

# Request for Proposals: 2025 Diplomacy Begins Here Summits and Learning Labs

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Showcase your community as a leader in public and citizen diplomacy

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# Overview

We invite all Community-Based Members (CBMs) to submit a proposal to host a 2025 *Diplomacy Begins Here Regional Summit* and *Learning Lab*. **Proposed hosts should not have hosted a Summit or Learning Lab in 2023 or 2024. Hosts prior to 2023 are eligible to apply.**

*Diplomacy Begins Here Regional Summits* bring together local, national, and international leaders from the business, government, and nonprofit worlds to build connections, share ideas, and deepen understanding of the critical role that public and citizen diplomacy programs play in advancing U.S. foreign policy goals.

*Learning Labs* are **full-day** professional development events for Global Ties Network members working on the International Visitor Leadership Program (IVLP). Programming is designed to help IVLP partners learn with and from one another in an informal setting and build their capacity around specific needs. *Learning Labs* take place **the day before** the *Diplomacy Begins Here* Summit. Outcomes from the *Learning Lab* discussions are disseminated throughout the Network at the end of the *Diplomacy Begins Here* series and inform future professional development efforts.

CBMs are encouraged to be collaborative, entrepreneurial, and creative in their proposals. CBMs can submit proposals to be the sole host or can collaborate with other Global Ties U.S. member organizations in proximity on a joint proposal. Joint proposals are welcome.

In 2025, we are seeking to award two (2) DBH Hosting Grants—one in the Summer (late June or July) and one in the Fall (late September or October), pending available funds. Prospective hosts will be asked to indicate date preferences in the application. While Labs and Summits in the past have followed a Thursday-Friday schedule, we are open to hosting the event on different weekdays (e.g. Monday – Tuesday).

New this year, we will be inviting semi-finalists for “meet & greet” conversations before making final selections. We hope this will give us an opportunity to gain additional clarity on the applications and expectations.

## Timeline

- **January 27, 2025:** Proposals Due by 11:59 p.m. ET
- **Early March 2025:** “Meet and Greet” calls with semifinalists
- **Mid - Late March 2025:** Host(s) Selected and Notified; Kickoff Call scheduled
- **Mid-April 2025:** Locations, Dates, and Themes Announced to the Network
- **April – June 2025:** Weekly Planning Meetings for the Summer Summit
- **Late June – July 2025:** Summer Summit Held
- **July- September 2025:** Weekly Planning Meetings for the Fall Summit
- **Late September – October 2025:** Fall Summit Held

# Hosting Benefits

Organization(s) selected to host a *Diplomacy Begins Here Summit* and *Learning Lab* receive **up to \$40,000** for event-related expenses\*, in addition to programming, logistics, marketing, and implementation support from Global Ties U.S. and the U.S. Department of State's Office of International Visitors (OIV). See *Division of Responsibilities* on pg. 10-13 for more details.

Hosting provides CBMs the opportunity to:

- Raise awareness of the organization's work with elected officials and local community
- Enhance relationships with members in the Global Ties Network
- Strengthen existing partnerships and identify opportunities for new collaborations
- Deepen understanding of U.S. foreign policy initiatives and celebrate the impact of public diplomacy in the local community

*\*Pending based on available funds. Funding is provided by Global Ties U.S., as authorized by the U.S. Department of State's Office of International Visitors. Authorized expenses can include meeting space, food and beverage, audio/visual services, and staff support. Additional event costs can be recouped via cost-share (including in-kind support) and from proposed Summit registration fees.*

## Key Themes for 2025

### Summit Themes

*Summit* proposals should integrate *at least one* key U.S. foreign policy theme into the design of the program. Key thematic areas include:

- Subnational Engagement: Creating Opportunity Through International Linkages
- Entrepreneurship and Economic Development
- Science, Technology, Space, and Innovation: The Future is Now
- Citizen Diplomacy in Rural Communities

### Learning Lab Topics

*Learning Lab* proposals should focus on **one** topic from **each** track and outline how it will be addressed in program sessions.

