

Inside The Middle East – 2021
Avi Melamed - Intelligence Perspectives From the Region

Live & Online / Digital Geopolitical Journeys™
Briefings / Courses / Lectures / Personal Encounters / Seminars / Tours / Workshops
All available in Arabic, English, & Hebrew

Avi Melamed |

Middle East Expert, Strategic Intelligence Analyst, Founder - Inside the Middle East Intelligence Perspectives (ITME)



Geopolitical Briefings / Courses / Lectures / Personal Encounters / Seminars / Tours / Workshops

What is an INDOOR BRIEFING?

- ❖ A **Briefing** is an **INDOOR** Lecture / Workshop / Discussion
- ❖ Can be done **anywhere** in the world
- ❖ Can be **over breakfast, coffee, lunch, dinner, a drink, or as a proper lecture**
- ❖ Appropriate for **Individuals and Groups** of all ages and backgrounds
- ❖ Can be **customized to the specific knowledge level and a particular interest of the individual or group**
- ❖ **(Typically) 45 Minute Briefing + Q&A = 1 to 1 ½ hours.** Please note, the most important part for me is the dialogue - so depending on the allocated time frame, I always adjust the length of my presentation to leave plenty of time for Q&A.
- ❖ An **INDOOR Briefing** can be **combined** with a **FIELD Briefing** or a **PersonalEncounTour™**

SAMPLE BRIEFINGS

DECODING THE MIDDLE EAST

Build Your Own GPS to Navigate the Middle East in the 21st Century

At the beginning of the 21st Century, an ancient power struggle over the throne, hegemony aspiring to revive empires that have been lost to history, and an ongoing struggle over the path, identity, and direction – all coincide to generate a "perfect storm" in the Middle East. This briefing begins "at the beginning" and takes us on a fascinating journey right up to today! This program will provide you the knowledge to "understand the news better" and the tools to predict where events may lead!

Inside The Middle East 2021 – Entering A New Era ** A PREVIEW OF MY UPCOMING BOOK (New Lecture)**

From the rebellion in the streets of Beirut, through the ruins of Syria, across the bloody streets of Iraq, to the smoldering squares of Tehran, a new dawn is rising as millions of people take to the streets in the struggle for hope. Who are they? Who are they struggling against? What are the reasons for that struggle? Why now? What makes it a "new dawn"? What are the geopolitical ramifications of the dramatically changing landscape?

Looking Ahead | What will Dictate the Geopolitics of the Middle East in the 21st Century?

What are the underlying factors that shape the Middle East today? Who & What will impact the future of the region?

To Understand Israel, You Must Understand The Neighborhood

Since the dawn of the 21st Century, the Middle East has been undergoing tremendous upheaval. The geopolitical landscape is being reshaped by a combination of historical rivalries, modern power struggles, and changes in the global power balance. History is unfolding before our very eyes. Unfortunately, very few people understand the forces that shape the Middle East's geopolitics. And even fewer understand the relationship between regional events and Israel. Join me for an interactive and multifaceted journey to learn what makes this region tick. At the end of our journey, you will know why "To understand Israel, you must understand the Middle East."

ISRAEL & THE ARAB WORLD

Arab-Israeli Conflict – Build Your Database

This briefing focuses on building or strengthening the building blocks of knowledge critical for understanding contemporary Israel and the Middle East.

The Israeli-Palestinian Conflict | A View From The Region How the Middle East Shapes the Conflict

A conventional narrative in the West argues that solving the Israeli-Palestinian conflict will „bring peace to the Middle East“ and will resolve the region’s challenges. That theory is inaccurate - and to a large extent, counterproductive. The reality is actually the other way around. It is the Middle East that shapes and impacts the course and path of the Israeli-Palestinian conflict. This briefing traces how events & developments in the Middle East shaped the conflict's trajectory and course. Understanding the history and evolution and the links in the chain, offers a platform for out of the box thinking to promote a productive and sustainable arrangement that could provide Israelis and Palestinians a constructive breakthrough. And finally, this session offers a framework for constructive, productive, and unifying conversations bridge differing and opposing views.

