

International Leadership Association
AI & Leadership Virtual Summit

Education, Training, & Development

Live Online | 9 January 2025

On Demand | 13 January - 13 June 2025



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.

ILA's inaugural AI & Leadership Virtual Summit will provide a great platform for leadership educators, trainers, and industry professionals to dive into practical AI applications, ethical considerations, and innovative strategies to enhance leadership education and development programs.

The live summit will take place on 9 January 2025, with session recordings available for viewing from 13 January to 13 June 2025. There will also be a pre-conference introductory webinar on 12 December 2024.

You've been recruited!

We'd like to invite you to join our group of program ambassadors! Together, we will execute a collaborative digital campaign. Our goal? Spread the word about this summit. We will be using the **VAM formula** - validate, amplify, multiply.

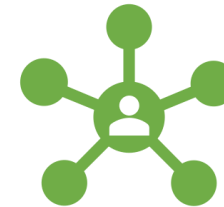
How will we do it?



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



Amplify – we are inviting you to amplify the 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.

Some content assets for your toolkit ...

[Ready-to-use “I am speaking,” “I am attending,” & “I am presenting” graphics](#)

[Make-your-own shareable graphic that features your headshot](#) (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!)*

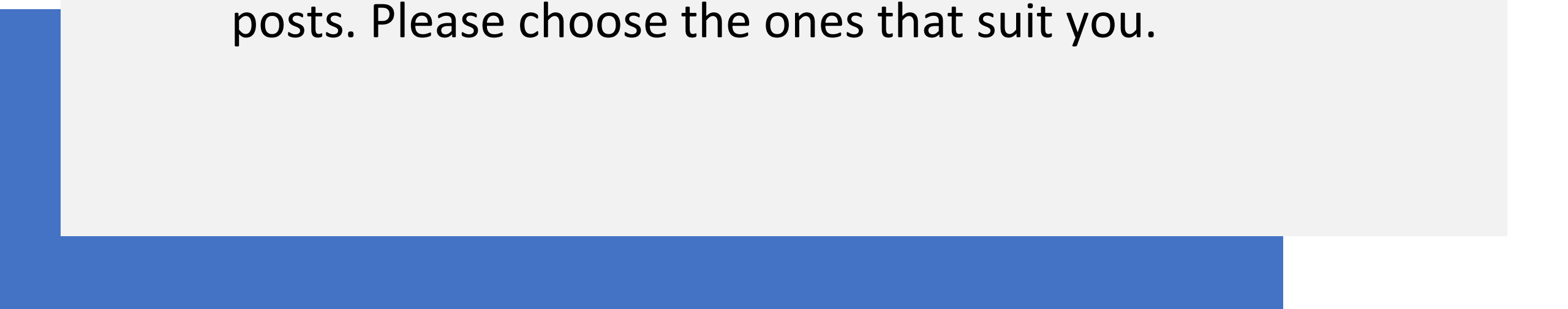
[Generic graphic for this summit](#)

[ILA Annual Report](#) - Introduce your networks to ILA with our 2022 report



Need some inspiration?

Here are one sample email and some sample social posts. Please choose the ones that suit you.



Sample Email

Subject Line Ideas

A: Join me at ILA's inaugural AI & Leadership Virtual Summit

B: How can AI support leadership development?

Sample Email

Dear {First name},

I'm excited to let you know that the International Leadership Association is hosting its inaugural ILA's inaugural AI & Leadership Virtual Summit! The live summit will be held online on 9 January 2025, with the recordings available for on demand viewing from 13 January to 13 June 2025. There will also be a pre-conference introductory webinar on 12 December 2024.

As AI continues to evolve, so too must our approach to leadership. This summit will provide you with cutting-edge insights into how AI is shaping the future of leadership and organizational development. It's a must-attend event to get the tools/strategies you need to make strategic decisions around the use of AI in teaching, training, and developing leaders.

Registration rate is \$50 or \$25 with partial, automatic scholarship. To learn more and register, please visit [here](#).

If you have any questions about this conference, please contact conferences@ilaglobanetwork.org. I look forward to seeing you online at this summit!

Regards,

{Your name}



Sample Tweets

- I'll be attending ILA's AI & Leadership Virtual Summit. Will you join me? <https://bit.ly/3Zb3g0e> #ILA2025AI #leadership #leadershipconference #AI @The_ILA
- I'll be speaking at ILA's AI & Leadership Virtual Summit. Join me at this must-attend event! <https://bit.ly/3Zb3g0e> #ILA2025AI #leadership #leadershipconference #AI @The_ILA
- Want to learn how AI can support #leadership development and reshape the future of education and training? Make plans to attend ILA's AI & Leadership Virtual Summit! <https://bit.ly/3Zb3g0e> #ILA2025AI #leadershipconference #AI @The_ILA
- Did you know ILA's AI & Leadership Virtual Summit is taking place online on 9 January 2025, and the recordings will be available for viewing from 13 January to 13 June 2025? Register now! <https://bit.ly/3Zb3g0e> #ILA2025AI #leadership #leadershipconference #AI @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

How can you leverage AI to design innovative leadership curricular and learning activities? Which AI-powered tools, games, and WebApps can enhance leadership development? Find out the answers to these and more at ILA's inaugural AI & Leadership Virtual Summit (Live Online: 9 January 2025; On Demand: 13 January - 13 June 2025)!

Bringing together leadership educators, trainers, and industry professionals, this summit will explore practical AI applications, ethical considerations, and innovative strategies to enhance leadership programs. It will provide cutting-edge insights into how AI is shaping the future of leadership and organizational development.

Join me at this summit online from the comfort of your home or office or watch the recordings at your convenience!

Learn more and register here: <https://bit.ly/3Zb3g0e>

#ILA2025AI #leadership #leadershipconference #AI

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

Want to learn more about the transformative role of AI in shaping how people teach, train, and develop leaders? Join me at ILA's inaugural AI & Leadership Virtual Summit (Live Online: 9 January 2025; On Demand: 13 January - 13 June 2025)

This summit will provide a great platform to explore practical AI applications, ethical considerations, and innovative ideas to enhance leadership education and development programs. I hope to see you at this summit!

#ILA2025AI #leadership #leadershipconference #AI @leadershipnexus

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!

