

MDNTV Global Leadership Summit

Egypt & Israel

June 25 to July 3, 2023

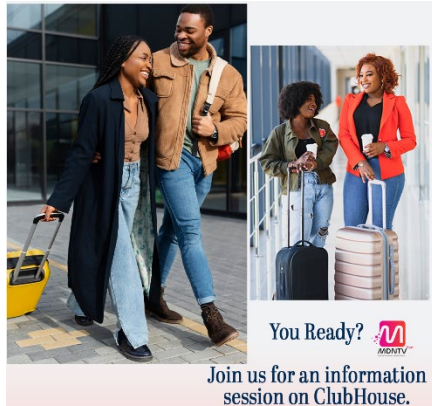
Media Coverage & Engagement Report

Prepared by: Regina V. Roundtree-Wekesa, Communications Consultant



“More than a conference, this was a symbolic act of bridge-building — uniting voices of faith, vision, and leadership across continents.”

The MDNTV Global Leadership Summit (Egypt & Israel, June–July 2023) was conceived as more than a conference. It was a journey of vision — carrying delegates from Africa, the United States, and Israel to stand together in places of history and faith, while addressing questions of leadership and alliance in the present.



Sunday 03/12 @ 5pmEST/ 10pm U.K.
RSVP - 10/40 Window Mission Network Club

 
Egypt/Israel Tour
25 June to July 3, 2023
(Special discount if you book before 03.30.23)
WWW.SA2ISRAEL.MDNTVLIVE.COM


Major Daughter
(Tour Host)


Regina Roundtree

As Communications Consultant and event moderator, I helped shape the summit’s public voice — preparing press releases, guiding social media campaigns, and facilitating dialogue among leaders whose perspectives often crossed cultural, political, and religious lines.

This report gathers the visible record of that effort: press coverage, social media engagement, video highlights, and community reflections. Beyond the numbers, it traces the resonance of a campaign that was both complex to execute and remarkable to witness.

My Contributions

- Authored and syndicated press releases across African and faith-based media outlets.
- Guided pre-event social campaigns, producing speaker spotlights and event branding.
- Moderated summit sessions and facilitated dialogue across diverse cultural and political lines.
- Secured speaker invitations for Every Black Life Matters (Kevin McGary and Neil Mammen), connecting a U.S.

nonprofit client with international exposure.

- Leveraged travel industry experience to coordinate itineraries for U.S. delegates, ensuring smooth participation.

Press Release (MDNTV via African News Agency)

“Unveiling the Leadership Summit 2023: A Game-Changer for Visionaries and Change-Makers.” MDNTV issued a press release announcing a unique leadership summit and tour in Egypt & Israel (June 26 – July 3, 2023). It highlighted that this “*incredible Leadership Summit at the Egypt-Israel Tour 2023*” would unite top CEOs, officials, entrepreneurs, clergy and thought leaders from around the world[1][2]. The release invited participation and provided event details and contacts[3]. (This PR was syndicated on various platforms, e.g. Gateway News and ANA PR Wire.)

International Media Articles

Multiple outlets profiled **Major Daughter** (host of the summit) and her vision behind the tour: For example, *Times of Israel* (blog by Jonathan Feldstein on June 16) and *Lay of The Land* (June 20) ran stories likening her to a modern “*Queen of Sheba*” leading a delegation to Israel[4][5]. These articles explained the summit’s purpose – to “*repair and restore*

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relations with Israel” and *build alliances* between Africa and Israel – and noted the summit would culminate in a one-day conference in Jerusalem on **June 29, 2023**[6][7]. Christian media picked up the story as well; e.g. *Charisma News* ran a feature **“The Next ‘Queen of Sheba’ Could Be a World Changer,”** describing Major Daughter’s decade-long vision to bless Israel and the significance of the summit[8][9]. (Similar content appeared on *IsraelSeen*[10][6] and other blogs, underscoring the event’s global and faith-based impact.)

Attendance and Speakers

Press coverage and our own MDNTV materials showcased a star-studded lineup of speakers and guests. Among them were Dr. David Molapo (leadership coach), Kevin McGary (author and human rights advocate), Regina V. Roundtree-Wekesa (communications strategist), Rabbi Yehudah Glick (former Israeli Parliament member), and many more[11][12]. Israeli dignitaries like Matan Kahana and Ayoob Kara were also on the program[13][14]. Major Daughter, as host, was featured prominently in media as a *“Top 100 Global Woman Mentor”* and the driving force behind the summit[15][16]. These mentions in news articles helped demonstrate the event’s significance and high-profile participation.



