



# USArtists International

## Professional Development Series

# Partnering with U.S. Embassies for International Touring Success



Thomas Cavanagh



Brent Birckhead

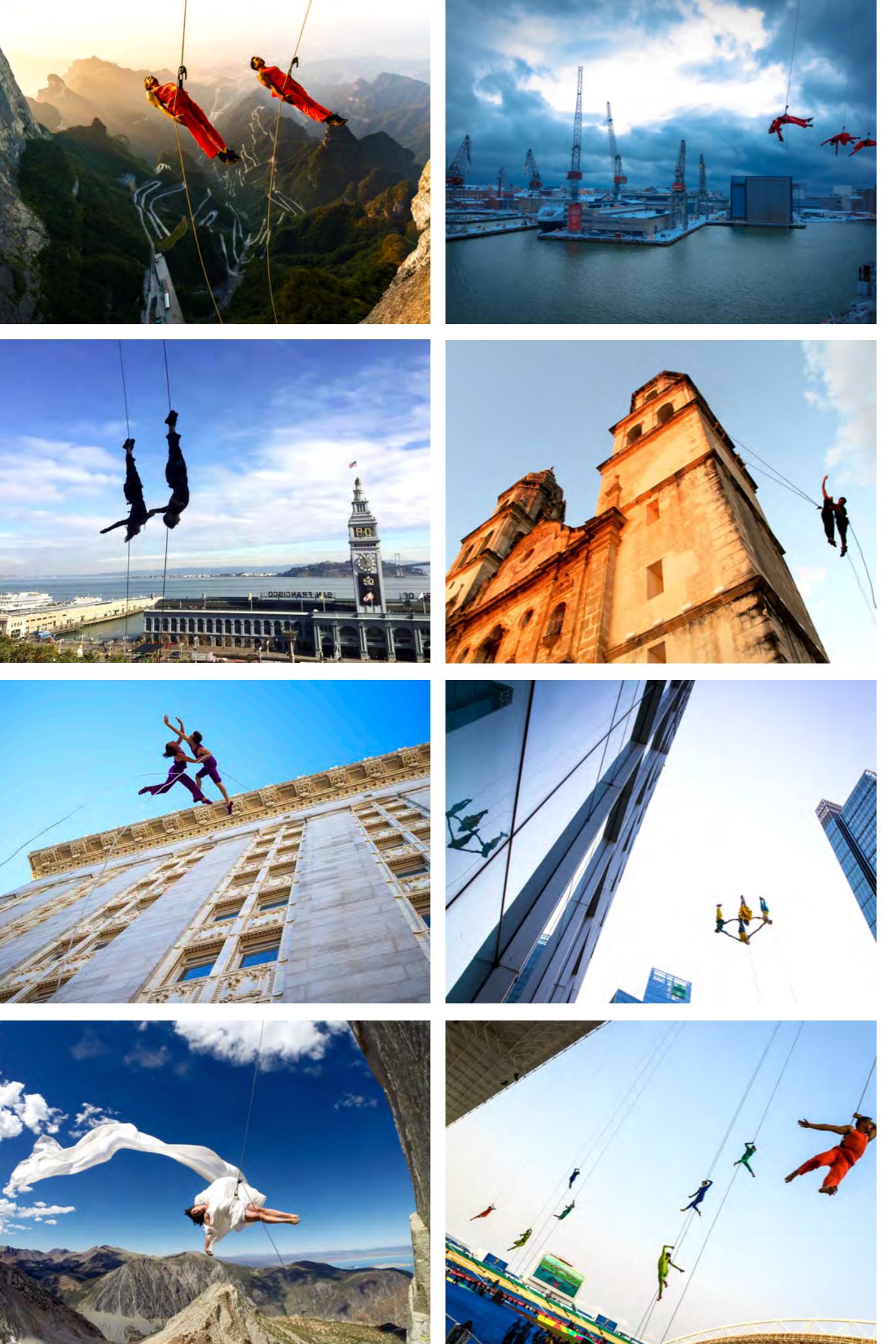


Monika Herzog



BANDALOOP

Dance Without Borders



A pioneer in vertical dance performance, BANDALOOP seamlessly weaves dynamic physicality, intricate choreography and the art of climbing to turn the dance floor on its side.

Founded by Amelia Rudolph and now under the ***artistic direction of Melecio Estrella***, BANDALOOP's indoor/outdoor work has been presented in theaters and museums, on skyscrapers, bridges, billboards and historical sites, in atriums and convention halls, in nature on cliffs, and on screen.

BANDALOOP honors nature, community and the human spirit by bringing dance to new audiences, activating public and natural spaces, and re-imagining what's possible.

