



26th ILA

Global Conference

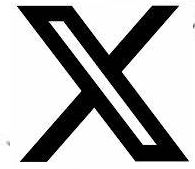


ARCHITECTS OF CHANGE
LEADERS, FOLLOWERS & COMMUNITIES

7-10 NOVEMBER 2024
CHICAGO, IL, USA

Marketing Toolkit





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

The International Leadership Association is a global community of leaders and leadership scholars, educators, students, coaches, and development professionals who share a vision of leadership for the collective good of people and planet. Today, ILA is the largest worldwide community committed to connecting people globally to advance the practice and study of leadership for a just and thriving future.

Drawing more than 1,200 attendees across sectors, industries, and cultures, ILA's Global Conference features top-notch sessions, world-class speakers, and abundant networking opportunities. The 2024 Global Conference, *Architects of Change: Leaders, Followers, & Communities*, will take place 7-10 November in Chicago, IL, USA.

You've been recruited!

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

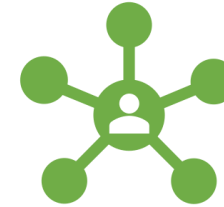
How will we do it?



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.

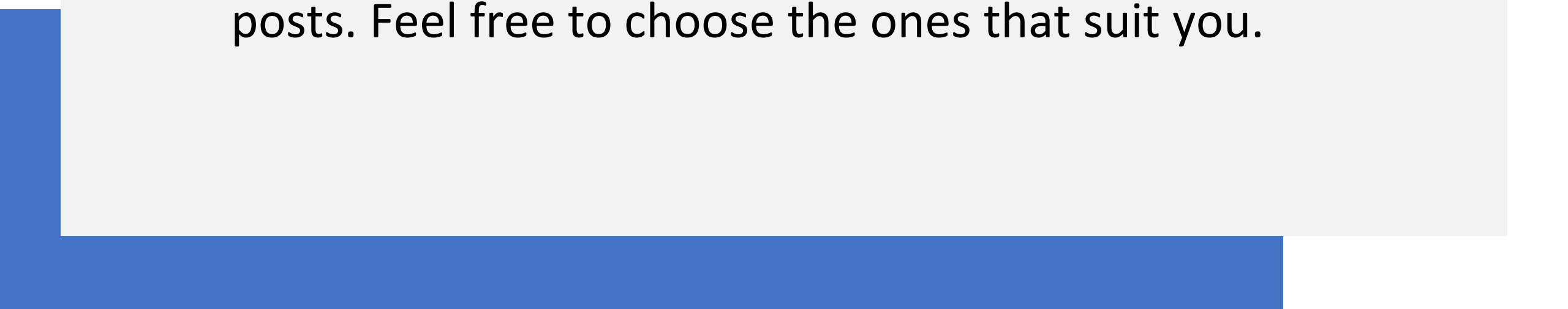
Some content assets for your toolkit ...

- [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. Feel free to choose the ones that suit you.



Sample Email

Subject Line Ideas

A: I will be attending (or speaking/presenting) at ILA's 26th Global Conference

B: {First Name}, Join me at ILA's 26th 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 at) ILA's 26th Global Conference, *Architects of Change: Leaders, Followers, & Communities*, 7-10 November in Chicago, IL, USA.

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 industries and cultures. This is *the* place where you can discover cutting-edge practice and theory, expand your professional network, and shape the future of leadership.

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

- I'll be attending ILA's 26th Global Conference this November. Will you join me? <https://bit.ly/43TmCrS> #ILA2024Global #leadership #leadershipconference @The_ILA
- I'll be presenting ILA's 26th Global Conference this November. Join me! <https://bit.ly/43TmCrS> #ILA2024Global #leadership #leadershipconference @The_ILA
- Expand your leadership knowledge and build professional connections at ILA's 26th Global Conference this November. <https://bit.ly/43TmCrS> #ILA2024Global #leadership #leadershipconference @The_ILA
- Did you know ILA's 26th Global Conference will take place 7-10 November in Chicago, IL, USA? Learn more and register now! <https://bit.ly/43TmCrS> #ILA2024Global #leadership #leadershipconference @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 – *Architects of Change: Leaders, Followers, & Communities* – will feature 100s of sessions, world-class speakers, and abundant networking opportunities. Make plans to attend this prestigious conference! <https://bit.ly/3PVEUTj> #ILA2024Global #leadership #leadershipconference
2. Join me this November at ILA's 26th 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/3PVEUTj> #ILA2024Global #leadership #leadershipconference
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 me at ILA's 26th Global Conference this November in Chicago! <https://bit.ly/3PVEUTj> #ILA2024Global #leadership #leadershipconference

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 7-10 November in Chicago at ILA's 26th Global Conference, *Architects of Change: Leaders, Followers, & Communities*.

- Choose from 100s of sessions including presentations, panels, workshops, posters, and roundtables—spanning across 16 streams.
- Engage with top leaders and thinkers.
- Expand your professional network and forge career-building connections.

#ILA2024Global #leadership #leadershipconference

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 & Interim Membership Director, at lge@ilaglobalnetwork.org or +1.202.470.4818 x105. Thank you!