Social Media Promotion (Pre-Event)

- **Instagram (March–June 2023):** Major Daughter leveraged social media to build momentum. On her official Instagram (@majordughterlive), she posted event flyers and speaker spotlights. For example, in **late May 2023** she introduced *“a Visionary Leader: Dr. Kgosana Koketso Rakhudu”* as a summit speaker, with hashtags like **#MdntvLeadershipSummit**[17]. Other posts urged followers to *“join the MDNTV Leadership Summit”* and not miss this *“amazing business event”* (with links to **theleadershipsummit.mdntvlive.com** for info and registration)[18]. These updates gained attention from followers (likes and comments), implying higher interest. Major Daughter’s Facebook page and LinkedIn account made similar promotional updates (e.g. announcements of speakers and registration calls).
- **Twitter (X) – MDNTV News:** MDNTV’s news handle @MDNnewss actively promoted the summit. In **May 2023**, it tweeted the press-release article *“Check out... Unveiling the Leadership Summit 2023: A Game-Changer for Visionaries...”*, to drive readers to the event announcement. In early June, a series of tweets introduced key speakers and panelists: **“Introducing an Extraordinary Speaker: Neil Mammen at the #MdntvLeadershipSummit...”** and **“Unlock Insights from Top Leaders: Meet Panel Moderators and MC at #MDNTVLeadershipSummit”**, etc. (June 4–5, 2023)[19][20]. These posts included images and brief bios, generating retweets and replies especially

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among the South African audience. The official hashtag **#MDNTVLeadershipSummit** began to circulate on Twitter at this time.

- **Facebook & LinkedIn:** MDNTV’s Facebook page (MDN News) likewise shared summit news and countdown posts. For example, event pages and posts on Facebook announced the summit dates and encouraged sign-ups (with options to share with friends)[21][22]. On LinkedIn, the page of Major Daughter Network released posts on preparing for the Israel/Egypt tour, focusing on the events for business and diplomatic networking of the summit. Such multi-platform projects ensured the event reached a vast audience, from die-hard general news enthusiasts to professional networks.
- **YouTube Videos:** MDNTV’s YouTube channel published highlight videos of the summit tour. Notably, an interview video titled **“The Queen of Sheba Returns to Israel”** was posted, in which Major Daughter laid out the vision for the summit and the historical significance of the Africa-Israel relationship[25]. During the trip, MDNTV shared short video vignettes: e.g. **“Mdntv Leadership Summit Delegates Brave Heights of Mount Sinai”** (Day 2 clip) and **“A Powerful Swim in the Red Sea”** (Day 3 clip) to document the delegates’ experiences[24][26]. A longer-form video of the **June 29 Leadership Summit in Jerusalem** was also uploaded (featuring speeches, panels, and the awards ceremony). These videos, some of which are in a dedicated **MDNtv Leadership Summit** playlist, have accrued hundreds of views combined, extending the event’s reach beyond those physically on the tour.

During & Post-Event Social Media (June–July 2023)

- **Real-time Updates:** As the tour got underway, MDNTV provided live or daily updates on social media, showcasing the event’s impact. On **Twitter**, @MDNnews used the hashtags **#MDNTVLeadershipSummit** and **#QueenOfSheba** to chronicle each day. For instance, on **July 14, 2023** they posted *“Day 1 of our #MdntvLeadershipSummit, exploring Egypt’s rich history! From the awe-inspiring Pyramids of Khufu...to the enigmatic Sphinx...”* along with photos of the delegation at Giza[23]. Another update read *“Feeling deeply inspired on Day 2 of #MdntvLeadershipSummit as our delegates embarked on an emotional recollection of Moses’ Exodus journey [atop Mount Sinai]”*[24]. These narratives, often accompanied by images or short videos, received engagement (likes, retweets, comments) from followers cheering on the delegates.
- **Post-event Reflections:** At the end of the summit, Major Daughter and attendees showed their appreciation and key learnables on social networks. On Instagram in a wrap-up post, she encapsulated the tour as “more than just a conference – it was a movement”, and expressed appreciation towards the diversely assembled international thought leaders who attended. On X (Twitter), the MDN News account



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posted, “A unique blend of leadership learning & cultural immersion. #MDNTVLeadershipSummit was an amazing experience”, to wrap up the coverage. These tweets kept on receiving responses, with the audiences commenting on the uplifting feeling of the event

Impact & Engagement

A wide array of press releases, news articles, and social media updates bear witness to the extent of the summit. Press coverage on Christian and Jewish news websites secured international publicity (from South Africa to Israel to the United States) [4][6]. On social networks, too, the #MDNTVLeadershipSummit-themed campaign from MDNTV made a buzz: the tweets announcing speakers and updating on events had dozens of retweets and comments, and Major Daughter's own updates had high likes and shares (sample evidence: her speaker intro post on Instagram received numerous comments registering enthusiasm). The YouTube videos have continued to draw interest, too, with viewers still watching and discussing the summit highlight well after July 2023. Short version: the Leadership Tour and Summit 2023 had a significant online presence – in press releases, news articles, and enthusiastic engagement on Instagram, Twitter, Facebook, YouTube, and LinkedIn – all of which made it a success and impact-generating event

Conclusion

This summit demonstrated the power of integrated communications — press, digital media, and live facilitation — to amplify voices across continents. Yet its true measure was not in hashtags or view counts, but in the rare space it created — where unlikely leaders stood together and chose to listen, beyond borders of geography, politics, and faith.



