



THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON DC

INSTITUTE FOR PUBLIC DIPLOMACY & GLOBAL COMMUNICATION

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

September 9, 2015

Jack Morton Auditorium

The George Washington University School of Media and Public Affairs

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

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
- TBD, Sister City Representative

11:55 Closing Remarks and Observations

- Gonzalo Gallegos, Deputy Assistant Secretary for Public Diplomacy, Bureau of Western Hemisphere Affairs, U.S. Department of State

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