Normalization, Peace & Israel's Geostrategic Environment

The Abraham Accords – the peace treaty between Israel and the UAE and the Normalization agreements between Israel and Bahrain, Sudan, and Morocco change the Middle East's geopolitical map. What we see unfolding is the result of significant changes that have taken place in the region over the past decade. In this briefing, I will explore the reasons behind the evolving rapprochement. How the agreements and the responses from key players represent the area's new geopolitical construct. And what lies ahead for Israel and the region.

The Middle East Doesn't Speak English | Arab Perspectives on Israel & the conflict

Decades of working and being deeply immersed in the Arab World provides me with unique understanding, insight and most important – access to the Arab world. This lecture provides a behind the scenes view of Arab writers, thinkers, journalists, media personalities and the Arab street and their complex relationship with Israel.

Thinking Out of the Box | A Realistic Solution To The Israeli-Palestinian Conflict

A generation has passed since the Oslo Accords between Israel & the Palestinians. Oslo was guided by the concept that the two-state solution would finally resolve the conflict—but two decades later, Israelis and Palestinians remain caught in a sad, frustrating and vicious cycle that must be broken. In this lecture I offer an outside-the-box approach which can leave to a constructive breakthrough in the Arab-Palestinian arena and beyond.

SPOTLIGHT ON...

Changing the Lenses: Diaspora Jews & Israel | A New Framework for Discussion

Israel is becoming a divisive issue within the American Jewish community. Many young people (and not so young) are distancing themselves from Israel. This process damages the connection between American Jews and Israel; Compromises the fabric of the American Jewish Community; Causes tensions within individual families; And I believe threatens the future of the Jewish people. Why did this happen? What can be done? How can we make Israel a uniting and not dividing issue? This lecture explores the underlying causes and offers a new framework for a constructive, apolitical, and respectful discussion that will strengthen American Jewry, reaffirm a robust and sustainable connection to Israel, and ensure Israel as a unifying entity.

The Gaza Border: A Geostrategic Analysis

This briefing offers up to the minute geopolitical perspectives and aspects of the situation in the Gaza Strip, explores the background, and the future impact on the region. How and why is the reality in the Gaza Strip – and therefore the reality in Israel – shaped in remote arenas? Who are the players involved? What are their interests? What are the current ramifications and possible short-term and long-term outcomes? Is there a potential for a positive “day after” for both Israelis and Palestinians?

Israel's Northern Front - & The Iranian Shi'ite Crescent: A Geostrategic Analysis

In December 2004, King Abdullah II of Jordan warned about the dangers of the Iranian Shi'ite Crescent and Iran's hegemonic ambitions. The backbone of the crescent is a network of armed agents and proxies. For the last decade, Iran has been building an Iranian-controlled corridor from Iran through Iraq, Syria, and Lebanon to the Mediterranean Sea. This land bridge is the most significant military threat Israel is facing. Israel has vowed it will do whatever it takes to prevent Iran from securing the corridor. What is the crescent? What is the corridor? How has Iran built this infrastructure? What threat does it hold for Israel and the region? What must be done to ensure the Crescent and Corridor do not materialize? What are the risks if it does?

Reign of Fear: The Ideological Roots Radical Islam

This lecture gives an in-depth look at the ideological and spiritual sources of contemporary radical Sunni Islam and the potential impact of radical Islam on the regional and global political system. We will explore the ideological sources, modus operandi, similarities and differences, etc. between Al-Qaeda, Boko Haram, Hamas, Hezbollah, Islamic Jihad, ISIS, Jabhat-al Nusra, Salafi groups, and others sprouting up throughout the region and the world.

Spotlight on Jerusalem

In this briefing we will delve into the complexity of Jerusalem, explore the specific issues related to Jerusalem such as its borders, its geography, demography, political structure, its strategic importance and more.

The Struggle Over Path, Identity & Direction in the Arab World | On The Road to a New Model of Statehood?