**BANDALOOP artistry has the power of perspective shifting site-specific art as a means of dialogue between vastly different cultures and people, and as a tool to invite authentic engagement and creative curiosity.**



## BANDALOOP ACROSS THE GLOBE

ARTS ENVOY ACTIVITY FROM INDIA TO BOGOTA, HUNGARY TO CHINA, SINGAPORE TO MEXICO, SANTIAGO TO REYKJAVIK

# Campeche, Mexico



Campeche, Mexico



# Today's Prompt:

Are you ready to expand the **holistic value** of your work in alignment with revenue?

How can you get your works beyond your immediate circle?

Expand your Opportunity Matrix

# Budapest, Hungary



*Santiago, Chile*





China Shanghai International Arts Festival

Jing An Kerry Centre at the heart of Shanghai shopping district



*“The more our citizens learn about one another’s culture, society, values and views, the better equipped we are to work together. Cultural diplomacy plays a fundamental part in building this understanding and in my time here, BANDALOOP have been some of our most effective Cultural Ambassadors.”*

-Joshua Lustig, Cultural Affairs Officer, U.S. Consulate, Shanghai, China

Hyderabad, India



Munich, Germany



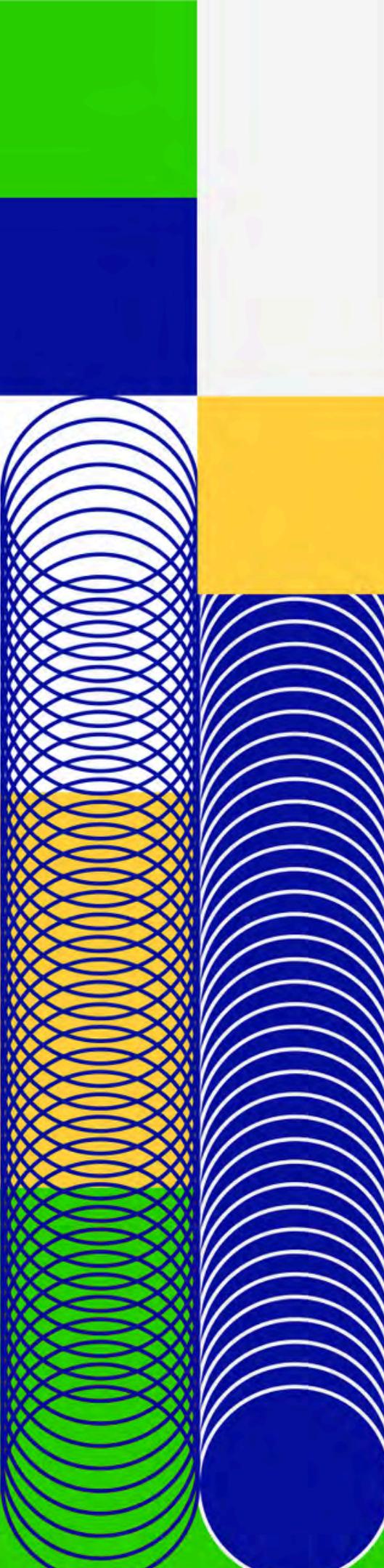
# ACTIVATE!

Are you ready to expand the **holistic value** of  
your work in alignment with revenue?

How can you get your works beyond your  
immediate circle?

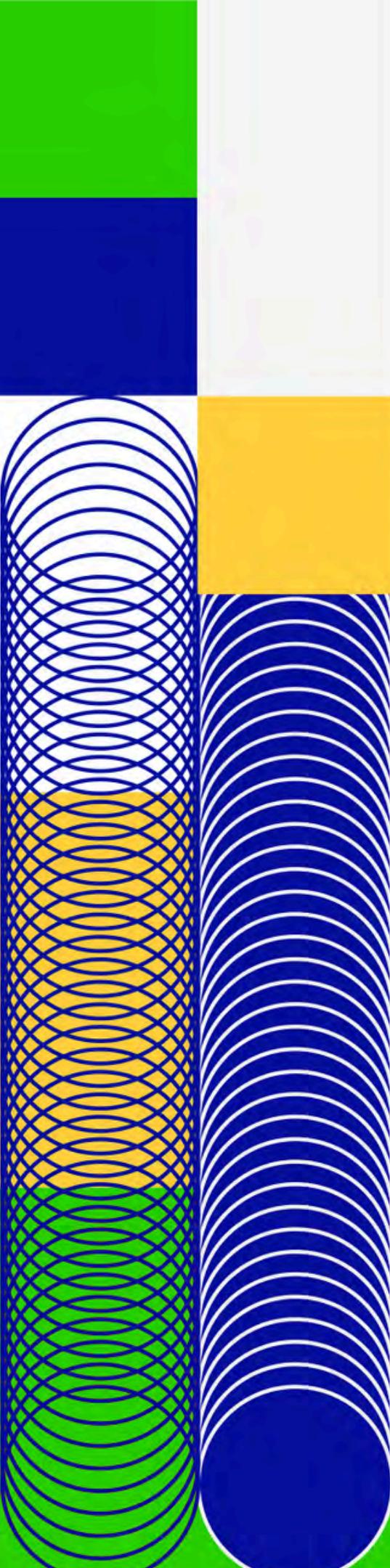


Thank you.



