

About the Institute for Public Diplomacy and Global Communication

Based at The George Washington University's School of Media and Public Affairs and the Elliott School of International Affairs, the Institute for Public Diplomacy and Global Communication provides a forum for faculty, students, and professionals for the discussion and scholarship of global issues in new media, public diplomacy, and strategic communication. It is generously supported by the Walter Roberts Endowment.

About the Sister Cities International

Founded by President Dwight D. Eisenhower in 1956, Sister Cities International serves as the national membership organization for over 545 individual sister cities, counties, and states across the United States with relationships in over 2,100 communities in 145 countries. This sister city network unites tens of thousands of citizen diplomats and volunteers who work tirelessly to promote peace and understanding through programs and projects focusing on arts and

About the Bureau of Educational and Cultural Affairs at the US Department of State

As mandated by the Mutual Educational and Cultural Exchange Act of 1961, the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) works to build friendly, peaceful relations between the people of the United States and the people of other countries through academic, cultural, sports, and professional exchanges, as well as public-private partnerships.

About the Bureau of Western Hemisphere Affairs at the US Department of State

The U.S. Department of State's Bureau of Western Hemisphere Affairs is responsible for managing and promoting U.S. interests in the region by supporting democracy, trade, and sustainable economic development, and fostering cooperation on issues such as drug trafficking and crime, poverty reduction, and environmental protection.



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Institute for Public
Diplomacy & Global
Communication

THE GEORGE WASHINGTON UNIVERSITY

in partnership with the U.S. Department of State
and Sister Cities International

Presents

Building Bridges: Strengthening Education & Citizen Exchange Linkages between the United States and Cuba

Wednesday, September 9, 2015

8:30 am – 12 pm

Jack Morton Auditorium

SMPA building, 805 21st Street NW

The George Washington University



Follow the talk: #USCuba

Program

8:30 Coffee, Networking and Registration in the Art Gallery Lobby (2nd Floor)


9:00 Opening Remarks

- Frank Sesno, Director of the School of Media and Public Affairs, The George Washington University
- Evan Ryan, Assistant Secretary for Educational and Cultural Affairs, Department of State
- Mary Kane, President and CEO, Sister Cities International

9:15 U.S. Government Panel Discussion and Q-and-A: Policy, Regulations and Perspectives

- *Moderator:* P.J. Crowley, Professor of Practice and Distinguished Fellow, Institute for Public Diplomacy and Global Communication, The George Washington University
- Joan Perkins, Deputy Coordinator for Cuban Affairs, Bureau of Western Hemisphere Affairs, U.S. Department of State
- Jeff Braunger, Chief, Licensing Division of the Office of Foreign Assets Control, U.S. Department of the Treasury
- Alan Christian, Senior Export Policy Analyst, Bureau of Industry and Security, Department of Commerce
- Robin Lerner, Deputy Assistant Secretary for Private Sector Exchange, Bureau of Educational and Cultural Affairs, Department of State

10:25 Networking Break

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10:45 Practitioners Panel Discussion and Q-and-A: Shared Experiences, Best Practices and Opportunities


- *Moderator:* Lydia Barraza, Deputy Public Affairs Officer, U.S. Embassy Havana
- Jennifer Attal Allen, President and Executive Director, Academic Programs International
- Michael Eizenberg, President, Educational Travel Alliance
- Cynthia L. Vidaurri, Folklorist at National Museum of the American Indian and Curator of Folklife Festival on Cuba, Smithsonian Institution
- Adam Kaplan, Vice President, Sister Cities International

11:55 Closing Remarks and Observations

- Gonzalo Gallegos, Deputy Assistant Secretary for Public Diplomacy, Bureau of Western Hemisphere Affairs, U.S. Department of State
- Sean Aday, Associate Professor of Media and Public Affairs and International Affairs; Director, Institute for Public Diplomacy and Global Communication; Director, M.A. program in Global Communication

Art Gallery Lobby Available for Networking until 1 p.m.

Lunch options in the Area: Shops at 2000 Pennsylvania, the Marvin Center, and Whole Foods & other casual dining at I & 22 Street. See <http://www.gwu.edu/dining-near-gw> for a more options.

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