OVERVIEW
This document has been developed as a guide for proposal submissions for the 2021 International Conference. We encourage all potential speakers to review this document prior to submitting a proposal for consideration.

The theme for The IIA’s 2021 International Conference, *Scaling New Heights*, sets the stage to share new and forward-looking information and leading practices in the pursuit of excellence in internal audit. As internal auditors are increasingly becoming trusted advisors, and an integral part of their organizations, they are compelled to broaden their arsenal of skills. This conference will prepare industry professionals to embrace and learn new technologies, and implement new tools and techniques to effectively respond to shifting business and risk landscapes. The goal is to equip the profession with the resources it needs to stay current with the latest developments and advancements and scale new heights in bringing significant value to businesses around the world.

We seek dynamic presenters who can engage their audience and conduct thought-provoking discussions. You are encouraged to participate by submitting a proposal to speak, noting the topic on which you would like to present within the education formats noted below.

Topics of interest for the conference include:

<table>
<thead>
<tr>
<th>AI and Data Analytics</th>
<th>Leadership, Organization Relationships, and Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Data Analytics</td>
<td>• Advisor vs. Assurance in the Tech Movement</td>
</tr>
<tr>
<td>• Data Ethics and Governance</td>
<td>• Balancing Risk, Cost, and Value</td>
</tr>
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<td>• Deep Learning</td>
<td>• Building Relationships With Key Stakeholders</td>
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<td>• Machine Learning</td>
<td>• Business Acumen</td>
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<td>• Natural Language Processing</td>
<td>• Generational Gaps</td>
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<tr>
<td>• Predictive Monitoring</td>
<td>• Internal Audit Model of Tomorrow</td>
</tr>
<tr>
<td><strong>Audit Methodology, Innovation and Improvement</strong></td>
<td>• Leading Internal Audit Capabilities</td>
</tr>
<tr>
<td>• Agility</td>
<td>• Measurement and Accountability</td>
</tr>
<tr>
<td>• Business Continuity Management</td>
<td>• Strategic Planning</td>
</tr>
<tr>
<td>• Combined Assurance</td>
<td>• The Future of AI: People, Processes, and Systems</td>
</tr>
<tr>
<td>• Continuous Auditing</td>
<td>• Trusted Advisors</td>
</tr>
</tbody>
</table>

**FOR SPEAKER SUBMISSIONS:**

**FORMAT:**
- **Presentation**
- **Panel Discussion**
- **Workshop**
- **Poster Session**

**DURATION:**
- **20-30 minutes**

**ADDITIONAL KEY DATES:**
- **Submission Deadline:** 16 August 2020
- **Peer Review:**
- **Notification of Acceptance:** October 2020
- **Final Draft Submission:** 1 November 2020
- **Pre-Conference Training:** 12-14 June 2021
- **Conference Dates:** 13-16 June 2021
- Continuous Monitoring
- Control Self-assessment
- Next Generation of Audit
- Remote/Virtual Auditing
- Three Lines of Defense

Cybersecurity
- Cyber
- Digital Risks
- Disruption
- Ethical Hacking
- Ransomware/Dark Web/Social Engineering

People Development
- Auditor of the Future
- Diversity
- Internal Audit Career Path
- Recruitment and Retention
- Succession Planning
- Talent Management

Governance, Risk, and Controls
- Bribery and Corruption
- COSO ERM/IC Framework
- COVID-19: Internal Audit’s Role in a Pandemic
- COVID-19: Technicolor Events and Internal Audit Support
- Culture
- ERM: Integration and Strategic Planning
- ERM: Internal Audit’s Role in Risk Culture
- ESG
- Ethics
- External Environment: Trends and Issues
- Fraud
- Governance, Risk, and Control
- Third-party/Vendor Management

Value Creation Through AI

Regulatory and Compliance Management
- Anti-money Laundering
- Bribery and Corruption
- Corporate Governance, Codes, and Regulations
- GDPR
- Privacy
- Regulatory Issues

Soft Skills
- Communication
- Critical Thinking
- Emotional Intelligence
- Influence
- Innovation
- Personal Branding

Technology
- 4th Industrial Revolution
- Adoption of RPA and Backend Processes
- Blockchain
- Changing Role of Audit in Processes Using RPA
- Digital Economy
- FinTech
- Internet of Things/Big Data
- IT Governance

Other Areas of Interest
- Financial Services
- Health Services
- Post-COVID
- Public Sector
- Sustainability Reporting

Proposals will be evaluated on the following criteria:

