THE GLOBAL EMBASSY OF CULTURE

Teaching Package

People. Places. Possibilities.

A More Connected World

How to Create a City Arrival & Meeting Brief

A two-stage outreach system for major cities

This package shows members how to prepare a one-page city arrival information sheet two weeks before arrival and then update it one week before arrival so hosts, partners, media, and local contats can schedule meetings, lunches, dinners, and site visits.

Cultures Connect, Cities Thrive

SAME PEOPLE
A BRIGHTER TOMORROW



What This Tool Does

- Introduces who the visitor is.
- Explains why they are coming.
- Shows where they will be based in the city.
- Highlights confirmed anchor meetings and events.
- Invites strategic introductions and appointments.
- Helps plan breakfasts, lunches, dinners, and tours.

Best Cities for This Format





The Two-Step Release Plan

1 14 Days Before Arrival: City Arrival Notice

2 7 Days Before Arrival: Final City Visit & Meeting Schedule

Member Benefit Notice

This service is reserved for paying members only. **We do not** provide free phone numbers or **introductory** letters to non-members.

Safety & Privacy Policy

- Use a FAUX Google phone number (Google Voice or similar) for initial contact and privacy.
- No TGEOC member is ever allowed to visit another colleague's hotel room, not even to drop off a prescription.
- Meet only in lobbies or other public spaces.

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Page 2: The 14-Day City Arrival Notice

What to include two weeks before arrival.

The City Arrival Notice helps you share your upcoming visit with hosts, partners, and local contacts so they can prepare for meaningful meetings, cultural experiences, and new opportunities.

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1 Visitor Identity

- Full name
- Professional title
- Short biography
- Photo (headshot)

2 Purpose of Visit

- Why they are coming
- Industries or sectors of interest
- Desired conversations

3 City Dates

- Arrival date
- Departure date
- Primary days available

4 Where They Will Be Based

- Hotel or district
- Neighborhood
- Nearby landmarks for proximity

5 Confirmed Anchor Meetings

- Museums
- Historic centers
- Convention halls
- Summits
- Private executive meetings

6 Meeting Invitation

- Breakfasts
- Luncheons
- Dinners
- Interviews
- Site visits
- Introductions

Example: A Completed City Arrival Notice



MARTIN C.J. MONGIELLO — LONDON VISIT

October 20–24, 2026 | Meetings & Engagement Opportunities

- Cultural leadership, international partnerships, and heritage innovation
- Based at The Savoy, Strand, London (general location)
- Confirmed meetings: British Museum, London Heritage Forum, private executive roundtables
- Open to additional meetings: breakfasts, luncheons, dinners, site visits, and introductions

Important Guidance

- Publish a general location, not a room number
- Keep the tone executive and inviting
- Use existing anchor meetings to create credibility
- Leave room for new appointments to be added later

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Page 3: The 7-Day Final Update

What to add one week before arrival.

One week before arrival, update your city arrival information with final details. This helps hosts, partners, and local contacts confirm times, locations, and meetings so everyone is prepared for a successful visit.

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1 Final City Visit & Meeting Schedule

- Keep the city and dates prominent.
- Confirm your arrival and departure dates.
- Share the complete meeting schedule for the week.
- Include key events, meals, and site visits.

2 Add Direct Contact Details

- Provide a mobile phone number.
- Include WhatsApp if you use it.
- Share an email address.
- List a primary assistant or office contact.

3 Refine the Base Location

- State your hotel name or district.
- Mention the best area for meetings (if different).
- Note transport convenience (e.g., near metro, central location).
- This helps contacts plan and meet you easily.

4 Show Available Meeting Windows

- List morning visits.
- Include afternoon appointments.
- Share availability for breakfast, lunch, and dinner.
- Be specific with dates and times.

5 List Confirmed Schedule Highlights

- Include already booked museum visits.
- Note summit or conference attendance.
- List historic site meetings.
- Add any convention or special event appearances.

6 Call to Action

- Invite introductions to colleagues, partners, and friends.
- Encourage quick scheduling.
- Offer text or phone outreach.
- Let people know you look forward to meeting in person!

Example Contact Block

Mobile / WhatsApp: +1 XXX XXX XXXX
Email: name@organization.org
Based in Mayfair, London
Available: Tuesday breakfast, Wednesday 2:00–5:00 PM, Thursday luncheon, Friday morning

Why This Version Works

- Creates urgency.
- Makes scheduling easy.
- Helps local contacts act quickly.
- Turns interest into confirmed appointments.

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Page 4: Distribution, Timing & Best Practices

How to circulate the brief and turn it into meetings.

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Recommended Timeline

A simple 21-day plan for success.

21 Days Before
Gather biography, dates, and host city details.

14 Days Before
Release City Arrival Notice.

10 to 8 Days Before
Follow up with targeted contacts.

7 Days Before
Release Final City Visit & Meeting Schedule.

3 to 1 Days Before
Confirm meals, meetings, and transport.

From Introduction to Impact



Where to Send It

Reach the right people in every city.

- Museums and historic sites.
- Convention and summit organizers.
- Tourism and hospitality leaders.
- Universities and cultural institutions.
- Investors, philanthropists, and family offices.
- Media and podcast hosts.

Best Practices

Maximize interest and meeting opportunities.

- Keep it to one page per release.
- Use a clean photo and strong headline.
- Emphasize why local people should meet the visitor.
- Make proximity clear with neighborhood or landmark references.
- Avoid overly private details too early.
- Follow up personally after distribution.

Teaching Summary

Two releases. More opportunities.

*"The 14-day version starts the conversation. The 7-day version **creates urgency**. Together, they help fill breakfasts, lunches, dinners, tours, interviews, and strategic meetings before arrival."*

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Safety & Professional Protocols

- Use a FAUX Google phone number for initial outreach.
- No hotel room visits between TGEOC colleagues.
- Meet in public or professional settings.

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