



## CULTURAL PROGRAMS FOR INTERNATIONAL TRADE MISSIONS

In collaboration with our international partners League Cultural Diplomacy (LCD) is pleased to announce our cultural programming services for international trade delegations.

Incorporating a cultural program into your international trade mission is a sophisticated approach for communicating your corporate, social or national values to your audience whilst helping them learn about your culture, country or region. Culturally centred events provide an informal basis for trade mission participants to get to know each other and learn about each other's country and business environment in a relaxed manner. Cultural programs can be tailored to your needs and are delivered by our highly regarded partners who have a wealth of international experience working with government agencies as arts and cultural programmers and event managers.

### POSSIBLE TRADE MISSION CULTURAL PROGRAM ACTIVITIES

- on-stage events such as music or dance performances
- art exhibitions and film screenings
- cultural experience tours
- off-site arts, sport or cultural workshops for youth
- fashion parades and culinary events
- and much more

### CONSULTING & TRAINING

If you would prefer to manage the cultural program for your trade mission in-house we are able to provide you with relevant consulting services or train your staff in how to deliver a highly effective cultural program for your trade mission.

### FUNDRAISING AND SPONSORSHIP OPPORTUNITIES

LCD can help you to raise funds and obtain corporate sponsorship to make your trade mission's cultural program a reality; be sure to ask us!

### ABOUT LEAGUE CULTURAL DIPLOMACY

LCD is an international event management and consulting agency that specialises in international and cross-cultural engagement. We bring people together from across the globe to participate in arts, sport and other cultural events to develop mutual understanding across cultures, build international and cross-cultural relationships, have fun and make the world a better place.

We are an Australian registered business operating from South East Asia and we have the ability to deliver our services globally.

### FOR MORE INFORMATION

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