

Leadership 2026

Know Your Business. Grow Your Business.

27-28 February 2026 | BCEC Brisbane QLD

LEADERS TOOLKIT

dōTERRA®
AUSTRALIA & NEW ZEALAND

Toolkit Outline

Leadership 2026 is dōTERRA AUNZ's premier business education and resource training event. Designed exclusively for Elites and above who are serious about knowing and growing their businesses.

We want them to feel supported in their journey and the Leader Toolkit has been created to assist leaders to motivate their teams and encouraging community attendance.

The Leadership Toolkit provides YOU to with a resource for practical application of core messaging. Include talking points, sample posts, team scripts, and ticket driver guide.

Social asset templates and QR codes are also available on Digital Marketing Kit.

Full Agenda, Speakers and ancillary event details are provided on the dedicated Leadership 2026 Hub

- [Leadership Hub AU](#)
- [Leadership HUB NZ](#)
- [Tickets](#)
- [DMK](#)

Remember, Leadership is a team sport.



Branding Assets

Use brand colours and fonts for all assets to maintain creative consistency.

Powerpoint Template



Branding

Please use dōTERRA Leadership 2026 branding, images, fonts and colours below in your Presentation.

Fonts

Raleway Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

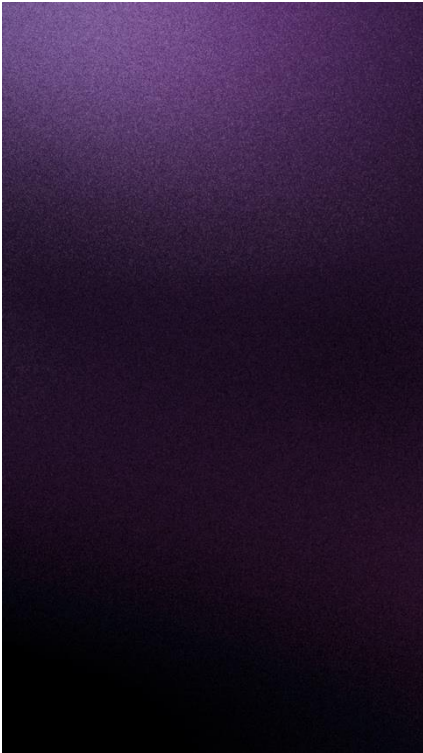
Raleway Bold
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0123456789

Download at <https://fonts.google.com/specimen/Raleway>

Colours



Colour background



Social Assets

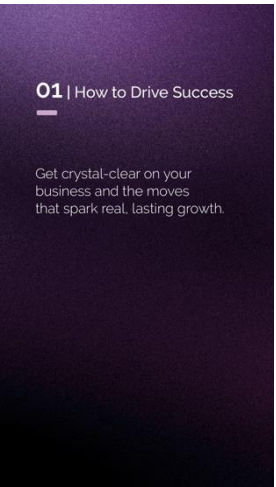
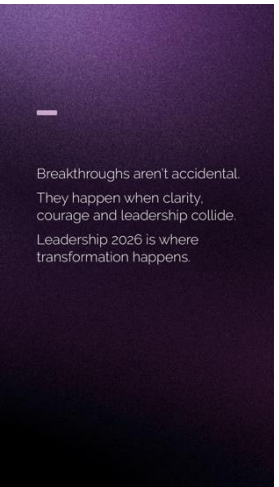
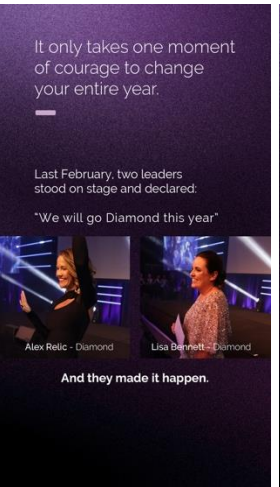
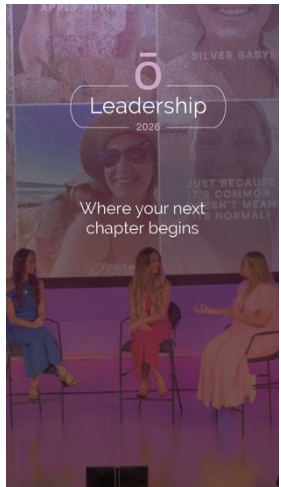
Every message, asset, and story should be developed to confidently promote the event's value, showing how attending together strengthens belief, skill, and community.