This tells the untold story of the Middle East today. From the steaming boulevards of Algeria & Tunisia to the squares of Egypt & Beirut, across the ruins of Syria & bloody Iraq, to the smoldering streets of Tehran, a new dawn is rising as millions of people take to the streets in the struggle for hope. Who will win their hearts and minds? Islamic organizations like the Muslim Brotherhood? More radical Islamic organizations like Al-Qaeda or ISIS? Or civil society groups and organizations fighting for democratic values of equality and justice? Will crumbling Arab states create a new, more unifying sense of "statehood"? And how will the battle between sovereignty and the hegemonic visions of aspiring powers impact the region and the people who live there? The outcome of this historical process will be local and global. Because remember – what happens in the Middle East doesn't stay in the Middle East.

Turkey's Quest to Revive The Ottoman Empire & its Impact on Israel

President Erdogan aspires to restore to rule the Middle East. He has single-handedly changed Turkey's face from a secular democracy to an Islamist autocracy in less than two decades. When Erdogan took office as prime minister in March 2003, Turkey was going to be friends with everyone. Yet, the reality is the opposite. Turkey is engaged in multiple and severe conflicts with regional and global powers. This briefing explores Erdogan's foreign policy and its ramifications on the region and Israel.

The War in Syria and the Realigning Middle East

The war in Syria is one of the most dramatic events in the history of the Middle East. It is often described as a civil war. This is inaccurate. The war in Syria began as a domestic conflict. The Syrian people took to the streets demanding Assad respond to their needs. It has evolved into an all-out Sunni-Shi'ite Arab-Persian (Iranian) war in which Russia and Turkey are also dominant players. The outcome of the war will play a substantial role in the shaping of the region, the future of the Middle East and the world. This briefing explores what led to the conflict, who is involved, why it is so significant, and where is the conflict heading?

WORKSHOPS & PROGRAMS

Inside the Middle East: Intelligence Perspectives

[Inside the Middle East: Intelligence Perspectives \(“ITME”\)](#) is a program that provides participants a unique, nonpartisan education on the contemporary Middle East, while teaching critical analysis and media literacy in a unique and innovative fashion. ITME provide a distinct, non-partisan perspective on the contemporary Middle East and uses intelligence methodology to educate participants how to think - not what to think. The program in its entirety is a full year, but it can be adapted to a semester, a week, a few days, or a few hours.

What is a FIELD BRIEFING and what is an INTELITOUR™?

- ❖ A *Field Briefing* is an **OUTDOOR BRIEFING** in **ONE LOCATION**
- ❖ Can be done **THROUGHOUT** Israel
- ❖ Appropriate for **Individuals and Groups** of all **ages and backgrounds**
- ❖ Can be **customized to the specific knowledge level and particular interest of the individual or group**
- ❖ **(Typically) 45 Minute Briefing + Q&A = 1 to 1 ½ hours.** Please note, the most important part for me is the dialogue - so depending on the allocated time frame, I always adjust the length of my presentation to leave plenty of time for Q&A.
- ❖ An **IntelliTour™** is **BRIEFINGS (Indoor OR Outdoor)** in **MULTIPLE LOCATIONS** in a city, region, or different regions.
- ❖ **FIELD Briefing(s)** can be **combined** with an **INDOOR Briefing** or a **PersonalEncounTour™**

SAMPLE OUTDOOR FIELD BRIEFINGS & INTELITOURS™

The ABC's of the Israeli Palestinian Conflict

This briefing focuses on building or strengthening the building-blocks of knowledge critical for understanding contemporary Israel and the Middle East. Terms like “West Bank,” “Settlements,” “The Anti-Terror Fence,” “The Green Line,” “Defensible Borders,” and “Israel’s Narrow Waist” are more tangible because you see them on the ground. (Excellent briefing for any point in an individual or group trip, especially effective in the beginning of a course, trip, Mission, etc. because it focuses on **understanding the Israeli and Middle East map and building a solid regional database** on which to study and learn about Israel and the Middle East).

