

We look forward to engaging you in the **#ThinkLeadership** campaign!

The #ThinkLeadership campaign aims to create events and opportunities for exchange participants to learn about American culture and grow their leadership capabilities and skills.

InterExchange relies on American **host organizations** and **communities** to make the #ThinkLeadership campaign a success!

As a host of J-1 visa Exchange Visitor Program participants, you play an important role in fostering cultural understanding and engaging your international guests during their programs.

We encourage you to organize fun and exciting #ThinkLeadership cultural events and engage in a meaningful and memorable international exchange experience!

Let's #ThinkLeadership!



Step 1: **ORGANIZE** a cultural event.

There are different types of cultural activities you can arrange to join the #ThinkLeadership campaign. These activities may include hands-on learning opportunities, lectures, concert or museum visits, meetings, tours, information or networking sessions, and sporting activities with a focus in these core areas:



Think Green

Gain hands-on experience bettering the environment through creative problem solving.



Think Technology

Learn from American tech companies leading the world of innovation and technology.



Think Business & Marketing

Uncover top business secrets through classic American success stories.



Think Sports

Practice teamwork and observe it in action by attending U.S. sporting events.



Think Women's Empowerment

Connect with influential American women and get inspired for your next career move!



Think Innovation & Social Impact

Dare to think outside the box and make a change in your community!

Step 2: **BEFORE** the event

[Submit](#) information about your event and we will list it on the campaign web page and help you promote it.
<https://www.InterExchange.org/think-leadership/submit/>

Step 3: **DURING** the event

- ▶ Share how you engage exchange participants and post pictures and videos from your event(s) on Social Media.
- ▶ Use these suggested posts and hashtags on your social media channels:
 - ▶ What does it mean to be a #leader? Our #J1 participants show us how to #thinkleadership at [name of event]
 - ▶ #ThinkLeadership recognizes and celebrates future #J1 #changemakers. Check out our young #cultural #ambassadors in action!
 - ▶ We're excited to #thinkleadership and empower our #J1 participants to boost their #leadership and cross-cultural skills!
 - ▶ #ThinkLeadership is about engaging with your community & we're proud to see our #J1 participants immerse themselves in #American culture!
 - ▶ Our #J1 students are adventure seekers, cultural ambassadors, and change makers. They embrace new experiences and #thinkleadership



Step 4: **AFTER** the event

- ▶ Get the event article published on our website!
Submit your #ThinkLeadership event pictures and a summary to events@interexchange.org
- ▶ Visit our guide on taking event pictures and writing your article:
www.InterExchange.org/think-leadership/blogging/