



15-18
OCTOBER 2025
PRAGUE, CZECHIA

Marketing Toolkit



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About the ILA and ILA's Global Conference

The International Leadership Association is a global community of leaders and leadership scholars, educators, students, 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 offers a wonderful opportunity to explore cutting-edge leadership research and practices, forge meaningful connections, and contribute to the future of leadership. The 27th Global Conference, *Leading Together*, will take place 15-18 October 2025 in Prague, Czechia.

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.

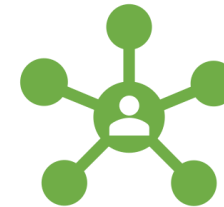
How will we do it?



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.

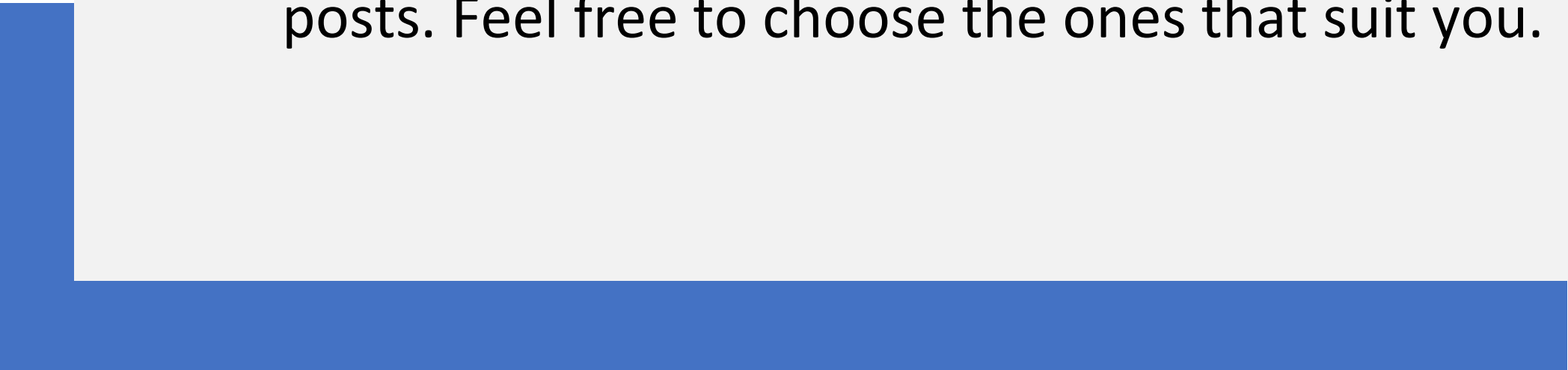
Some graphics and an html email for your toolkit

- [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). Add your own headshot and edit the words. Simply download in jpeg or png format when you’re done!
- [Previous conference photos](#)
- [ILA Impact Report](#) – Introduce your networks to ILA with this 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} at ILA's 27th Global Conference

B: {First Name}, join me at ILA's 27th Global Conference

C: A personal invitation

Sample Email

Dear {First name},

I'm thrilled to announce that I will be attending {or speaking/presenting at} the International Leadership Association (ILA)'s 27th Global Conference, *Leading Together*, happening from 15-18 October 2025, in the beautiful city of Prague, Czechia.

As the world's largest cross-sector gathering of leaders, leadership scholars, educators, and development professionals, this conference offers an extraordinary opportunity to explore cutting-edge leadership research and practices. It also provides a great platform to forge meaningful connections, enhance your skills, and contribute to the future of leadership.

Don't miss out on the chance to be part of this transformative experience! Early bird rates are available until 31 May 2025! To learn more and register, [click here](#).

I can't wait to see you at this conference and share this incredible experience together!

Regards,

{Your name}




Sample Tweets

- Exciting News! I'll be attending ILA's 27th Global Conference in Prague this October. Ready to propel your leadership journey? Join me! Register by 31 May for early bird savings. <https://bit.ly/3oGbWtD> #ILA2025Global #leadership @The_ILA
- Expand your leadership knowledge and build professional connections at ILA's 27th Global Conference 15-18 October 2025 in the beautiful city of Prague, Czechia. Register before 31 May and save! <https://bit.ly/3oGbWtD> #ILA2025Global #leadership @The_ILA
- 🎉 Get ready for an unforgettable leadership experience! I'll be at ILA's 27th Global Conference in Prague this October. Will you be there too? Early bird rates end on 31 May! <https://bit.ly/3oGbWtD> #ILA2025Global #leadership @The_ILA

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



Sample Facebook & LinkedIn post

 Exciting News! Join me this October in Prague at ILA's 27th Global Conference, the world's largest cross-sector gathering of leaders and leadership professionals!

This is a unique opportunity to dive into cutting-edge leadership practices and research while connecting with an incredible network of thought leaders across industries. You'll meet and engage with influential business executives, public leaders, inspiring authors, groundbreaking researchers, seasoned educators, transformative coaches, organizational development experts, leadership scholars, and more!

Don't miss out on the chance to expand your horizons and elevate your leadership journey! Learn more and register today: <https://bit.ly/3oGbWtD>

#ILA2025Global #Leadership #LeadershipDevelopment
#LeadershipConference #Networking #ThoughtLeadership

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



Sample Instagram post

The International Leadership Association (ILA)'s 27th Global Conference is taking place in Prague, Czechia, 15-18 October 2025! I'll be there. Will you join me?

Why you should be at this premier conference:

- Showcase your innovative research and insights.
- Connect with a global community of leaders and leadership professionals.
- Engage in meaningful dialogue across disciplines and sectors.
- Help shape the future of leadership studies and practice.

Register before 31 May to take advantage of the early bird rates! Learn more and register at ilaglobalconference.org.

#ILA2025Global #Leadership #LeadershipDevelopment
#LeadershipConference #Networking #ThoughtLeadership

Be sure to add 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!

