

## INSIDE THE MIDDLE EAST | A VIEW FROM THE REGION

### VOICES FROM THE MIDDLE EAST ABOUT THE MIDDLE EAST

Saturday, September 28

#### INSIDE THE MIDDLE EAST | A VIEW FROM THE REGION

1:00 – 4:00 pm

#### What Is Your Story? Plus Q & A

Join us for a truly engaging and intimate conversation as each speaker, including Avi, shares their own stories—stories that bring the heart and complexity of the Middle East to life. These captivating self-introductions set the stage for Avi's interview with each speaker, where he'll explore each participant's personal journey and get their unique perspectives on today's most critical issues. From there, the panel will have an open discussion about the latest headlines, offering a range of insights that reflect the rich, multifaceted nature of the region. We will then open the Q&A, giving you the chance to personally connect with our speakers and ask any questions that are on your mind! We hope you will join us for a fascinating insider's conversation that will open your eyes to a Middle East you might not know existed...

Sunday, September 29

#### TO UNDERSTAND ISRAEL | WE MUST UNDERSTAND THE MIDDLE EAST

9:00

Coffee

9:30

Avi Opens The Day With "Educational Framing" And An Overview Of The Day

9:35 – 9:55

#### This Land is My Land? | Avi Melamed **أبي ملמד افى ميلاميد**

A 20-minute journey through 4,000 years of history.

9:55 – 10:05

Q & A

10:05 – 10:35

#### The Israeli-Palestinian Conflict | A View From The Region | Avi Melamed **أبي ملמד افى ميلاميد**

The conventional Western narrative that the "Israeli-Palestinian Conflict shapes Middle Eastern geopolitics" and that "solving it will bring peace to the region" is inaccurate and counterproductive. In reality, the Middle East influences the Israeli-Palestinian conflict's trajectory. In this session, we will see how regional events shape the conflict. This understanding is critical for anyone who wants a future of hope for Israelis and Palestinians.

10:35 – 10:50

Q & A

10:50 – 11:20

#### October 7 A Pivotal Moment In The Middle East | How Did We Get Here? Where Are We? Where Are We Going? | Avi Melamed **أبي ملמד افى ميلاميد**

The current war between Israel and Hamas is a defining moment in the Middle East. As the world grapples with the escalating conflict, understanding the core issues becomes vital. Are we fully aware of what fuels this war? What led us to this critical juncture? What does “the day after” look like? What implications does it hold for Israel? What implications does it hold for the Palestinians? What implications does it hold for the region? What are the lessons for the West?

11:20 – 11:40

Q & A

11:40 – 11:45

Avi Closes Morning And Frames Afternoon

11:45 – 12:40

**Lunch**

- ❖ **LUNCH LOCATION: Speakers will be in the LUNCH LOCATION so people can talk to the speakers if they want over lunch**
- ❖ **SANCTUARY: Screening of 2 Episodes of The Seam Line | Jerusalem – Living on the Edge of Eternity (Avi and Maia’s Jerusalem Docuseries)**

12:45

Avi Sums Up The Morning And Introduces And Frames The Afternoon

1:00 – 1:30

**Iran | Spearhead of The Resistance | Hussain Abdul Hussain حسين عبد الحسين**

Since coming to power in 1979, the Islamic Republic of Iran brags it controls 4 Arab capitals – Beirut, Damascus, Baghdad, and Sana’a. And to a large extent -it does. How is Iran paving the way to becoming the superpower in the Middle East? What has been the result of their imperialistic ambitions in the Middle East and beyond? Why are Israelis, Lebanese, Palestinians, Syrians, and millions across the region paying such a high price? What can be done to create a better future for everyone in the region? Followed by Q & A

1:30 – 1:50

Q & A

2:00 – 2:05

Avi Links Between Sessions

2:05 – 2:30

**Radical Islamism from the Middle East to the West | Dalia Ziada داليا زيادة**

We will delve into the playbook of radical Islamist groups like Salafists and Islamic Jihad, as well as political Islamist organizations such as the Muslim Brotherhood and Hamas, to understand how they use mainstream Arab media and Muslim emotions and ideologies to gain political advantages on the geopolitical chessboard. We will also examine how these groups are now using similar strategies to establish a political presence in the United States and other Western countries by abusing the space of free speech in these democratic nations.

2:30 – 2:50

Q & A

**3:00 – 3:05**

Avi Links Between Sessions

**3:05 – 3:50**

**Bridging Voices: Unveiling Truths and Promoting Coexistence | Hayvi Bouzo هيفي بوظو**

Discover how Yalla, a leading media platform, shares unheard Arab and Israeli voices in both Arabic and English. Yalla bridges the gap between people and promotes coexistence by bringing diverse perspectives to the forefront.

In the wake of October 7th, Yalla's role in educating and countering disinformation has become more vital than ever. By sharing untold stories and marginalized voices from the MENA region, Yalla plays a crucial part in combating misinformation.

In this session, Hayvi will draw on her deep roots in the region and extensive career as an Arabic-language broadcast journalist to introduce you to powerful, often overlooked voices. You will gain access to practical tools that will help you further your knowledge and empower you to educate others.

Don't miss this opportunity to hear from someone with a profound connection to the region and a commitment to unveiling hidden truths and fostering understanding.

**How To Navigate the Digital Landscape of Misinformation | Andrew Schuster**

In my presentation, I will share practical strategies and insights for navigating the complex landscape of misinformation in today's digital age.

Drawing from my experiences in digital marketing, entrepreneurship, and community leadership, I aim to equip attendees with the tools they need to discern truth from falsehood and to actively combat misinformation in their own spheres of influence.

**3:50 – 4:10**

Q & A

**4:20 – 5:00**

**Concluding Panel | Israel and the Middle East Today & Tomorrow | Avi Melamed & All Speakers**

What does the future hold? In this session, Avi, Andrew, Dalia, Hayvi, and Hussain will look ahead and have an open conversation and share their own predictions about the road ahead...

**5:00 – 5:30**

Q & A

**Concluding Session & Next Steps? Follow-up Meeting – Date TBA!**