



**ILA**  
**Educating Tomorrow's**  
**Sustainability Leaders**  
**Conference**

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29-31 January 2025 | Washington, DC, USA

## Marketing Toolkit





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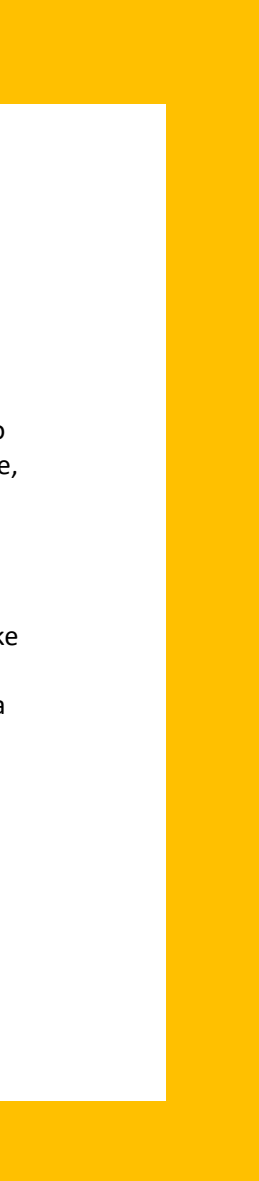
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**YOU. ARE.  
AWESOME.**  
Thank you for  
being a Digital  
Champ!

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 Educating Tomorrow's Sustainability Leaders Conference will take place 29-31 January 2025 in Washington, D.C., USA. This unique conference is specifically designed to examine how to create curricula and programs that improve students' skills and understanding of sustainability leadership practices, ultimately promoting a more sustainable future for our planet and its inhabitants.



# 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 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 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 a speaker,” “I am attending,” & “I am presenting” graphics](#)

[Testimonial graphic](#)

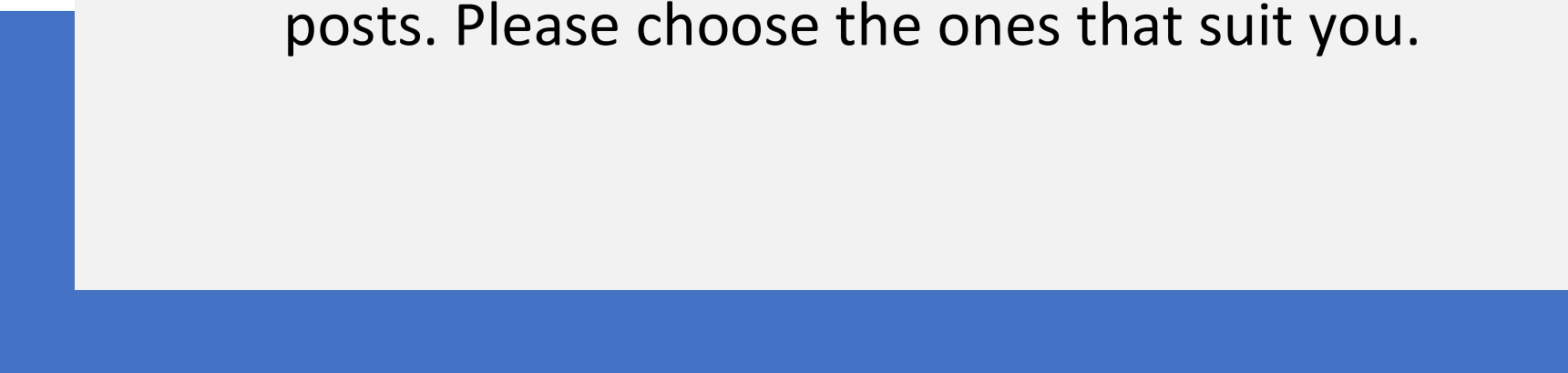
[Make-your-own shareable graphic that features your headshot](#) (through Canva) *(If you are a Canva user, drop your photo into this template and edit the white words. Simply download in jpeg or png format when you're done!)*

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



# Need some inspiration?

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



# Sample Email

## *Subject Line Ideas*

**A:** Join me at ILA's Educating Tomorrow's Sustainability Leaders Conference

**B:** Educating the next generation of sustainability leaders

## *Sample Email*

Dear {First name},

I'm excited to let you know that the International Leadership Association is hosting its inaugural **Educating Tomorrow's Sustainability Leaders Conference** 29-31 January 2025 in Washington, D.C., USA.