Track One—Nonprofit Capacity Building:

1. Organizational Management: Building and Strengthening Policies, Processes, and Relationships
2. Finances for International Exchange Nonprofits: Partnerships, Grants, Fundraising, and Financial Management
3. Strengthening Capacity for Advocacy, Fundraising, and Communications

Track Two—IVLP Implementation:

1. Inclusive and Accessible IVLP Programming
2. Creative Programming
3. Common Challenges – Joint Solutions in IVLP Programming

# Proposal Requirements

The proposal will include several key elements, among them:

- **Proposal Narrative** that outlines why your organization(s) should host in 2025.
- **Partnerships & Support Section** to identify potential local organizations that can contribute to reducing costs, increasing attendance, and strengthening program content.
- **Marketing and Outreach Plan for the Summit** that demonstrates how your organization(s) will: 1) attract an audience that includes individuals and groups who are familiar with the work of your CBM, but could benefit from a deeper understanding of how your organization fits into the broader field, 2) integrate partners within the community including universities, elected officials, youth and young professional organizations, cultural organizations, and other local exchange organizations to engage and inform local audiences about the event, and 3) raise awareness of your organization outside of the IVLP Network. You may refer to this [Sample Communications Plan](#) as a foundation for your own plan.
- **Logistics Plan** such as projected attendance, suggested venues, and hotel pricing for out-of-town guests. If you consider hosting the *Learning Lab* in a nearby community, please elaborate on the logistics for attending both the *Learning Lab* and the *Summit*.
- **Draft Program Content** for both the *Learning Lab* and *Summit*, including tentative agendas.
- **Draft Budget** including target numbers and tentative registration fees for attendees including General Audience, Students, and Global Ties Network. Budgets must demonstrate *at least 20%* cost share. Cost-share can include any partnership and in-kind support. You may use this sample [Summit Budget](#) and sample [Learning Lab Budget](#) to help you design your own proposed budget.
- **Signatures** from the host organization's Executive Director and Board Chair.

## Proposal Review Criteria and Site Selection

Pending funding, we anticipate holding up to **two** *Diplomacy Begins Here Summits* with *Learning Labs* across the United States. The following criteria will be used to select hosts:

- **Organizational Capacity:** The host organization(s) must be a Global Ties U.S. Community-Based Member in good standing and have the necessary organizational leadership and volunteer support to assist with local arrangements. Proposals must include an intended staffing plan that outlines who will take on specific roles in the planning and implementation process.
- **Network Geographic Distribution:** The host city should be in a geographic location that provides cost-effective accommodations and convenient travel options to encourage maximum attendance of Global Ties Network attendees. Ideally, *Summits* and *Learning Labs* will be distributed evenly throughout the United States, however the quality of the proposal will supersede regional diversity considerations.
- **Community Collaboration, Partnering, and Timing:** Proposals should demonstrate the host's ability to partner with CBMs or other local organizations in the region to encourage maximum participation and meet *Summit* objectives. Only one host will be chosen for the Summer (June or July) and only one host chosen for the Fall (September or October).
- **Marketing and Outreach:** Proposals should demonstrate the host's plan to engage local media, community organizations, and education stakeholders to raise awareness of the *Summit* and maximize general audience attendance. Proposals must include an intended engagement plan to connect with offices of local, state, and federal representatives with requests to speak and/or provide video remarks or letters of support.
- **Cost-effectiveness:** The overall cost and quality of the hotel, meeting space, and food should be competitive. Room rates must be at or below the government rate and non-commissionable. See <http://www.qsa.gov> for domestic per diem rates. The host organization's ability to generate cash and in-kind contributions will be considered.
- **Session Content:** Ideas for the *Summit* should be timely and relevant to a broad (exchange programming and general public) audience. *Learning Lab* topic ideas should serve both executive and program staff and be appropriate to the current needs of all program partners (CBMs, NPAs and OIV). Proposals should demonstrate how the host(s) plan to achieve *Learning Lab* and *Summit* learning objectives.

The proposal review board will consist of former *Diplomacy Begins Here* hosts, representatives from the U.S. Department of State and National Program Agencies and be moderated by Global Ties U.S. staff.

*Note that if your proposal is accepted and you are selected as a 2025 DBH host, this does not mean that your plan has been approved in full. Additional modifications and review may be required.*

## Learning Lab Requirements

Each 2025 *Diplomacy Begin Here Summit* will be **preceded** by a day of programming content specifically related to the training and capacity-building needs of the Global Ties Network.

### Learning Lab Audience

*Learning Labs* are **open only to members of the Global Ties IVLP Network**. Participation in the *Learning Lab* must be **free** for all Network members.

### Learning Lab Objectives

- Increase knowledge about IVLP programming best practices
- Deepen understanding of effective nonprofit management
- Enhance IVLP programmer communication channels across the network

Proposals should demonstrate how these objectives will be achieved. Content for the *Learning Labs* will be developed in close coordination between Global Ties U.S., OIV, and the host(s).

