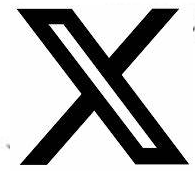




# Marketing Toolkit





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[www.youtube.com  
/user/ILAOfficial](http://www.youtube.com/user/ILAOfficial)



[www.flickr.com/photo  
s/55845019@N03/](http://www.flickr.com/photos/55845019@N03/)

**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.

ILA's Leadership Education Academy (LEA) is a 4-day immersive training program designed *by* leadership educators *for* leadership educators. Attendees will have the opportunity to enhance their knowledge of leadership foundations and theories while exploring and practicing a range of instructional strategies and pedagogies for use in leadership education. This event is limited to 80 participants.

The 8th LEA will take place 28–31 July 2025 in Boulder, Colorado, USA.

# You've been recruited!

Thank you so much for participating in ILA's Leadership Education Academy!

No matter if you are a **facilitator or an attendee**, we'd like you to join our group of conference ambassadors. Together, we will execute a collaborative digital campaign. Our goal? Spread the word about ILA's Leadership Education Academy in general and your participation in particular! We will be using the **VAM formula** - validate, amplify, multiply.

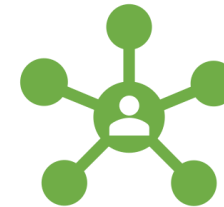
# How will we do it?



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



**Amplify** – we are inviting you to amplify the conference 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 individuals to attend the conference.

# Some content assets for your toolkit ...

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[Ready-to-use generic social graphics for facilitators and attendees](#)

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[Testimonial graphics](#)

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[Make-your-own facilitator/attendee graphic](#) (through Canva). *Add your own headshot and edit the words. Simply download in jpeg or png format when you're done!*

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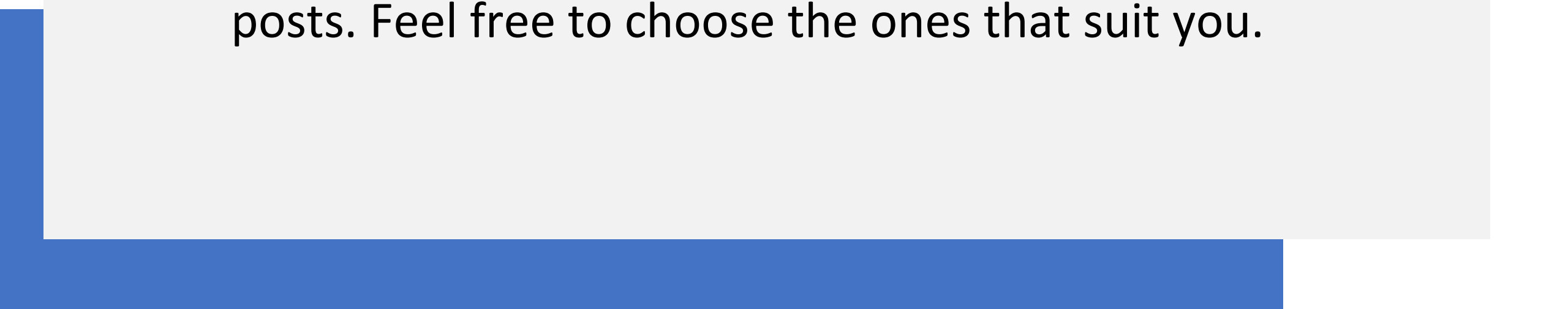
[ILA Impact Report](#) - Introduce your networks to ILA with this ILA report

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# 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, facilitating at) ILA's 8<sup>th</sup> Leadership Education Academy

**B:** {First Name}, Join me at ILA's 8<sup>th</sup> Leadership Education Academy

**C:** A personal invitation

## *Sample Email*

Dear {First name},

I'm thrilled to share that I will be attending (or, facilitating at) ILA's 8th Leadership Education Academy, taking place 28-31 July 2025 in the beautiful Boulder, Colorado, USA. I'd love for you to join me at this incredible event!

Designed *by* leadership educators *for* leadership educators, this 4-day immersive training program offers a unique opportunity to enhance your knowledge of leadership foundations and theories while exploring and practicing a range of instructional strategies and pedagogies for use in leadership education.

With registration capped at just 80 participants, spots are limited—so be sure to secure yours today!

You can learn more about this program and register [here](#). I look forward to connecting with you there and embarking on this enriching journey together!

Regards,

{Your name}





# Sample Tweets

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1. I'm excited to attend ILA's 8th Leadership Education Academy 28-31 July in beautiful Boulder, Colorado! Are you ready to level up your #leadership teaching skills? Let's connect!  
<https://bit.ly/3CDeJ0k> #ILA2025LEA #leadershipEducation @The\_ILA
2. I am thrilled to be a facilitator at ILA's 8th Leadership Education Academy this July in Boulder, Colorado. Want gain fresh insights and making meaningful connections? Join me!  
<https://bit.ly/3CDeJ0k> #ILA2025LEA #leadershipEducation @The\_ILA
3. Looking to take your #leadershipEducation practice to the next level? Join me at ILA's 8th Leadership Education Academy! Spots are limited to 80 participants, so sign up now before it's full.  
<https://bit.ly/3CDeJ0k> #ILA2025LEA @The\_ILA
4. Ready to revolutionize your approach to #leadershipEducation and development? Make plans to attend ILA's 8<sup>th</sup> Leadership Education Academy this July! <https://bit.ly/3CDeJ0k> #ILA2025LEA @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 post

🚀 Ready to take your leadership education practice to the next level? Join me from 28 to 31 July in Boulder, Colorado for ILA's 8<sup>th</sup> Leadership Education Academy!

This premier training program is designed specifically to elevate your ability to teach leadership across a variety of settings.

What to expect:

- ✓ A rigorous and comprehensive curriculum
- ✓ Expert facilitators who are leaders in the field
- ✓ Rich resources and an interactive learning environment
- ✓ A close-knit, supportive community

With registration capped at just 80 participants, spots are filling up fast! Don't wait – secure yours today and be part of this transformative experience!

<https://bit.ly/3CDeJ0k>

#ILA2025LEA #LeadershipEducation #LeadershipDevelopment

***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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Looking to enhance your leadership teaching skills? Join me at ILA's 8th Leadership Education Academy from this July in Boulder, Colorado!

What's in store for you?

- ✦ Expand your leadership education knowledge
- ✦ Learn *apply-now* instructional strategies & tools
- ✦ Receive one-on-one coaching with expert facilitators
- ✦ Build lasting connections with a network of passionate educators
- ✦ And so much more!

With only 80 spots available, this is an exclusive opportunity you won't want to miss. Secure your spot today!

[ilaglobalnetwork.org/lea25](http://ilaglobalnetwork.org/lea25)

#ILA2025LEA #LeadershipEducation #LeadershipDevelopment

***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!