Web banners



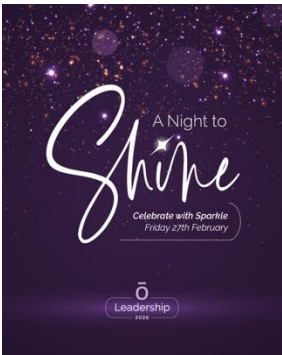
Teaser

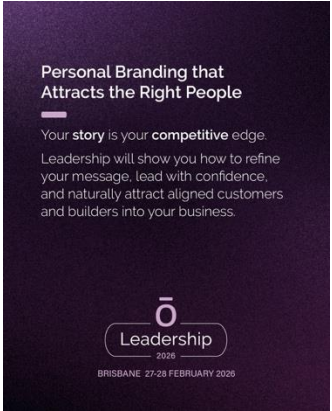


End frames



Party Night banner

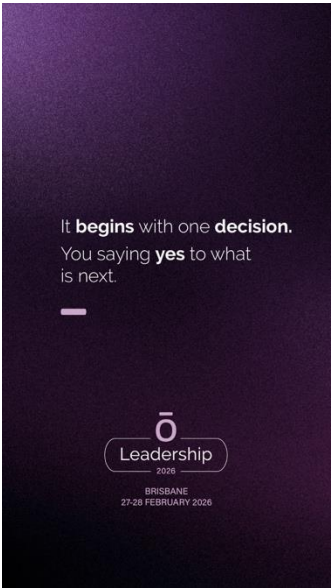
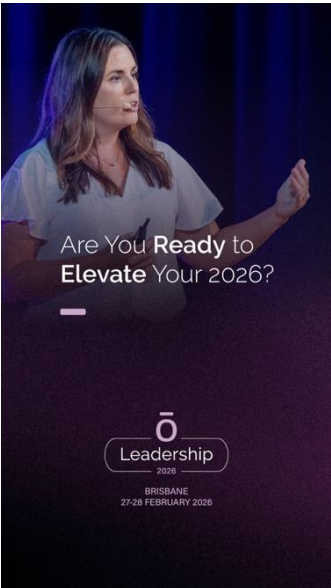




4:5 Assets



End frames



9:16 Assets



Ticket Sales Incentive

Ticket Sales Incentivisation – “Refer & Win”

To support ticket sales in a way that feels inclusive and easy for the field, we will be adding a “refer and win” competition. This approach encourages natural sharing while ensuring every referral counts.

When a Wellness Advocate refers someone who purchases a Leadership 2026 ticket by adding their name to the Eventbrite field, the referrer goes into the draw to win an exclusive prize.

Prizes include:

- Box of VMG+ and shaker
- Leadership 2026 Double Pass
- Convention & Gala Double Pass

Each successful referral = one entry into the prize draw, with no limit on the number of entries.

This incentive is designed to complement, not overshadow, the primary value-driven comms strategy. It provides a light-touch, fun layer of engagement without creating pressure or competition among leaders.



How leaders can use the ticket drivers to inspire their teams. #1

“Know Your Business”

Core message: *Clarity creates confidence.*

How they can share it:

- **On team calls:** “If you’ve ever felt like you’re guessing with your back office or unsure how to set goals — Leadership will finally make it click. You’ll walk away knowing exactly where your business stands and what actions to take next.”
- **On socials:** “It’s time to stop winging it and start leading it. Leadership 2026 is where we get the roadmap.”
- **In mentoring:** “I want you in the room when we launch the Business Hub — it’s going to make everything simpler.”

Emotional hook: “You’ll walk away feeling in control of your business, not overwhelmed by it.”

How leaders can use the ticket drivers to inspire their teams. #2

“Grow Your Business”

Core message: Expand your impact and influence.

How they can share it:

- **Team chat:** “Leadership isn’t just for people who’ve ‘made it.’ It’s for anyone ready to grow. You’ll learn how to invite with confidence, how to brand yourself, and how to connect with more people — online and offline.”
- **Class intro:** “I’m challenging all of us to grow together — who’s coming with me to Brisbane?”
- **On socials:** “This year is about expansion. Leadership 2026 is where growth plans become growth stories.”

Emotional hook: “You’ll leave with new tools and the belief that your business can go bigger.”

How leaders can use the ticket drivers to inspire their teams. #3

“Authenticity & Vulnerability”

Core message: Real stories build real businesses.

How they can share it:

- **Team message:** “This event isn’t about hype — it’s about hearing real stories from people just like us who kept going when it got tough.”
- **Social post:** “We’re dropping the filters. Leadership 2026 is about showing up real and learning from the heart.”

Emotional hook: “You’ll reconnect with your ‘why’ — and remember why this business matters.”

How leaders can use the ticket drivers to inspire their teams. #4

“Community”

Core message: You may join for the oils, but you stay for the people.

How they can share it:

- **Leader call:** “Bring your team. When we’re all in the same room, something shifts — energy, belief, vision. That’s what Leadership does.”
- **Instagram Story idea:**
- **Video of past event moments + voiceover:** “This is the doTERRA community — no one does it like we do.”

Emotional hook: “You’ll feel part of something bigger — not just a business, but a movement.”

How leaders can use the ticket drivers to inspire their teams. #5

“Keynote: Chris Helder”

Core message: Learn to influence and connect better.

How they can share it:

- **Group chat:** “Chris Helder’s going to teach us how to communicate and influence better — that’s gold for your business and your life.”
- **Social post:** “Real talk, if you’ve ever struggled to connect or motivate people — this keynote will be a game-changer.”

Emotional hook: “You’ll leave communicating like a leader — not just talking like one.”

How leaders can use the ticket drivers to inspire their teams. #6

“Freedom, Flexibility & Empowerment”

Core message: This event is about building a business that supports your life, not consumes it.

How they can share it:

- On a mentoring call: “You’re doing this for freedom — time, financial, emotional. Leadership is where you learn how to build it sustainably.”
- **Social post:** “Leadership 2026 is your reminder that success isn’t hustle; it’s alignment.”

Emotional hook: “You’ll rediscover that balance and business can coexist.”

More Information

All event information can be found on the Leadership 2026 landing page including:

- Full Agenda
- Speaker List
- Keynote Speaker
- FAQs
- Tickets
- Refer & WIN ticketing incentive

AU: https://www.doterra.com/AU/en_AU/leadership-retreat

NZ: https://www.doterra.com/NZ/en_NZ/leadership-retreat

Purchase tickets: <https://www.eventbrite.com.au/e/doterra-aunz-leadership-2026-tickets-1475519020109>

DMK assets:

<https://share.doterra.com/v/AUNZ/folder/VoVNO?viewIndex=2&gSortingForward&gOrderProp=name&referenceTo=&from=fitView&display=fitView>

Raleway font: <https://fonts.google.com/specimen/Raleway>