### Key Learning Lab Elements | [Sample Learning Lab Agenda](#)

The Learning Lab should be a full-day event.

*Arrival Day:* The day before the *Learning Lab* should include an early evening registration opportunity at the hotel. It can also include an optional (host or no-host) networking event to connect out-of-town guests with the local community.

*Town Hall:* The *Learning Lab* should begin with a session that introduces attendees to the latest news from OIV and Global Ties U.S.

*Engaging Content:* Content should deepen attendees' knowledge of key elements relevant to IVLP programming and nonprofit organizational management. Hosts are encouraged to plan to utilize the expertise of Network attendees to lead the discussions in the sessions. We recommend that a staff member with an IVLP portfolio either leads or contributes to the content plan for the Lab, in close collaboration with Global Ties U.S. and OIV.

*Nonprofit Capacity Building and IVLP Implementation Tracks:* Breakout sessions should provide opportunities for Network members to learn from peers based on the overall theme identified.

# Diplomacy Begins Here Summit Requirements

The *Diplomacy Begins Here Summit* aims to engage a large, local audience on international exchange-related topics driven by the needs of the host community and/or region. Proposals must tie the *Summit* activities to key U.S. foreign policy thematic areas as outlined on pg. 3 and show the impact of public and citizen diplomacy on the local and regional communities.

## Summit Audience

Hosts are responsible for marketing and outreach to their local community. The target audience for the *Summit* is **the general public**, with the goal of inspiring them to become advocates and supporters of your work. Summits are also an opportunity for you to strengthen your relationship with local resources by bringing them in to learn about their role in public diplomacy. We encourage hosts to consider a wide range of potential attendees, ranging from current community leaders and IVLP resources, to students and next generation leaders, as well as individuals working in fields relevant to exchange programs, and the public at large.

## Summit Objectives

- Deepen attendees' understanding of U.S. public diplomacy, U.S. foreign policy, and international exchange programs in communities served by Global Ties Network members.
- Enhance attendees' abilities to understand important regional development issues and the role public diplomacy plays in addressing those challenges.
- Celebrate the IVLP, U.S. Department of State exchange programs, and other exchange activities across the United States. In 2025, IVLP will be celebrating its 85<sup>th</sup> anniversary.

## Key Summit Elements | [Sample Summit Agenda](#)

Hosts can offer EITHER a full-day Summit OR a half-day Summit with a half-day Resource Tour for Network Attendees. Including a Student Track is optional.

*Engaging Content:* Session speakers may come from academic, business, cultural, nonprofit, political, and social sectors. Creative formats (interviews, TED-style, etc.) are appreciated. *Summits* should start with a session that sets the tone and deepens attendees' understanding of the program theme and includes space for welcome remarks from a U.S. Department of State speaker. Subsequent sessions should appeal to the local community and have a tie-in to U.S. public diplomacy or foreign policy goals and how the IVLP program supports these efforts.

*Diversity:* The *Summit* must maintain a nonpartisan character and be balanced and representative of the diversity of U.S. political, social, and cultural life. "Diversity" should be interpreted in the broadest sense and encompass differences including, but not limited to, age, disability, gender/gender identity, geographic origins, opinions, race, religion, socio-economic status, or sexual orientation.

*Exhibitors:* Proposals should include space for an exhibit area that allows up to five (5) U.S. Department of State offices to present information and maximize connections between local and national resources. The host may choose to invite local exhibitors as well.

*Meals:* The *Summit* must include lunch. A light breakfast is encouraged if programming starts at 9:00 a.m. or earlier. A closing reception (host or no-host) is optional but encouraged if it serves the purpose of connecting attendees with local resources.

*Resource Tour:* For those opting to implement a half-day Summit, then the second half of the day should be a Resource Tour. Providing an opportunity for Network members to meet with local resources as part of a half day resource tour is a way to share more about your organization and programming resources and a way to continue the discussion from the morning sessions by linking the topic to your community.

## Optional Post-Summit Activity

*Diplomacy Begins Here Summits* are often accompanied by an optional tour that highlights regional activities and specialties. These typically occur on the day after the Summit (usually a Saturday) and are charged an additional registration cost. See below examples from 2023 and 2024. Proposals containing optional post-Summit activities are encouraged, but not required.

