



Photo: IDF Spokesperson

The Institute for National Security Studies (INSS)  
cordially invites you to a symposium

# The Cognitive Campaign: Gaza as a Case Study

- 15:30–1600 **Assembly**
- 16:00–16:05 **Opening Remarks**  
**Dr. Col. (res.) Gabi Siboni**, INSS
- 16:05–16:20 **Presentation of Israeli Media Data**  
**Rani Raviv**, IDF Spokesman Unit, Strategy, Research and Planning
- 16:20–17:05 **The Media and the Cognitive Campaign in Gaza**  
Moderator: **Dr. Michal Hatuel**, INSS  
**Smadar Peri**, Journalist, *Yedioth Ahronoth*  
**Ron Ben-Yishai**, Journalist, *Ynet*  
**Joe Federman**, Journalist, *AP*
- 17:05–17:20 **Hamas Perspective of the Cognitive Campaign**  
**Shlomi Eldar**, Journalist, *al-Monitor*  
Interviewer: **Dr. Kobi Michael**, INSS
- 17:20–17:30 **Break**
- 17:30–18:20 **Panel – The Strategic State Effort**  
Moderator: **Brig. Gen. (res.) Assaf Orion**, INSS  
**Emmanuel Nahshon**, Israeli Foreign Ministry Spokesman  
**Dr. Col. (res.) Gabi Siboni**, INSS  
**Maj. Gen. (res.) Yoav "Poli" Mordechai**, former Coordinator of Government Activities in the Territories (COGAT)  
**Yarden Vatikai**, head of the National Information Directorate in the Prime Minister's Office
- 18:20–18:40 **The Cognitive Warfare Campaign in Gaza**  
**Brig. Gen. Ronen Manlis**, IDF Spokesman
- 18:40–19:00 **Concluding Remarks**  
**Brig. Gen. (res.) Udi Dekel**, Managing Director, INSS

**Monday, June 25, 2018**

16:00–19:00

40 Haim Levanon St.

Tel Aviv

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Military and Strategic Affairs**

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The number of seats is limited

The event will be  
conducted in Hebrew

Simultaneous translation  
is available

Please refrain from entering  
with large bags and weapons

Parking is available for a fee at  
nearby university parking lots