This unique conference is specifically designed to examine how to create curricula and programs that improve students' skills and understanding of sustainability leadership practices, ultimately promoting a more sustainable future for our planet and its inhabitants.

By attending this conference, you'll gain insights from leading experts in sustainability pedagogy as well as sustainability program leaders, connect with like-minded attendees, and walk away with practical tools and strategies to integrate leadership skills and sustainability into your institution.

To learn more and register, please visit [here](#).

If you have any questions about this conference, please contact [conferences@ilaglobanetwork.org](mailto:conferences@ilaglobanetwork.org). I look forward to seeing you in D.C. at this conference!

Regards,

{Your name}



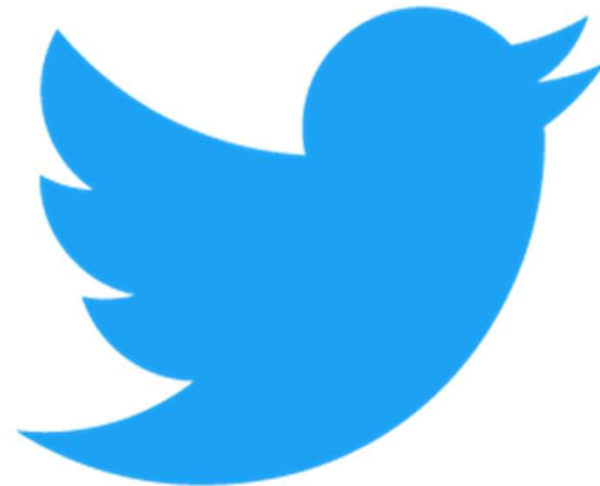


# Sample Tweets

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- I'll be attending ILA's Educating Tomorrow's Sustainability Leaders Conference in January 2025. Will you join me? <https://bit.ly/4dP5cQc> #ILA2025Sustainability #leadership #leadershipconference @The\_ILA
- I'll be presenting at ILA's Educating Tomorrow's Sustainability Leaders Conference next January in Washington, D.C. Join me! <https://bit.ly/4dP5cQc> #ILA2025Sustainability #leadership #leadershipconference @The\_ILA
- Looking to integrate #sustainability #leadership practices into your program? Make plans to attend ILA's Educating Tomorrow's Sustainability Leaders Conference! <https://bit.ly/4dP5cQc> #ILA2025Sustainability #leadershipconference @The\_ILA
- Did you know ILA's Educating Tomorrow's Sustainability Leaders Conference will take place 29-31 January 2025 in Washington, D.C.? Learn more and register now! <https://bit.ly/4dP5cQc> #ILA2025Sustainability #leadershipconference #leadership @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

Did you know ILA's Educating Tomorrow's Sustainability Leaders Conference will take place 29-31 January 2025 in Washington, D.C.? Join me at this unique conference to learn how to integrate leadership skills and sustainability into your institution, so we can promote a more sustainable future for our planet and its inhabitants!

During this conference, you'll hear from expert speakers, make essential connections, and gain practical tools and strategies that you can apply right away to make a difference. Don't miss out!

Learn more and register here: <https://bit.ly/4dP5cQc>

#ILA2025Sustainability #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

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Want to learn how to integrate sustainability leadership practices into your program? Join me 29-31 January 2025 in Washington, D.C. at ILA's Educating Tomorrow's Sustainability Leaders Conference!

This one-of-a-kind conference offers a great platform to examine how to create curricula and programs that improve students' skills and understanding of sustainability leadership practices, ultimately promoting a more sustainable future for our planet and its inhabitants.

I hope to see you at this conference!

ILA2025Sustainability #leadership  
#leadershipconference @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](mailto:lge@ilaglobalnetwork.org) or +1.202.470.4818 x105. Thank you!



International Leadership Association®