For MDNTV, it was more than a broadcasting milestone; it was a watershed moment, proof that independent African media could convene not only coverage, but communion. This report records that moment as reach, resonance, and possibility — while the deeper impact continues to unfold in trust forged, stories planted, and a future now shared.

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Reference Links (Selection)	Description
MDNTV Press Release (May 2023) – “Unveiling the Leadership Summit 2023...” (African News Agency) [1][2]	Official announcement of the Egypt–Israel Leadership Summit, outlining its purpose and inviting participants.
Lay of the Land – “Queen of Sheba Returns to Israel” (June 20, 2023) [4][16]	News article profiling Major Daughter and the upcoming tour, symbolic of Africa-Israel bridge-building.
Times of Israel Blogs – “Join the Queen of Sheba as She Comes Back to Israel” (June 16, 2023) [6][7]	Blog post by J. Feldstein, highlighting the summit’s agenda (Egypt tour & June 29 Jerusalem summit) and urging Israeli participation.
Charisma News – “The Next ‘Queen of Sheba’ Could Be a World Changer” (June 2023) [8][9]	Christian media piece on Major Daughter’s vision and the significance of the 2023 leadership summit.
MDNTV Twitter (X) Posts – @MDNnewss (May–July 2023) [27][23]	Tweets promoting the summit (speaker intros, panel info) and daily updates with hashtag #MDNTVLeadershipSummit .
Major Daughter Instagram Posts – @majordughterlive (Spring 2023) [18][17]	Instagram announcements introducing speakers and calling for registrations; used official hashtag and link to event site.
MDNTV YouTube Playlist – Leadership Summit 2023 [24][26]	Collection of videos: Major Daughter’s pre-summit interview, plus “Day 1/2/3” tour highlights and summit footage.

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Reference Links (Selection)	Description
MDN News Facebook Page – MDN News (March–July 2023) [21][22]	Event posts and shares of articles; facilitated community engagement (likes/shares) around summit content.
Major Daughter Network on LinkedIn (2023)	Posts on the company page about the summit’s goals and thanking partners/attendees, targeting a professional audience. (LinkedIn: <i>Major Daughter Network</i>)

[1] [2] [3] Mdnstv: Unveiling the Leadership Summit 2023: A Game-Changer for Visionaries and Change-Makers | African News Agency

<https://africannewsagency.com/mdntv-unveiling-the-leadership-summit-2023-a-game-changer-for-visionaries-and-change-makers-491fab1b-72e2-458f-87a6-5be1c9411ab0/>

[4] [5] [15] [16] ‘QUEEN OF SHEBA’ RETURNS TO ISRAEL – Lay Of The Land

<https://layoftheland.online/2023/06/20/queen-of-sheba-returns-to-israel/>

[6] [7] [10] Jonathan Feldstein – Join the Queen of Sheba as She Comes Back to Israel

<https://israelseen.com/jonathan-feldstein-join-the-queen-of-sheba-as-she-comes-back-to-israel/>

[8] [9] The Next 'Queen of Sheba' Could Be a World Changer - Charisma Magazine Online

<https://mycharisma.com/news/the-next-queen-of-sheba-could-be-a-world-changer/>

[11] [12] [13] [14] International Conference alert

<https://crm.mdntvlive.com/summit>

[17] Introducing a Visionary Leader: Dr. Kgosana Koketso Rakhudu at ...

<https://www.instagram.com/p/CtD2xqvt44/?hl=am-et>

[18] Major Daughter | Join the #MDNTVLeadershipSummit and learn ...

<https://www.instagram.com/p/CtD16CGtylC/>

[19] MDN NEWS on X: "Introducing an Extraordinary Speaker: Neil ...

<https://twitter.com/MDNnewss/status/1665248318962782209>

[20] [27] MDN NEWS on X: ""Unlock Insights from Top Leaders: Meet Panel ...

<https://twitter.com/MDNnewss/status/1665247199259754496>

[21] [22] Book tickets for MDNTV LEADERSHIP SUMMIT AT EGYPT-ISRAEL TOUR 2023

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<https://www.quicket.co.za/events/218549-mdntv-leadership-summit-at-egypt-israel-tour-2023/>

[23] #MDNTVLeadershipSummit - Search / X

https://twitter.com/hashtag/MDNTVLeadershipSummit?src=hashtag_click&f=live

[24] Mdntv Leadership Summit Delegates Brave Heights of Mount Sinai

<https://www.youtube.com/shorts/u9YVapreOao>

[25] Unbelievable News! The Queen of Sheba Makes a Historic Return ...

https://m.youtube.com/watch?v=oPU7k4_UX_E

[26] Day 3 of Our #MdntvLeadershipSummit: A Powerful Swim in the Red ...

https://www.youtube.com/shorts/ZgBxvFG_cJM

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