

Regional Conference

**The Secret of Attraction:
IS Propaganda and Recruiting**

*Amman, Crowne Plaza Hotel
Monday, 15 June 2015*

09:00: Registration of Participants

09:30: Opening and Welcome

- Anja Wehler-Schoeck, Resident Director, Friedrich-Ebert-Stiftung Jordan and Iraq

09:45: Why and How Is IS Attractive?

- ***IS: The Discourse and the Propaganda***
Dr. Mohammad Abu Rumman, Researcher, Center for Strategic Studies, Jordan
- ***Theoretical Paradigms: The Attraction of IS***
Hassan Abu-Hanieh, Researcher on Islamic Movements, Jordan

Chairwoman: Amal Abu-Jiries, FES Amman

11:00: Coffee Break

11:30: At the Front: IS Recruitment in Syria, Iraq, and Lebanon

- AbdulRahman Al Haj, Syria
- Hassan Safadi, Syria
- Othman Al Mukhtar, Iraq
- Bissane El Cheikh, Lebanon

Chairwoman: Rana Sweis, Jordan

13:00: Lunch

14:00: Regional Jihadism – Jordan, Saudi Arabia, Tunisia

- Wael Batiri, Jordan
- Abdallah Al Maliki, Saudi Arabia
- Sami Barahem, Tunisia

Chairwoman: Rana Sweis, Jordan

15:30: Coffee Break

16:00: Jihadis from the West – Propaganda and Recruitment

- Dr. Marco Lombardi, Italy
- Dr. Marwan Abou-Taam, Germany

Chairwoman: Anja Wehler-Schoeck, Resident Director, FES Amman

17:00: Counter Strategies and Perspectives

- Dr. Amr Hamzawy, Egypt

Chairwoman: Amal Abu-Jiries, FES Amman

17:45: Wrap up and Conclusions

Dr. Mohammad Abu Rumman
Anja Wehler-Schöck

18:00: End of Conference