGIES** Led by **Mike Silberg**, Founding partner at IS-CL
12:00	13:00	**BUILDING B2B COMMUNITIES** Led by **Jordan Kastrinsky**, Community Manager and Head of Business Development at Front- Team
14:00	15:00	**COLLABORATION BETWEEN ECOSYSTEMS** Led by **Joe Bernstein**, Co-Founder & CEO, H-CORE, LLC
15:00	16:00	**YOUR NETWORK IQ: HOW TO DISRUPT THE SYSTEM AND RAISE 2.7 BILLION EUR** Led by **Daria Tataj**, Founder & CEO at Tataj Innovation
16:00	17:00	**BUILDING THRIVING URBAN COMMUNITIES** Led by **Adi Perry**, COO & Co-Founder at COing
17:00	18:00	**BUILDING MANAGED MARKET PLACES FOR COMMUNITIES** LED BY **RAKEFET YACOBY-FROM**, CMO AT MAYPLE
18:00	19:00	**Fun Activity -Mindfulness beyond the buzz** With **Smadar Gazit Yehuda**
19:00	20:00	**WOMEN POWERED COMMUNITIES** Led by **Yamit Eriksson**, Growth Strategist
20:00	21:00	**BUILDING STARTUP COMMUNITIES** Led by **Mike Silberg**, Founding partner at IS-CL
21:00	22:00	**HOW TO BUILD A GLOCAL COMMUNITY OF EXPATS?** Led by **Jill Reinach**, Director of Projects for English Speaking Olim Residents

ONLINE and **F2F**

DAY 2

COLLABORATE
JOIN COLLABORATIVE ROUNDTABLES

IS-CL Summit
The nexus for Startup
Community Leaders

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

📅 Wednesday
Nov. 18th

DAY 2 - TRACK 3

12:00 13:00

FUN ACTIVITY - POINTS OF YOU
Points of You creates tools for inspiration, learning and development. Expand your professional toolkit and introduce an intuitive catalyst into your work processes. Around the company a huge global community has emerged. Now it's your turn to become empowered.

13:00 15:00

FACILITATED NETWORKING

16:00 17:00

FACILITATED NETWORKING

17:00 18:00

COMMUNITY SUPERTOOLS
Different tools CLs use - The floor is open for you to share your favorite tool

18:00 19:00

STARTUP COMMUNITIES IN THE SOCIAL PERIPHERY
Led by **Shana Krakowski,** Director of the Platform, Tel Aviv Global

19:00 20:00

SPONSOR RELATIONS
Stories about communities benefitting from ongoing sponsorships

20:00 21:00

BUILDING AN OPEN SOURCE COMMUNITY
Led by **Jono Bacon**, Founder of Jono Bacon Consulting

21:00 22:00

FACILITATED NETWORKING

22:00 23:00

COMMUNITY OUTSOURCING
Brian Oblinger, Chief Community Officer at Brian Oblinger Strategic Consulting.
Talia Klein Perez, Owner of ECStreme Communications

ONLINE
and
F2F

DAY 3

GROW
TAKE MASTER CLASSES

IS-CL Summit
The nexus for Startup Community Leaders

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

📅 Thursday
Nov. 19th

DAY 3 - TRACK 1

11:00	12:30	**MASTERING COMMUNITIES - THE IS-CL METHODOLOGIES** **Mike Silberg**, CEO and Co-Funder at The International Startup Community Leaders network
12:30	14:00	**HOW TO BUILD A SUPER USER PROGRAM TO ENGAGE YOUR MOST VALUABLE MEMBERS** **Tanja Laub**, Community Stratgist at Walkabout Media, Skilled in Digital Strategy, Community Development and Management, Social Media Consulting and E-Commerce.
15:30	17:00	**BRANDING WITH PASSION** **BJ Cunningham**, 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	**HOW TO BUILD AWESOME STARTUP NETWORKS** **Guy Franklin**, Founder and CEO, Israeli Mapped in NY
18:30	20:00	**USING CONTENT TO GROW YOUR COMMUNITY** **Talia Klein Perez**, 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 hi tech companies.
20:00	21:30	**HOW TO MONETIZE YOUR COMMUNITY OF PROFESSIONALS OR SMBS** **Gali Meiri**, 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	**AI AS A TOOL FOR COMMUNITY BUILDING** **John Summers,** 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.

ONLINE and **F2F**

MASTERING COMMUNITIES

DAY 3

GROW
TAKE MASTER CLASSES

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

📅 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. Arona provides strategically focused training for individuals and organizations
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 Makingerd in Israel
18:30	20:00	**BUILDING "OPERATIONAL EMPATHY"** **Ariel Halevi**, Co-Founder of Vayomar, Vayomar specializes in helping advance better decision making and interpersonal communications within and between organizations..
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 and learn to fix 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.

IS-CL Summit
The nexus for Startup
Community Leaders

ONLINE
and
F2F

DAY 3

GROW
TAKE MASTER CLASSES

IS-CL Summit
The nexus for Startup Community Leaders

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

📅 Thursday
Nov. 19th

DAY 3 - TRACK 3

12:30	14:00	**FUN ACTIVITY - POINTS OF YOU** **Points of You** creates tools for inspiration, learning and development. Expand your professional toolkit and introduce an intuitive catalyst into your work processes. Around the company a huge global community has spawn. Now it's your tern to get empowered.
14:00	15:30	**FACILITATED NETWORKING**
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 - KUNDALINI YOGA** With Lila
19:00	20:00	**The Community-Led Model** **Mac Reddin**, CEO & Co-Founder at Commsor, Commsor gets all of your community data in one place! Integrate with the tools you already use to make community management dead simple.

ONLINE
and
F2F

SEE YOU AT THE SUMMIT!

We want to thank our amazing sponsors, partners, supporters and hosts:

IS·CL Summit
www.theisclnetwork.com

eit Hub Israel
Supported by the EIT,
a body of the European Union

Golan Ventures
BREAKING BARRIERS

START-UP
NATION
CENTRAL

wework

commsor

TEL AVIV YAFO
תל אביב יפו

IBM

Leap

Peres Center
for Peace & Innovation
מרכז פרס
לשלום וחדשנות
مركز بيرس
للسلام والابتكار

comonetize

FRONT TEAM

eit Climate-KIC

ASHOKA

Innovation
Without
Borders

BizForce

Aging IL

crowdvocate

mayple

HOMRUN
A NEW WAY TO INVEST IN ISRAEL
Where business and philanthropy come together

Grazitti Interactive™
Marketing for Digital Natives

Didn't join yet?
REGISTER HERE!
Don't miss out!

Visit us at **www.theisclnetwork.com**
Contact us at: **info@isclsummit.com**