Host	Tour	Dates	Attendees	Fee
2023 Vermont Council on World Affairs	<b>Hike to Sterling Pond with Ben &amp; Jerry's Factory Tour</b>	Wednesday, August 23	14 (100% full)	\$125
2023 Global Ties KC	<b>Experience the 92nd Annual Plaza Art Fair (On Your Own)</b>	Saturday, September 23	Unknown (open event)	\$0
2024 Global Ties Kalamazoo	<b>The Big Lake - Excursion to Lake Michigan</b>	Saturday, July 13	10 (33% full)	\$50
2024 Global New Orleans	<b>Guided French Quarter Walking Tour</b>	Sunday, September 22	51 (100% full)	\$25

# Logistics

## Expected Summit Attendance & Registration Fee Guidance

Strong proposals will reflect the following numbers based on past *Diplomacy Begins Here* attendance levels.

Registration Type	Attendance Range	Fee Range (based on 2023 and 2024 numbers)
Global Ties Network Members <ul style="list-style-type: none"> <li>• CBMs (<i>including participants from host org.</i>)</li> <li>• NPAs</li> <li>• OIV</li> <li>• Global Ties U.S. Staff</li> </ul>	Can expect approx. 60 -120 <ul style="list-style-type: none"> <li>• CBMs + NPAs   <i>approx. 50 – 100</i></li> <li>• OIV   <i>approx. 6</i></li> <li>• Global Ties U.S. Staff   <i>approx. 3-5</i></li> </ul>	e.g. \$100 - \$150 per person for base registration <i>*Includes <b>Learning Lab</b> offered at no cost. But does not include add-on reception or optional activity fees</i> <b>**Note: CBM host should likely account for waived fees for its own staff registering to attend**</b>
Summit General Attendees <ul style="list-style-type: none"> <li>• Local attendees / audiences</li> <li>• IVLP Resources</li> <li>• Board Members or similar of Host CBM</li> <li>• ‘Membership Participants’ of Host CBM (<i>if applicable</i>)</li> <li>• Exchange Alumni</li> <li>• Non-DoS Sponsors and/or Exhibitors (<i>if applicable</i>)</li> </ul>	30 – 70 total  <b>**more precise range to be dependent on total expected attendance, as this group should account for at least 30% of total Summit attendees based on goals for the event**</b>	e.g. \$40 - \$100 per person  <i>Varies based on discounted and waived pricing as set accordingly by CBM host, as well as whether it's a half or full day Summit.</i>
Students ( <i>if applicable</i> )	10 – 40  <i>Students count toward the 30% General Attendee goal.</i>	e.g. \$10 - \$35 per person  <i>Varies based on whether offering discounted registration for general Summit programming OR specific student track</i>
DoS Exhibitor – Summit Attendance (meals included)	<i>Varies according to CBM</i>	e.g. \$0 – 55 per person
Additional attendee types to consider <ul style="list-style-type: none"> <li>- Volunteers</li> <li>- Speakers + DoS Exhibitors (<i>those ONLY attending in exhibitor/speaker capacity and no other Summit programming / meals</i>)</li> </ul>	Varies based on specific event	Typically waived / no registration cost
<b>TOTAL</b>	<b>100 - 200</b>	



**Note:** Hosts will receive registration payments directly through our event software company. The company retains 2.9% of every registration payment as a service fee. Instructions on how to set up the account in our event software will be shared with selected hosts in the grant guidance.

## Hotel

Hosts should either request a courtesy hold or secure a room block, with a discounted room rate that aligns with the local GSA rates. Hosts should expect about 60-70 attendees needing a hotel room, with each staying 1-3 nights.

## Venue(s)

The venue(s) for the *Learning Lab* and *Summit* must include sufficient event space, including:

- One (1) registration desk with storage space
- One (1) large room to seat the plenary audience
- Space for up to 5 exhibitor tables (*Summit only*)
- At least two (2) breakout rooms for the *Learning Lab*
- At least three (3) breakout rooms for the *Summit* + one (1) additional room if doing a student track
- Accessibility compliance (see below for more details)

Examples of past venues include universities, museums, city halls, foundations, coworking spaces, and the hotel where out-of-town guests are staying. **All venues must recognize the tax-exempt status** of the host organization.

