



With over 37,000 digital members across Latin America and the Caribbean, the YLAI Network is a dynamic community to advance policy priorities and expand existing programs. Throughout 2019, IIP's Office of Public Engagement will execute Network-wide campaigns and provide thematic content resources as detailed below. (Select materials will be available in Spanish and Portuguese.)

Posts are welcome to utilize campaigns and content from the YLAI Network for programs in their country with Network members or engagement with other priority audiences. Please email ylai@state.gov if you're interested in additional support for programming or outreach on any of these topics.

2019 Policy Campaign Calendar

Campaigns will challenge Network members to take action around a specific policy topic within the listed time frame below, with digital content from the Network and programming opportunities focused on that policy issue.

March - April

Campaign Topic: Marketing Your Business

Strategic Priority: Foster economic growth, job creation, and entrepreneurship

June - July

Campaign Topic: Media Literacy

Strategic Priority: Discourage coercion, disinformation, and malign influence

October - December

Campaign Topic: Integrity and Leadership

Strategic Priority: Reduce corruption and encourage transparency and fair business practices

Year-Round Content Themes

Throughout the year, the following content themes will engage the Network through capacity-building online resources for aspiring entrepreneurs and leaders. Resources can be found at ylai.state.gov for posts to use for any and all audiences.

Leadership Skills + Development

- Motivating and inspiring others
- Overcoming challenges
- Critical thinking

Maximizing Human Capital

- Workforce development
- Management skills
- Building effective teams

Personal Branding + Professional Development

- Perfecting your pitch
- Professional skills
- English language learning

Understanding U.S.-Sponsored Business Resources

- Small business development centers
- Global entrepreneurship ecosystems
- Opportunities for entrepreneurs