The Geopolitics of Jerusalem - Seeing is the Key to Understanding

When it seems like the Old City, East and West Jerusalem are in the palm of your hand, when in one glance you see the Anti-Terror Fence and Bethlehem, and see Ramallah, Tel Aviv and the Dead Sea from the one spot you begin to build a holistic and comprehensive picture of the region and can better grapple with the real issues in the Israeli-Palestinian conflict. In this briefing we will delve into the complexity of Jerusalem, explore the specific issues related to Jerusalem such as its borders, geography, demography, political structure, strategic importance & more.

Egyptian and Jordanian Borders

Eilat, located on the Red Sea - one of the most strategic and least explored security regions in Israel. Eilat borders Jordan – Israel’s most peaceful border, the Sinai desert – which has become more and more threatening as terror groups and weapons flow freely. And Eilat is only a stones-throw from Saudi Arabia – the most powerful player in the all-important Arabian / Persian Gulf. It is the perfect location to discuss the geopolitical environment in the Arabian Peninsula and their largest concern – Iran, the evolving Israeli-Arab rapprochement and the Alliance of Moderation, and the challenges facing Israel, Egypt, Jordan, Saudi Arabia, and Yemen - all the countries sitting at the gateway to Africa.

Gaza Border

Standing in Israel you can see almost half of the Gaza Strip. That is when you begin to understand the security challenges of the southern region in a different way. This briefing offers up to the minute geostrategic perspectives and aspects of the situation in the Gaza Strip, explores the background, and the future impact on the region. How and why is the reality in the Gaza Strip – and therefore the reality in Israel – shaped in remote arenas? Who are the players involved? What are their interests? What are the current ramifications and possible short-term and long-term outcomes? Is there a potential for a positive “day after” for both Israelis and Palestinians?

Golan Heights (Syrian Border)

Current events put the future of the security future of this area in question. The war in Syria, one of the most significant events in the history of the Middle East, is putting the future of the region in question. Standing on the border, a mere twenty miles from Damascus, we will explore the war in Syria, discuss the potential for the “Sinaization” of the Golan, understand the sources and impact of Assad’s allegiances and alliances from the Russia to Turkey to Iran, and how the war impacts the region and Israel’s current and future behavior and outlook. The

backbone of the Iranian hegemonic strategy is a network of armed agents and proxies. For the last decade, Iran has been building an Iranian-controlled corridor from Iran through Iraq, Syria, and Lebanon to the Mediterranean Sea. This land bridge is the most significant military threat Israel is facing. Therefore, Israel has vowed it will do whatever it takes to prevent Iran from securing the corridor. What is the crescent? What is the corridor? How has Iran built this infrastructure? What threat does it hold for Israel and the region? What must be done to ensure the Crescent and Corridor do not materialize? What are the risks if it does?

Lebanese Border

The view from Israel into Lebanon is breathtaking. However, external forces and inner struggles have wrenched this country for generations. Standing on the border we will delve deeper into the history, explore the major forces that play a role in this struggling country, see and understand the impact of the primary players including Hezbollah, Iran, and Syria on southern Lebanon and Israel and understand why the complex fiber of Lebanon and Lebanese society makes it fertile ground for continuing violence and chaos. We will discuss the current atmosphere in the country, the impact on Israel's geostrategic posture, the future of Lebanon and the ramifications on the region.

Sinai Border

Egypt and Israel have had a Peace Treaty since 1979, yet this is one of Israel's most challenging borders and has direct ramifications on Israel's security environment. Standing on the Sinai border we will discuss events in Egypt, the biggest and most important Arab state, the environment in the Sinai and its impact on events in the Gaza Strip, and the complicated relationships in the area. We will explore the rise and fall of the Muslim Brotherhood, the security challenges Israel faces in the proliferation of militant groups in the Sinai, outline Egypt's major challenges and its struggle – for the first time – to forge a consensus and a national identity. We will look at where is Egypt heading and how events across the Sinai Peninsula, Africa and beyond impact Israel.

