



# MARKETING TOOLKIT

Thank you for supporting IEDC's 2024 Leadership Summit! We look forward to welcoming you to our conference and to the insights you will bring!

Review this document for guidelines on how to market the conference. With your help, we can invite emerging and diverse leaders to attend.

## ABOUT THE CONFERENCE

This year's event will be centered on, 'Driving Global Collaboration,' where we will focus on fostering international partnerships and coalitions to address shared challenges from climate change and resiliency to food security and sustainability. Unified by our mission to strengthen our communities' long-term well-being, safety, security, and prosperity, it is imperative that we work together to build equitable economic development ecosystems in communities around the world for future generations.

The Summit will focus on the following themes: Infrastructure, Innovation, and Industry, Foreign Direct Investment, Partnerships and Collaboration, and Leadership Development.



Register by December 15 to secure early bird pricing. Scan the QR code or visit [www.iedconline.org/Phoenix](http://www.iedconline.org/Phoenix) to register!

## PROMOTING THE CONFERENCE

Use these templates to create personalized social media posts to promote the Summit. Promote your session topic, speakers, sponsorship or leadership.



Use this template to spotlight your session.



Use this template to promote a panel of speakers.



Use this template and include a quote to highlight your organization's support in helping to make the Leadership Summit a success.



Scan the QR code or visit [www.iedconline.org/Leadership\\_templates](http://www.iedconline.org/Leadership_templates) to download and customize the templates.



## SOCIAL MEDIA COPY

Use the following sample posts as a guide:

At this year's 2024 Leadership Summit, we're 'Driving Global Collaboration' to address climate challenges and build a future of equitable economic development. Explore the tracks: Infrastructure, Innovation, and Industry; Foreign Direct Investment; Partnerships and Collaboration; and Leadership Development. Register before Dec. 15 for the 2024 Leadership Summit to secure early bird pricing at [www.iedconline.org/Phoenix](http://www.iedconline.org/Phoenix) #IEDCPhoenix #GlobalCollaboration #EconomicDevelopment

Join @IEDC and [insert org] at the 2024 Leadership Summit, where the theme is 'Driving Global Collaboration.' Uncover your leadership potential and connect with mentors from around the world. Register before Dec. 15 for the 2024 Leadership Summit to secure early bird pricing at [www.iedconline.org/Phoenix](http://www.iedconline.org/Phoenix) #IEDCPhoenix #GlobalLeadership #AspiringLeaders

## Social media examples



## TAG IEDC!

Use the following social handles to tag IEDC. Follow the conference hashtag at #IEDCPhoenix.

 iedctweets

 iedcONLINE

 iedconline

 International Economic Development Council