28th ILA Global Conference

Leadership in a Complex World:
Innovations, Ethics, and Regeneration

28-31 October 2026
Toronto, Canada

Marketing Toolkit to Promote Registration

@International-Leadership-Association

@InternationalLeadershipAssociation

@LeadershipNexus

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www.youtube.com/user/ILAOfficial

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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 1,000 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 28th Global Conference, *Leadership in a Complex World: Innovations, Ethics, and Regeneration,* will take place 28-31 October 2026 in Toronto, Canada.

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 help spread the word about this conference

Amplify – we are inviting you to amplify our messaging by sharing the message on your social networks.

Multiply – we are asking you to multiply the messaging by asking your own networks to reach into their networks to further spread the word.

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!
  - Template 1
  - Template 2
  - Template 3
  - Template 4 (for book authors)
- Previous conference photos
- Conference flyer
- 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 28th Global Conference
B: {First Name}, join me at ILA's 28th 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 28th Global Conference, *Leadership in a Complex World: Innovations, Ethics, and Regeneration*, taking place 28 – 31 October 2026 in Toronto, Canada.

In today's rapidly shifting social and economic climate, the need for leadership professionals to convene, exchange ideas, and engage in important dialogue has never been greater. As the world's largest cross-sector gathering of leaders and leadership scholars, educators, and development professionals, ILA's Global Conference offers an unparalleled experience to discover innovative leadership research and practice, build meaningful connections, and shape the future landscape of leadership.

Don't miss out on the chance to be part of this transformative experience! 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

- Expand your leadership knowledge and grow your global network at ILA's 28th Global Conference, 28-31 October 2026 in #Toronto. Register now! https://bit.ly/3oGbWtD #ILA2026Global #leadership @The_ILA
- Looking forward to attending ILA's 28th Global Conference in #Toronto this October! Join me for impactful conversations and global perspectives on #leadership. https://bit.ly/3oGbWtD #ILA2026Global @The_ILA
- I'm excited to be attending ILA's 28th Global Conference in #Toronto this October! Let's connect and dive into important #leadership conversations together. https://bit.ly/3oGbWtD #ILA2026Global @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! I will be joining leaders from around the world this October in Toronto for ILA's 28th Global Conference, the world's largest cross-sector gathering of leadership professionals!

This premier event offers a unique opportunity to explore cutting-edge leadership research and practice while connecting with an extraordinary global community. I'm looking forward to engaging with business executives, public leaders, authors, researchers, educators, coaches, organizational development experts, and leadership scholars from across industries.

If you're passionate about expanding your perspective and elevating your leadership journey, I'd love for you to join me.

You can learn more and register at https://bit.ly/3oGbWtD.

#ILA2026Global #Leadership #LeadershipDevelopment #LeadershipConference #Networking #ThoughtLeadership #Toronto

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Sample Instagram post

The International Leadership Association (ILA)'s 28th Global Conference is taking place in 28-31 2026 in Toronto. 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.

Learn more and register now: ilaglobalconference.org

#ILA2026Global #Leadership #LeadershipDevelopment #LeadershipConference #Networking #ThoughtLeadership #Toronto

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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!