## Accessibility

Accessibility should be considered for all components of the event, especially the hotel, transportation, event space, and materials. It is critical that DBH hosts select a hotel and a venue which are accessible to all participants regardless of ability. Here are some example questions to ask hotel and venue staff:

- Are all spaces to be used by Summit participants on one level? If there are stairs or raised/depressed areas, are there ramps or elevators available to access them?
- Are there sign language interpreters available for hire for the days of the Summit?
- Is there a convenient transportation option from the hotel to the venue that is wheelchair accessible?
- Can dining options accommodate a wide range of dietary preferences and restrictions, including severe allergies?
- Will all Summit sites have an accessible bathroom with a wheelchair-accessible toilet compartment?
- Does signage in the venue have braille or raised letters?

The above list is by no means exhaustive. For a robust tool regarding accessible lodging, please see our [Building an Accessibility Checklist for Hotel Procurement](#) page in the Membership Portal.

## Cost-share

The proposal must include a budget with *at least 20%* host cost share. Cost-share can include any partnership and in-kind support. Past *Summit* hosts have used this as an opportunity to strengthen their relationships with the corporate community by seeking sponsorships and in-kind support that offsets event costs. Creative partnerships also allow for greater attendance and content that is more robust. **Honoraria and/or travel expenses for speakers are unallowable costs towards the grant based on Global Ties U.S. guidelines.** You may, however, include these expenses as cost-share.

# Division of Responsibilities

The *Diplomacy Begins Here Summit and Learning Lab* is a partnership between Global Ties U.S., OIV, and the host CBM(s)-- host organizations are not expected to plan, execute, and do all this work alone. The nature of this partnership is intended to be flexible and dynamic, and your proposal should reflect the needs and capabilities of your organization. For example, if your organization is less experienced in event management, your proposal should reflect the need for closer collaboration.

More information about each partner’s role in **Programming, Marketing, Logistics, and Implementation** is below. We encourage hosts to utilize this division of responsibilities when considering their proposed staffing plan as a part of the proposal.

## Programming

Host	Set theme/focus areas and identify key audiences to meet local needs and create local interest, in line with U.S. foreign policy thematic priorities and training topics
	Identify potential speakers on relevant topics and propose potential keynote speakers for the <i>Summit and Learning Lab</i>
	Formally invite and confirm session speakers (working with OIV to invite U.S. Department of State speakers as available)
	Develop a detailed Run of Show document
	Provide moderators with preparation packets and coordinate sessions
Global Ties U.S.	Advise and provide feedback on proposed theme, speakers, session content and format
	Provide guidance on the Run of Show
OIV	Arrange high-level speakers from the U.S. Department of State (including an ECA speaker at the opening session)
	Coordinate OIV staff members to serve as session speakers or moderators
	Provide input on proposed theme, speakers, session content and format
	Invite DoS offices to participate as exhibitors. Past Summits have included the Passport Agency, Bureau of Diplomatic Security, Youth Exchanges, and the Office of Alumni Affairs.
	Coordinate participation of the National Museum of American Diplomacy, Diplomat in Residence, and other DoS stakeholders
Shared	Collaborate on program content, approved speakers, and event flow

## Marketing

Host	Develop general audience participation targets and strategic outreach plan to meet local participant goals
	Develop a robust local and regional media outreach plan to market <i>Summit</i> to local participants
	Engage local, state, and federal representatives to speak, provide video remarks, and/or letters of support
	Provide content for event website, <i>Summit</i> program book and signage, including overall promotional language, agenda, session titles and descriptions, speaker bios and headshots, partner logos, descriptions of optional activities, and venues
	Obtain approval for all <i>Diplomacy Begins Here</i> -related content that either mentions Global Ties U.S. and/or the U.S. Department of State, OR utilizes the Global Ties U.S., U.S. Department of State, or <i>Diplomacy Begins Here</i> logo(s), for any cross-promotional purposes including emails, flyers, social media graphics, and/or marketing on host's website
	Arrange for local printing of <i>Summit</i> program book and signage, utilizing branded materials provided by Global Ties U.S.
	Print the Global Ties U.S. designed <i>Learning Lab</i> one-pager program agenda
	Develop a robust social media plan that includes pre-, post-, and live-event coverage, to ensure maximum coverage and marketing of the <i>Summit</i>
	Identify a photographer to take photos during the <i>Summit</i>
	Notify and coordinate any media presence at the <i>Summit</i> with OIV
Global Ties U.S.	Provide marketing toolkit and suggested timeline
	Use the content provided by host to build the Cvent registration site
	Review and edit all <i>Diplomacy Begins Here</i> content for consistency, clarity, and space limitations
	Review and approve all content for host's cross-promotion efforts (including emails and website) for branding consistency in a timely manner
	Design branded <i>Diplomacy Begins Here</i> materials, including the <i>Summit</i> program book and signage, and the <i>Learning Lab</i> agenda
	Market the <i>Summit</i> and <i>Learning Lab</i> to the Global Ties Network
	Provide hosts with an up-to-date local media list for outreach (upon request) and press release templates.
	Coordinate media outreach with U.S. Department of State entities
	Provide input and feedback on the hosts' outreach plans (upon request and as relevant)
OIV	Review event website content and format and provide input.
	Assist with development of a cohesive media outreach plan
	Review all promotional material that mentions the U.S. Department of State or utilizes its logo including the <i>Summit</i> program book, the <i>Learning Lab</i> one-pager agenda, event signage, and event registration website
Shared	Email and social media marketing outreach

