Israeli Culture Wonderland - Tel Aviv Exhibition, *Specialty Track 3*

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SUMMARY:	An interactive exhibition that allows participants to choose their own educational journey and explore the people and the charm of the city Tel Aviv, through multimedia and social media. This session suggests creative ways of bringing technology and soci - *Submitted by Tomer Moked*
TOPICS:	Camp-wide/Large Group Programs, Communication Skills, Community Building, Film, Global Jewish Community, Identity, Israel Programming, Jewish Culture, Life Cycle Events, Music and Rhythm, Teen Programs, Visual Arts
LEARNING OBJECTIVE:	Participants will learn new creative ways to bring social media to camp and use it as an educational tool. Participants will explore cool and engaging aspects of Tel Aviv.
AUDIENCE:	12 and up. Please monitor the content. Great for staff and CIT programs as well
LENGTH:	75-90 Minutes
APPENDIXES:	TelAvivExhibition-Handout1.docx TelAvivExhibition-Handout2.docx TelAvivExhibition-Bulls-Handout3.docx TelAvivExhibition-Blog-Handout4.docx TelAvivExhibition-Gay-Handout5.docx TelAvivExhibition-SM-Handout6.docx TelAvivExhibition-Emoji-TextHandout7.docx TelAvivExhibition-QRrunTLV-TextHandout8.docx Tel Aviv Exhibition -Trip Planner - Handout 9.docx
MATERIALS:	• 2 sets of colorful markers for coloring (or crayons or both) • A large Post it board. • 4 Tables around the room • Masking tape • Scissors • 200 small blue and white circle/star stickers (Can be different colors as well) • SmartPhones/ iPads/ Computer/Screen +Projector/ Large TV • Pens • QRReader App downloaded (free app, if using smartphones or iPad) • Copies of Handouts in COLOR
SETTING:	Connect and set the projector & opening videos. Each QR handout 8 should be placed on the wall as well, with a station number, and a table of Like/Dislike/ Comment according to the Take an action section. The other stations should be set up as well (see handouts 2-7) including the Social Network areas.

Session Description:

Set up:
The facilitator will set up the room before the participants arriving. Connect and set the projector & opening videos. Each QR handout 8 should be placed on the wall as well, with a station number, and a table of Like/Dislike/ Comment according to the Take an action section. The other stations should be set up as well (see handouts 2-7) including the Social Network areas.

Opening (5 min):
The facilitator will play Video 1 as Participants walk in, and Video 2 as soon as they are seated.
Video 1: Happy Tel Aviv

Video 2: My Endless Blink - Israelis on their journey and travels after the army.

Activity 1 - QRun TLV (30 min):

Facilitator will welcome the Participants to the Tel Aviv Multimedia Exhibition, and will hand each participant with a Journey's Booklet (Handout 1) and a pen.

Participants will be asked to download a free QR Reader app on their phones.

Each participant will be asked to use their smart phone for the next 30 min, but only for scanning QR codes and watching the media. (Participants who do not have one, can use the program's iPad, or join a friend).

by each QR participants will find an interactive challenge.

Please follow instructions and respect others.

The facilitator will explain:

Please keep quiet, unless a challenge asks participants to do so.

Around the room there are Social network stations :

In Twitter - you can write and read tweets.

In Facebook you can write statuses and Check in - tell your friends where have you been (What QR have you visited) and what you have to say about it.

When you'll see Emojies by a station, feel free to add your name under the emojies who describe how you felt about the station.

Feel free to write what ever you'd like in your Journey's Booklet, it will <u>not</u> be shared.

Enjoy our Tel Aviv Exhibition! Te participants should walk around, Scan the QRs and share their thought.

Activity 2 - Plan Your Visit in TLV (45 min):

Participants will get a trip planner (handout #5) and will have to use iPads/ Smart Phone/ Computer (individually or with a friend) to plan a dreamy weekend in Tel Aviv.

To accomplish this challenge, participants will need to plan the visit, and sum up the cost of 3 nights stay in Tel Aviv.

*The planner uses QR as well as links that will direct the participants to the websites if they don't have phones or just to present with another multimedia option.

In the last 5 min the group will come together to exchange tips and to share how much a weekend in Tel Aviv will cost them.

Debrief (10 min):

The facilitator will discuss the experiences the participants had. What did they like the most, what was challenging, how did the social network helped for their experience. If they had to add another station what it would be about?

Bring it back to camp (5 min):

The Facilitator will challenge the group to add more methods out of what they have experienced in the program to run such a program.

Also, What station can work with what ages, other topics they think should be discusses while discussing Tel Aviv.

Additional Notes for Bringing it Back to Camp:

The goal of this program is to suggest different options of using social media and multimedia with or without technology. Please feel free to use the handouts provided together or separately. You can also choose your own content and create your own QR codes (to replace handouts 8 or 9) I recommend the website: www.qrstuff.com free and simple.

APPENDIXES:

TELAVIVEXHIBITION-HANDOUT1.DOCX
TELAVIVEXHIBITION-HANDOUT2.DOCX
TELAVIVEXHIBITION-BULLS-HANDOUT3.DOCX
TELAVIVEXHIBITION-BLOG-HANDOUT4.DOCX
TELAVIVEXHIBITION-GAY-HANDOUT5.DOCX
TELAVIVEXHIBITION-SM-HANDOUT6.DOCX
TELAVIVEXHIBITION-EMOJI-TEXTHANDOUT7.DOCX
TELAVIVEXHIBITION-QRRUNTLV-TEXTHANDOUT8.DOCX
TEL AVIV EXHIBITION -TRIP PLANNER - HANDOUT 9.DOCX