



25th ILA



Global Conference

CULTIVATING LEADERSHIP
FOR A THRIVING FUTURE

Online: 3-4 October 2023

Onsite: 12-15 October 2023,
Vancouver, Canada

Marketing Toolkit



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**YOU. ARE.
AWESOME.**
Thank you for
being a Digital
Champ!

The International Leadership Association (ILA) was created in 1999 to bring together professionals with a keen interest in the study, practice, and teaching of leadership. Today, ILA is the largest worldwide community committed to leadership scholarship, development, and practice.

Drawing more than 1,200 attendees across sectors, industries, and cultures, this year's ILA anniversary Global Conference will feature top-notch sessions, world-class speakers, and abundant networking opportunities. The theme for this year's conference is *Cultivating Leadership for a Thriving Future*. You can choose to join us online only, or get the All-Access Pass to attend both online and in person.

You've been recruited!

Thank you so much in advance for helping us spread the word about ILA's anniversary Global Conference! We will be using the **VAM formula** - validate, amplify, multiply.

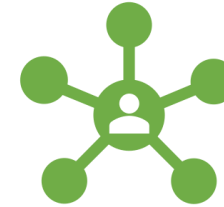
How will we do it?



Validate – we are inviting you to validate this conference with personal recommendations via emails or social media to your own network.



Amplify – we are inviting you to amplify our messaging by distributing it to your own networks.



Multiply – we are asking you to multiply the messaging by asking your own networks to reach into their networks and encourage organizations to attend this conference.

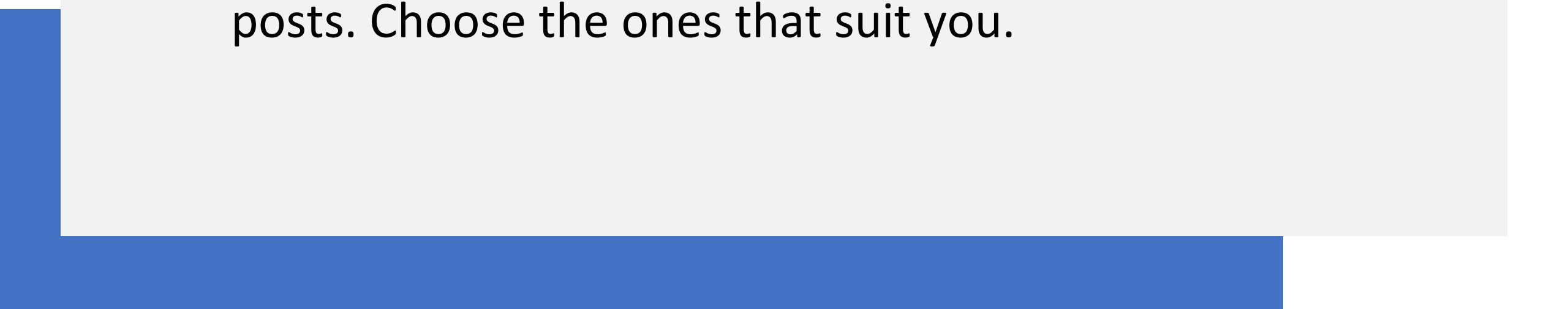
Some content assets for your toolkit ...

- [Ready-to-use “I am a speaker,” “I am attending,” & “I am presenting” graphics](#)
- [Testimonial graphics](#)
- [Make-your-own attendee or speaker shareable graphic](#) (through Canva) *(If you are a Canva user, drop your photo into this template and edit the white words. Simply download in jpeg or png format when you're done!)*
- [Previous conference photos](#)
- [One-page conference flyer](#)
- [ILA Annual Report](#) - Introduce your networks to ILA with our 2022 report



Need some inspiration?

Here is one sample email and some sample social posts. Choose the ones that suit you.



