

Empowered Women of Israel

February/March 2012 Campaign

Summary and Layout for Jewish Organizations

Summary

“Empowered Women of Israel” will be a large-scale campaign in and around Boston promoting one of Israel’s most positive features- its commitment to gender equality and the rights of women. Prominent speakers from both the US and Israel will be asked to speak on topics of interest to a wide variety of Bostonians.

Goals

The goals of this campaign are two-fold. First, we hope to highlight the success of Israeli women, which is a testament to the democratic nature of the State of Israel. In this, we will show Bostonians a side of Israel they may not otherwise encounter. Second, we would like to address the challenges faced by women all over the world, including Israel and the US. By doing this, we will showcase Israel’s struggles and successes in a way that relates to a global audience.

Audience

There are three major audiences we hope to reach with this campaign. The first audience is female activists, entrepreneurs, students, etc. that are interested in women’s empowerment worldwide. The second audience is members of the community interested in learning more about Israel. The third is a more diverse audience- niche groups interested in specific speakers’ topics. For instance, bankers interested in hearing about the Israeli financial sector from the female head of an Israeli bank, or clergywomen interested in learning about the challenges and successes faced by fellow clergywomen around the world.

Format

The format for this campaign would be diverse. We would like to employ very public methods of PR to showcase the campaign as a whole, and do more targeted PR for specific events. Events may include panels with Israeli and American speakers, screenings of Israeli films, academic lectures at universities, and interviews with local media.

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Potential Speakers

Linor Abargil is an Israeli beauty queen who won the Miss World pageant in 1998, shortly after being raped. Since then, she has become a global advocate in the fight against sexual violence.

Noa Tishby co-founder of “Act for Israel” (leading digital platform for pro-Israel activism) and is an Israeli actress, model and producer, living in Los Angeles. Tishby sold the rights of Israeli hit show “In-Treatment” to popular American channel HBO. In-Treatment is in its second season on HBO and has received critical acclaim.

Galia Maor is President and CEO of Bank Leumi, Israel’s leading commercial bank. She ranks #35 on Fortune Magazine’s “Global Power 50”.

Mazal Renford is Director of the Golda Meir Mount Carmel International Training Center. She has organized hundreds of training courses designed to promote women's leadership and socioeconomic development throughout Africa, Asia, Latin America, Eastern Europe and the Mediterranean Region.

Deborah Nathan is the founder and Executive Director of Artsbridge, Inc., a new non-profit that utilizes the art-making process to foster creative vision, empathy, and skills in communication, teamwork, project management, conflict resolution and leadership.

Efrat DuvDevani serves as President Shimon Peres’ Chief of Staff. She was formerly the Director of the Ministry for the Development of the Negev and the Galilee.

Tova Hartman is a Professor of Gender Studies and Education at Bar Ilan University. She advocates for more female leadership in Orthodox Judaism and speaks of the common struggles of women of faith. She has written a book on Jewish and Catholic mothers.

Shelly Yachimovich has been a member of the Knesset since 2006 and is currently the head of the Labor Party. Before turning to politics, Yachimovich worked as a journalist and political talk show host.

Miri Regev currently serves as a Member of the Knesset for the Likud Party. She served as IDF Spokesperson during the Gaza disengagement and the 2006 Lebanon War and was a Brigadier General.

Rivka Carmi is an Israeli pediatrician and geneticist who, since May 2006, has served as President of Ben-Gurion University of the Negev. She is the first woman to be appointed president of an Israeli university.

Sarina Chen is a Schusterman Scholar at Northeastern University and Jewish Studies Professor at Hebrew University. She is an expert on women and Judaism in modern times.

Orna Berry is the former Chief Scientist of the Israeli Ministry of Trade, Industry and Labor. She is currently the Corporate Vice President and General Manager of the EMC Center of Excellence in Israel, a Fortune 500 Company.

Einat Wilf is a member of the Knesset in the Independence Party under the leadership of Ehud Barak. She was formerly a Labor Party MK and served as Foreign Policy Advisor to Vice Prime Minister Shimon Peres.

Ruti Alon is a General Partner at Pitango Venture Capital, Israel's largest venture capital firm. She also serves as Chairperson of the Israel Life Science Industry.