## Logistics

Host	Communicate regularly with Global Ties U.S. staff and OIV during the planning process
	Secure <i>Summit</i> and <i>Learning Lab</i> venue(s), meeting space, audio/visual needs, hotel block, transportation (if needed), and catering
	Determine onsite Summit and Learning Lab staffing roles and plan for host CBM staff and volunteers (to include registration desk support, social media coverage, etc.)
	Provide a detailed Event Memo/Run of Show (at least 1 week in advance of the event)
	Create and provide welcome packets for each participant at registration (Convention and Visitor Bureaus and local businesses will often provide local items free of charge)
	Provide complimentary exhibit space for up to five (5) U.S. Department of State offices
	Purchase name badges and print after receiving final registration list from Global Ties U.S.
Global Ties U.S.	Manage the event website and registration on the Cvent platform to ensure that appropriate registration data is uniformly gathered, and the <i>Diplomacy Begins Here</i> brand maintains a consistent look and feel across all <i>Summits</i> and <i>Learning Labs</i>
	Provide weekly registration updates
	Manage participation grants for eligible Network members
	Supply the name badge template and printing instructions, final registration list for host to use in creating name badges, and affiliation ribbons
	<i>If requested by host</i> , help with negotiating the hotel contract, tracking guest room count, and determining the necessary banquet event orders (food, space, exhibits, audio/visual, etc.)
OIV	Coordinate logistics between Host and DoS Exhibitors, including shipping materials in advance
	Coordinate logistics, schedule, and talking points between Host and VIP DoS speakers
Shared	
	Meet the agreed upon planning deadlines that are determined in the kick-off phase, to ensure a smooth execution of the <i>Summit</i> and <i>Learning Lab</i>

## Implementation & Wrap-Up

Host	Lead the event
	Provide adequate staff and volunteers to support event setup and take down, exhibitor setup, vendor management (including catering, transportation, and venue), live social media promotion, speaker coordination, room setup (including name tents, speaker gifts, handouts, etc.), crowd control, and time management
	Write final narrative report to Global Ties U.S. post-event
	Submit budgets (tentative prior to event and final post event) to Global Ties U.S.
Global Ties U.S.	Provide on-site <b>support</b> for areas previously agreed on during the planning stage
	Manage the distribution, collection, and summary of participant evaluations for the <i>Learning Lab</i>
	Ship and set up <i>Diplomacy Begins Here</i> stage backdrop (step and repeat)
	Disburse host grant upon receipt and approval of a submitted final budget. Disburse registration revenue post-event close-out
	Write final grant report and submit to U.S. Department of State
OIV	Support for VIP U.S. Department of State speaker management
	Provide exhibitors and materials for U.S. Department of State tables
	Review final event report from Global Ties U.S. and provide feedback

## Diplomacy Begins Here Goals

While many factors play into the creation and execution of a successful event, the following factors will be used to measure *Diplomacy Begins Here Summit* and *Learning Lab* success:

- At least 30% of *Summit* attendees qualify as General Audience.
  - Not counted in this calculation are attendees tied to the Global Ties Network and event staff
- At least one (1) media (print or online) article about the *Summit* is published
- At least 70% of *Summit* general audience (non-Global Ties Network) reported an increased understanding of U.S. public diplomacy and/or exchange programs. (Data to be collected via a brief Global Ties U.S. survey)
- At least 85% of attendees report satisfaction with the *Learning Lab* in the post-event survey
- At least 85% of *Learning Lab* attendees indicate having networked with CBMs, NPAs, and OIV staff

## Submitting Your Application

**Only complete submissions submitted via Submittable will be considered for review.**

Access the Application [here](#).

**Application Deadline: January 27 2025, 11:59 p.m. ET**