Sample Email

Subject Line Ideas

A: I will be attending (or speaking/presenting) at ILA's 25th Global Conference

B: {First Name}, Join me at ILA's 25th Global Conference

C: A personal invitation

Sample Email

Dear {First name},

I'm excited to let you know that I will be attending (or speaking/presenting) ILA's 25th anniversary Global Conference, *Cultivating Leadership for a Thriving Future*.

As the world's largest cross-sector gathering of leaders and leadership professionals, this premier event will bring together more than 1,200 successful business executives and public leaders, thought-provoking authors and researchers, experienced educators, game-changing coaches, and organizational development professionals across sectors, industries, and cultures. This is *the* place where you can discover cutting-edge practice and theory, discuss complex leadership issues, and expand your professional network.

This year's Global Conference will feature an online conference (3-4 October) and an in-person conference (12-15 October, in Vancouver, Canada). You can choose to participate in the online conference only, or get the All-Access Pass to attend both online and in-person.

To learn more about this conference and to register, visit [here](#). I look forward to seeing you at this conference!

Regards,

{Your name}



Sample Tweets

1. I'll be attending ILA's 25th Global Conference this October. Will you join me? <https://bit.ly/443wgaD> #ILA2023Global @The_ILA
2. I'll be presenting ILA's 25th Global Conference this October. Join me! <https://bit.ly/443wgaD> #ILA2023Global @The_ILA
3. Explore how to cultivate leadership for a thriving future at ILA's 25th Global Conference this October. Attend the conference online only, or get the All-Access Pass (online & in person). <https://bit.ly/443wgaD> #ILA2023Global @The_ILA
4. Did you know ILA's 25th anniversary Global Conference will take place 3-4 October online, and 12-15 October in person in Vancouver, Canada? Register now! <https://bit.ly/443wgaD> #ILA2023Global @The_ILA

Be sure to add a personalized shareable or one of our pre-made images! Tag other organizations and individuals in your network and add hashtags relevant to your sector.



Sample Facebook & LinkedIn posts

Please join our [Facebook event](#) to help spread the word about this conference!

1. Drawing more than 1,200 attendees across sectors, industries, and cultures, this year's ILA Global Conference – *Cultivating Leadership for a Thriving Future* – will feature 100s of sessions, world-class speakers, and abundant networking opportunities. Join us! <https://bit.ly/41BWP56> #ILA2023Global
2. Join me this October at ILA's 25th Global Conference, the world's largest cross-sector gathering of leaders and leadership professionals! Discover cutting-edge practice and theory and meet and connect with the people whose work will inspire you — including successful business executives and public leaders, thought-provoking authors and researchers, experienced educators, game-changing coaches, and organizational development professionals. <https://bit.ly/41BWP56> #ILA2023Global
3. What past attendees are saying about ILA's Global Conference? "One of the best conferences I've attended." "I enjoyed the interaction between industry and academics. The panels were particularly well presented." "It was an amazing experience which allowed for networking and exploration of cultures." Don't miss out – register today and join us at ILA's 25th Global Conference this October! <https://bit.ly/41BWP56> #ILA2023Global

Be sure to add a personalized shareable or one of our pre-made images! Tag other organizations and individuals in your network and add hashtags relevant to your sector.



Sample Instagram post

Join me at ILA's 25th Global Conference this October (3-4, online; 12-15, in-person in Vancouver, Canada) to explore how to cultivate leadership for a thriving future.

- Choose from 100s of sessions including interactive workshops, thought-provoking panels, numerous presentations from global presenters – spanning across 15 streams and specialties.
- Engage with top leaders and thinkers to discuss complex, pressing leadership issues
- Expand your professional connections.

You can participate in the online conference only, or get the All-Access Pass to attend both online and in person. Register now!

Be sure to add a personalized shareable or one of our pre-made images! Tag other organizations and individuals in your network and add hashtags relevant to your sector.



Have a question about how to use this marketing toolkit? Contact Liang Ge, ILA Marketing and Brand Development Director, at lge@ilaglobalnetwork.org or +1.202.470.4818 x105. Thank you!