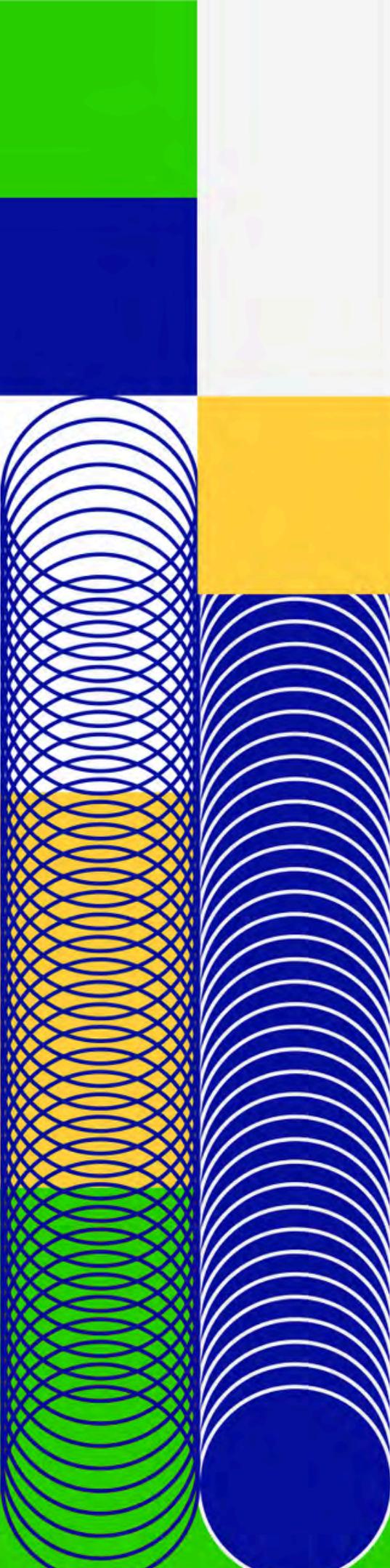
# Tools for Contacting Embassies

- Visit the official U.S. embassy website
  - Look for Public Affairs or Cultural Affairs section
  - Usually a public facing department email is listed
- When email is not available:
  - Check the embassy's Contact Us or Key Officers pages
  - Call the embassy's main phone number
- Search the Web for Past Embassy Activities
  - Public Affairs Officers often list their contact information on press releases



# Tools for Contacting Embassies

- When performing at a festival abroad, ask them for support in connecting with the local US Embassy
- Ask your local local senator or representative for support
- Other Potential Leads:
  - Sister City Programs
  - American Business Exchange
  - Local Tourism Board



# Tools for Building Relationships

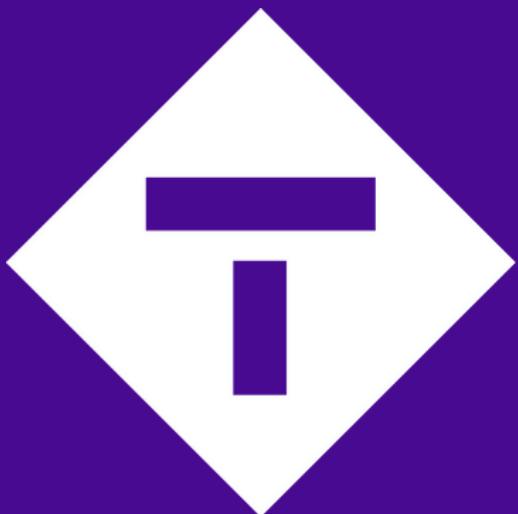
- Once you have a relationship with an officer, maintain it
  - Regular communication and follow-up
- State Department Employees are moved to new Embassies every 2-3 years
  - Stay in touch and maybe you can develop a similar collaboration at their next posting
- Make contact with the Resident Cultural Affairs Attache
  - While State Department employees move frequently, there is usually a local staff person that helps support public diplomacy that is a longer term, local staffer



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**Thank You to Our Funder**



Tremaine Foundation

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