

ILA AI & LEADERSHIP VIRTUAL SUMMIT

The Integration Frontier: Leading With AI Across Sectors

Live Online 6-7 May 2026

On demand thru 31 May 2027



Marketing Toolkit





[@International-Leadership-Association](#)

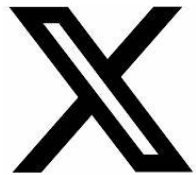


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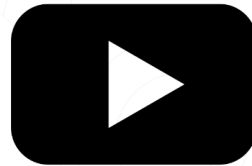
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**YOU. ARE.
AWESOME.**
Thank you for
being a Digital
Champ!

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 2026 AI & Leadership Virtual Summit is dedicated to exploring how AI is transforming our work and uncovering new opportunities for collaboration across sectors. Areas of AI leadership to be explored include: leadership development; mentorship; employee training and retraining/skilling; ethical, inclusive, responsible AI; AI literacy; and redefining leadership capabilities, innovation, productivity, and R&D.

The live Summit will take place 6-7 May 2026, with session recordings available for viewing 31 May 2026 – 31 May 2027.

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.

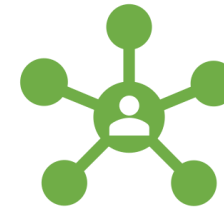
How will we do it?



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!)*

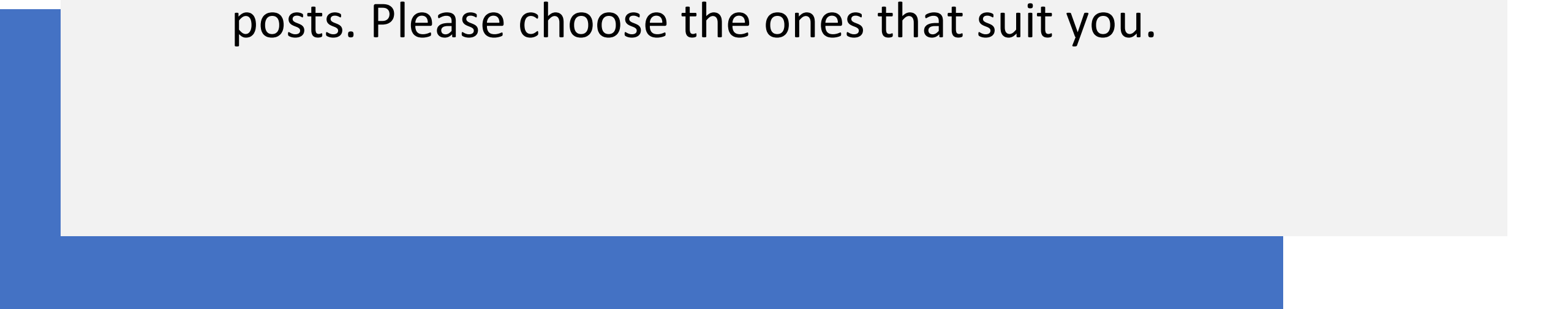
[Generic graphic for this Summit](#)

[ILA Annual Report](#) – Introduce your networks to ILA with this 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 AI & Leadership Virtual Summit

B: How to lead with AI across sectors?

Sample Email

Dear {First name},

I'm excited to share that I will be attending the International Leadership Association's 2026 AI & Leadership Virtual Summit, *The Integration Frontier: Leading with AI Across Sectors*—and I hope you'll consider joining me!

The live Summit will be held online on 6 May and 7 May. Recordings will be available for on-demand viewing from 31 May 2026 through 31 May 2027, making it easy to participate wherever you are.

As AI continues to evolve, our approach to leadership must evolve with it. Building on the momentum of last year's successful AI Virtual Summit, this year's program will further explore how AI is transforming our work and highlight new opportunities for cross-sector collaboration.

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,

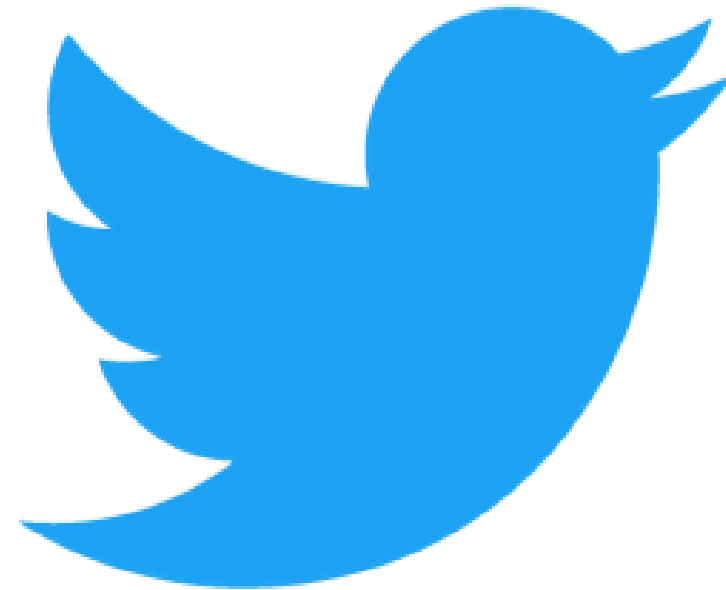
{Your name}



Sample Tweets

- I'll be attending ILA's AI & Leadership Virtual Summit this May. Will you join me? <https://bit.ly/4b51cwG> #ILA2026AI #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/4b51cwG> #ILA2026AI #leadership #leadershipconference #AI @The_ILA
- Want to learn how to lead with #AI across sectors? Make plans to attend ILA's AI & Leadership Virtual Summit! <https://bit.ly/4b51cwG> #ILA2026AI #leadershipconference #AI @The_ILA
- Did you know ILA's AI & Leadership Virtual Summit is taking place online on 6 May and 7 May, and the recordings will be available for viewing 31 May 2026 through 31 May 2027? Register now! <https://bit.ly/4b51cwG> #ILA2026AI #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 is AI transforming our work? What new opportunities are emerging for cross-sector collaboration?

Explore these questions and more at ILA's **AI & Leadership Virtual Summit**, *The Integration Frontier: Leading With AI Across Sector*.

- Live Online: 6–7 May 2026
- On Demand: 31 May 2026 – 31 May 2027

Join global experts and practitioners for forward-thinking discussions, practical insights, and actionable strategies to guide and support the ethical, inclusive, impactful, and responsible adoption of AI!

Learn more and register here: <https://bit.ly/4b51cwG>

#ILA2026AI #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

AI is no longer the future of work — it's the present.

So how do we lead through it? And how can AI unlock powerful cross-sector collaboration?

 **ILA's AI & Leadership Virtual Summit**

The Integration Frontier: Leading With AI Across Sector

- Live Online: 6–7 May 2026
- On Demand: 31 May 2026 – 31 May 2027

This global virtual experience brings together leaders, innovators, and practitioners to explore real-world applications of AI — with a focus on ethics, inclusion, impact, and responsibility.

Learn more and reserve your virtual seat now:

ilaglobalnetwork.org/ai26

#ILA2026AI #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!



International Leadership Association