



SMART CITY SUMMIT 2012

Milano, Centro Congressi ABI, 2 Luglio 2012

Biografia Speaker



ZOHAR SOSENKO

Responsible for New Media, City of Tel Aviv

Mr. Sosenko leads in the last two years a revolution in the attitude of the Tel Aviv Municipality towards New Media, emphasizing the urban use of social networks.

The Municipality of Tel Aviv city operates one of the largest official cities Facebook pages with over 30,000 friends in a 400,000 resident's city. The New Media unit in the Tel-Aviv Municipality, led by Mr. Sosenko, holds Online Public Participation events, provides services to the residents, markets and brands its urban activities and constitutes an example for a direct connection between the Municipality and the public.

Mr. Sosenko, formerly a journalist in one of the leading newspapers in Israel, leads the social-cyber revolution in the Municipality, advises other municipalities in Israel on the usage of social networks and lectures in academic lessons on New Media.



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