

Sunday, March 26th

Optional Tour: Masada and the Dead Sea

- 7:30am** Hikers Depart Mamilla Hotel via coach
- 8:30am** Cable Car Riders Departure the Mamilla Hotel via coach
- 10:00am** Arrive/Tour Masada
 - Take cable car to the summit
 - Tour Masada
- 12:00pm** Depart for the Dead Sea
- 12:30pm** Arrive Kalia Beach
 - Lunch
 - Dead Sea
 - Beach chairs and sunshades
 - The lowest bar in the world right on the beach!
- 2:15pm** Depart Kalia Beach via Coach
- 3:00pm** Return to the Mamilla Hotel

Sunday, March 26th

Main Conference

- 2:00pm – 4:00 pm** Conference Registration
Location: The Foyer, Mamilla Hotel
- 7:00pm** Reception, Rooftop of the Mamilla Hotel
- 7:30pm** Dinner, Rooftop of the Mamilla Hotel
- 10:00pm** Evening concludes
- Optional** Drinks at the Mirror Bar, Mamilla Hotel

Monday, March 27th

- 7:00am** Breakfast at leisure; The Ballroom, Mamilla Hotel
- 9:00am** Depart via coach from the Lobby, Mamilla Hotel
- 9:30am** Tour Yad Vashem - The World Holocaust Remembrance Center
- 12:30pm** Depart via coach to lunch
- 12:45pm** Arrive at the Jerusalem Botanical Gardens
- 1:00pm** Lunch
- 2:45pm** Depart for Tour of the Old City
- 3:00pm** Jerusalem Old City Tour Highlights
- 5:00pm** Return to the Mamilla Hotel
- 6:30pm** Depart via Coach from the Lobby, Mamilla Hotel
- 6:50pm** Arrive at The Israel Museum
 - Reception
 - Tour the museum grounds
 - Visit the exhibition of Dead Sea Scrolls
- 7:45pm** Dinner
- 10:30pm** Dinner Concludes/return to the Mamilla Hotel
- Optional** Drinks at the Mirror Bar, Mamilla Hotel

Tuesday, March 28th

- 7:00am** Breakfast at leisure; The Ballroom, Mamilla Hotel
- 7:45am** Guests check out of the Mamilla Hotel
- 8:30am** Transfer from the Mamilla Hotel Lobby
- 9:00am** City of David Tunnel Tour (Walking Tour)
- 12:00pm** Transfer to Tel Aviv
- 1:30pm** Lunch at the Design Museum Holon
 - Welcome by Maya Dvash, Chief Curator Design Museum Holon
- 2:45pm** Keynote: Ron Arad, Ron Arad Architects
- 3:30pm** Guided Tour of the Design Museum Holon
 - Exhibit: Alber Elbaz: The Dream Factory
 - Materials Library
- 4:30pm** Alfresco post tour reception, Outside
- 5:00pm** Depart for The Jaffa
- 5:30pm** Arrive The Jaffa
- 7:15pm** Depart on foot for The Lawrence Gallery
- 7:30pm** Pre-Dinner Drinks on the rooftop terrace
- 8:00pm** Dinner
- 10:00pm** Depart on foot for The Jaffa
- Optional** Drinks at Shesh Besh Bar, The Jaffa

Wednesday, March 29th

- 7:00am** Breakfast at leisure; The Courtyard, The Jaffa
- 9:30am** Depart The Jaffa via Coach
- 10:00am** Arrive Peres Center for Peace and Innovation
- Welcome** Yoav Messer, Yoav Messer Architects
- 10:45am** Reveal
- 11:15am** Break
- 11:30am** David Lecours, Lecours Design
- 1:00pm** Session Ends
- 1:00pm** Tour Israeli Innovation Center
- 1:45pm** Lunch at Cassis Restaurant
- 3:00pm** Depart via coach
- 3:30pm** House Tours
- 5:30pm** Depart for The Jaffa
- 8:15pm** Depart on foot for Dine Around
- 8:45pm** Dinner
- 10:45pm** Depart for The Jaffa
- Optional** Drinks at Shesh Besh Bar, The Jaffa

Thursday, March 30th

- 7:00am** Breakfast at leisure; The Courtyard, The Jaffa
- 9:00am** Depart The Jaffa
- 9:30am** Reichman University, Weinrebe Auditorium,
Harry Radzyner School of Law
- Dr. Yossi Maaravi, School of Entrepreneurship
 - Interview with Prof. Dov. Greenbaum & Keith Granet
 - Leaders of Design, Circles of Trust
- 12:00pm** Lunch/Campus Tour, Reichman University
- 1:30pm** Depart via Coach
- 2:00pm** Tel Aviv Insider City Tour
- 4:30pm** Transfer to The Jaffa
- 5:00pm** Arrive at The Jaffa
- 7:15pm** Transfer to Dinner
- 7:45pm** Welcome Drinks, Pop & Pope
- 8:00pm** Farewell Dinner
- 11:00pm** Transfers Begin

Friday, March 31st

- 1:00am** Party Concludes
- Return to The Jaffa