



ILA Women and Leadership Conference

Embrace and Elevate Systems of Change

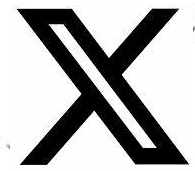
Transformative Thinking on Women and Leadership

11-13 June 2025 | Claremont, CA, USA



Marketing Toolkit





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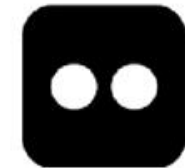
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**YOU. ARE.
AWESOME.**
Thank you for
being a Digital
Champ!

The International Leadership Association 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.

Taking place 11-13 June 2025 in Claremont, CA, USA, ILA's 7th Women and Leadership Conference, *Embrace and Elevate Systems of Change: Transformative Thinking on Women and Leadership*, provides a critical platform to convene top scholars, thought leaders, change-makers, practitioners, and students. This event will foster insightful discussions, share best practices, and promote the co-creation of solutions that drive meaningful progress toward leadership equity.

You've been recruited!

Thank you so much in advance for helping us spread the word about ILA's 7th Women and Leadership Conference! We will be using the **VAM formula** - validate, amplify, multiply.

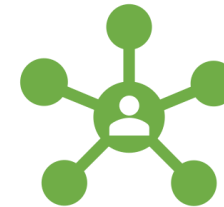
How will we do it?



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.



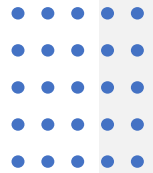
Multiply – we are asking you to multiply the messaging by asking your own networks to reach into their networks and encourage organizations to attend this conference.

Some content assets for your toolkit ...

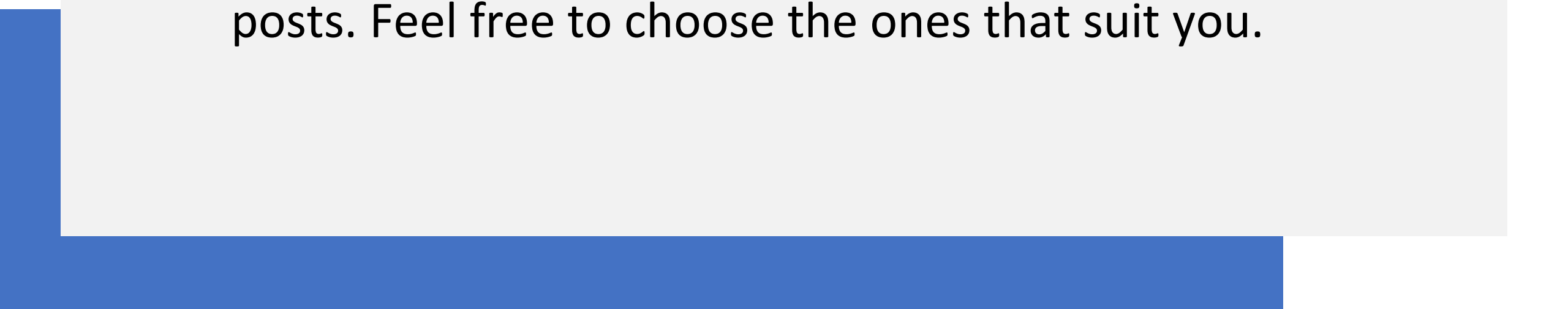
- [Ready-to-use “I am a speaker,” “I am attending,” & “I am presenting” graphics](#)
- [Testimonial graphic](#)
- [Make-your-own attendee or speaker shareable graphic](#)
(through Canva) *(If you are a Canva user, drop your photo into this template and edit the white words. Simply download in jpeg or png format when you're done!)*



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 ILA's 7th Women and Leadership Conference

B: {First Name}, join me at ILA's 7th Women and Leadership Conference

C: A personal invitation

Sample Email

Dear {First name},

I'm excited to let you know that I will be attending {or speaking/presenting at} ILA's 7th Women and Leadership Conference, *Embrace and Elevate Systems of Change: Transformative Thinking on Women and Leadership*, taking place 11-13 June 2025 in Claremont, CA, USA! I invite you to join me at this top-tier conference!

Bringing together top scholars, thought leaders, change-makers, practitioners, and students from around the world, this conference is dedicated to embracing and elevating systems of change that will transform leadership and expand opportunities for women and individuals who are gender-minoritized. Attend this conference to be part of the force to drive meaningful progress toward leadership equity!

To learn more about this conference and to register, visit [here](#). I look forward to seeing you at this conference!

Regards,

{Your name}



Sample Tweets

- I'll be attending ILA's 7th Women and Leadership Conference. Will you be there? <https://bit.ly/3CEcOYS> #ILA2025WLC #leadership #leadershipconference #womenandleadership @The_ILA
- I'll be presenting at ILA's 7th Women and Leadership Conference this June in Claremont, California. Join me! <https://bit.ly/3CEcOYS> #ILA2025WLC #leadership #leadershipconference #womenandleadership@The_ILA
- Join me at ILA's 7th Women and Leadership Conference as we embrace and elevate systems of change to drive meaningful progress toward #leadership #equity! <https://bit.ly/3CEcOYS> #ILA2025WLC #leadershipconference #womenandleadership @The_ILA
- Did you know ILA's 7th Women and Leadership Conference will take place 11-13 June 2025 in Claremont, CA, USA? Learn more and register now! <https://bit.ly/3CEcOYS> #ILA2025WLC #leadership #leadershipconference #womenandleadership @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

1. Did you know ILA's 7th Women and Leadership Conference, *Embrace and Elevate Systems of Change: Transformative Thinking on Women and Leadership*, will take place 11-13 June 2025 in Claremont, CA, USA? Join me at this leading event to be part of the force to drive meaningful progress toward leadership equity! <https://bit.ly/3CEcOYS> #ILA2025WLC #leadership #leadershipconference #womenandleadership
2. How can you move the needle on leadership equity? Join me this June at ILA's 7th Women and Leadership Conference! This incredible event will bring together top scholars, change-makers, and leaders from around the globe to embrace and elevate systems of change in leadership, with a focus on expanding opportunities for women and gender-minoritized individuals. Let's join forces and make a real impact for leadership equity! <https://bit.ly/3CEcOYS> #ILA2025WLC #leadership #leadershipconference #womenandleadership
3. ILA's 7th Women and Leadership Conference is taking place this June and I'm beyond excited to be a part of this powerful gathering of scholars, innovators, and leaders from all over the world who are focused on transforming leadership for women and those who are gender-minoritized! This conference is where we take action to drive meaningful change and make a real impact in the world. Join me at this important conference! <https://bit.ly/3CEcOYS> #ILA2025WLC #leadership #leadershipconference #womenandleadership

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

Join me at ILA's 7th Women and Leadership Conference, *Embrace and Elevate Systems of Change: Transformative Thinking on Women and Leadership*, taking place 11-13 June 2025 in Claremont, CA, USA.

Providing a critical platform to convene top scholars, thought leaders, change-makers, practitioners, and students, this conference will foster insightful discussions, share best practices, and promote the co-creation of solutions that drive meaningful progress toward leadership equity.

Learn more and register now! ilaglobalnetwork.org/wl25

#ILA2025WLC #leadership #leadershipconference #DEI
#womenandleadership

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!