Two People, One Land, Many Narratives – Tour of The West Bank / Judea & Samaria

" You cannot understand the Middle East without understanding the power of symbols – culturally, emotionally, mentally, religiously, practically, and politically. Symbols are enormously significant because symbols create narratives. And the Middle East to a large extent is about narratives... " This tour is in the area known as the West Bank – also called, Judea and Samaria. We will travel the region from north to south and east to west. We will explore the reality on the ground and understand what that reality means for any future arrangement. In addition to traveling and touring in the region, we will meet with the people that live in this highly contested area – Palestinians, Israelis, Samaritans, Christians, Jews, religious, secular, right-wing, left-wing, idealists pragmatists, entrepreneurs, bureaucrats, dreamers, cynics and everything in between. Through personal meetings and encounters as well as understanding the terrain, the communities, the roads, the people, we will get to intimately understand the geographic and human landscape of this widely contested area.

What is a PersonalEncounTour™?

Any of our products can be combined with each other or with a with a **PersonalEncounTour™** – **Meeting with Residents or Business Owners that live: In Jerusalem; On the Gaza Border, On the Lebanese Border, On the Syrian Border (the Golan Heights); Israelis and Palestinians living in Judea & Samaria, West Bank, etc.** Adding a **Personal-EncounTour™** is a perfect way to create an engaging, meaningful tour, class, course or workshop experience that will connect through **knowledge, unique and customized experiences, and personal connections!**

Please Note... These Are Just a Sample of Our Actives!

Contact Us So We Can Custom Design the Best Experience for You!

For more information or to reserve, please contact **Avi Melamed** at Avi@AviMelamed.com or +972-50-540-9905 or 1-202-239-8879 OR **Maia Hoffman** at Maia@MaiaHoffman.com or +972-54-207-6422 or 410-843-7520

****All of our educational activities are not "static" academic lectures. Each includes the most up to date information and analysis****



Avi Melamed | Bio

Avi Melamed is an Intelligence Analyst and an Expert on Current Affairs in the Arab and Muslim world and their impact on the Middle East and Israel's Geopolitical environment.

He is a former Israeli Intelligence Official and Senior Official on Arab Affairs. In his public service, Avi has held high-risk Government, Senior Advisory, Intelligence, and Counter-Terrorist intelligence positions in Arab cities and communities throughout the region on behalf of Israeli Government agencies.

He is the Founder and CEO of Inside the Middle East: Intelligence Perspectives (ITME). ITME is an empowering educational program providing an apolitical non-partisan education about the contemporary Middle East and using Intelligence Methodology to teach Critical Thinking and Media Literacy. Through the ITME praxis, Avi transforms students and practitioners from high schools to Capitol Hill into knowledgeable, media literate, critical thinkers. To quote Avi's alumni - *ITME doesn't tell you what to think ITME teaches you HOW to think.*

As an Author, Educator, Expert, and Strategic Intelligence Analyst, Avi provides Intelligence Analysis, Briefings, and Geopolitical Tours to diplomats, Israeli and foreign policymakers, global media outlets, and a wide variety of international businesses, organizations, and private clients on a range of Israel and Middle East Affairs.

An Israeli Jew, fluent in Arabic, English, and Hebrew, with a unique understanding of Arab society and culture, Avi has his finger on the pulse of the Arab world. He has a proven record of foreseeing the evolution of events in the Middle East and their impact on a local and regional level.

Through all of his efforts as an analyst, educator, entrepreneur, and writer, he is a bridge-builder. He dedicates himself to enhancing the Arabic, English, and Hebrew speaking audience's comprehensive understanding of the Middle East and each other.

Avi has coauthored *Separate and Unequal: Israel's Rule in East Jerusalem* and wrote *Ubrusi: The Novel*. His last book, *Inside the Middle East: Making Sense of the Most Dangerous and Complicated Region on Earth*, is a GPS to help navigate the dramatically changing Middle East. *Inside The Middle East | Entering a New Era*, is due to be published in January 2022.

Contact Info: Israel Mobile +972-50-540-9905 | US Land Line 1-202-239-8879 | US Mobile 1-202-316-9252
Email avi@avimelamed.com Website www.avimelamed.com; Twitter [@AviMelamed](https://twitter.com/AviMelamed); Facebook
[@InsideTheMiddleEast](https://www.facebook.com/InsideTheMiddleEast)