- A proven track record as a speaker. The proposal form will include space where we encourage you to enter any additional comments, past speaker scores, or speaking references.
- Include up-to-date data, case studies, and resources.
• Provide practical strategies (real-world examples), tools, and/or take-home messages for implementation in the practice setting for successful outcomes (emphasize how to, what works, and why).
• The ability to share leading practices and innovative tactics implemented in your internal audit function.
• The level of interaction the session will provide the attendees, including Q&A, polling technology, case studies, and takeaway tools.
• Refrain from sales or self-promotions of products and services.
• Service providers and/or consultants are required to provide a current practitioner with whom they will be co-presenting. It is highly encouraged for service providers to include their co-presenter’s information in their submission, as this will be taken into consideration during the review process. If this information is not already identified in the submission and the proposal is accepted, the co-presenting practitioner will need to be identified within two weeks after presentation acceptance.
• Presentations that can address a global audience will be given priority.

Speaking at the International Conference is a volunteer opportunity. Compensation for speaking fees and travel is not provided unless otherwise indicated. If you will need assistance with travel, please indicate that in your submission. All speakers receive a complimentary, non-transferable, full registration for the 2021 International Conference. Speakers from outside Singapore will receive two nights’ hotel accommodations.

Important timeline events include:

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline for submission of proposals</td>
<td>16 August 2020</td>
</tr>
<tr>
<td>Proposals reviewed by The IIA and Conference Program Committee</td>
<td>21 August–5 October 2020</td>
</tr>
<tr>
<td>Invitation issued to selected speakers</td>
<td>Week of 9 November 2020</td>
</tr>
<tr>
<td>Email notification to speakers who were not selected</td>
<td>Week of 18 December 2020</td>
</tr>
</tbody>
</table>

Submissions received after 11:59 p.m. ET on Sunday, August 16, 2020, will not be considered for the 2021 International Conference program.

GUIDELINES FOR PROPOSALS

All proposals must be submitted using the online form. Think quality over quantity. You may submit up to four (4) proposals on separate topics.

• **Plan your submission in advance.** We suggest that you first collect your thoughts for your proposal before going to the online form. The online submission form will allow you to start and stop via the online portal that you will have access to once you create your profile, as you may be required to research additional information, such as co-presenter contact details. The IIA and Conference Program Committee will only review completed proposals that have been submitted; please make sure you click ‘Submit’ once all information has been entered.

• **The primary point of contact is the person submitting the proposal.** The IIA will communicate with all speakers for the session regarding deadlines and submitting speaker information. The primary point of contact is responsible for submitting the final session description and learning objectives as well as the final presentation eight (8) weeks in advance of the conference.
• **All proposed speakers must be listed in the proposal.** Proposed speakers will be reviewed by The IIA International Conference team prior to acceptance. Please note, panel sessions are limited to a maximum of four (4) participants (including the moderator) per session on the program.

• **Service providers and/or consultants are required to provide a current practitioner or client with whom they will be co-presenting.** It is highly recommended to include the current practitioner or client in the submission for consideration. If this information is not already identified in the submission and the proposal is accepted, the co-presenting practitioner will need to be identified within two weeks after presentation acceptance. If the co-presenter is not identified within the required timeframe, The IIA reserves the right to remove the session from the program.

• **Use clear, error-free language.** Session proposals require clear and concise titles (limit 10 words), a clear outcome with focused descriptions in a short format (limit 75 words), and three to four action-oriented, well-thought-out learning objectives/takeaways that answer the prompt “In this session, participants will...” The IIA retains the right to edit all copy submitted for marketing purposes. The intent is to provide clear, concise information to attendees.

• **Don’t underestimate the importance of interactivity during your session.** Sessions that include the use of polling, case studies, problem solving exercises, and deep dive discussions with practical takeaways for implementation in the practice setting will be given special consideration. Be sure to adhere to the requirements of the various formats when submitting your proposal.

• **Avoid all commercial bias.** Sessions perceived by attendees as commercially biased in content or as sales pitches for service provider/consultant services and/or tools are unacceptable. Any submission that is not educational in nature, neutral, unbiased, and free of commercial motive/intent will not be accepted. Those who violate this policy may forfeit future speaking opportunities with The IIA.

• **All accepted speakers must adhere to published deadlines.** You must be committed and responsive to working with The IIA International Conference team to deliver an exceptional session by adhering to deadlines, including submission of your PowerPoint presentation no less than eight (8) weeks prior to the start of the conference for review and approval by The IIA International Conference team and subject matter experts as well as for inclusion in the conference app prior to the start of the conference. Upon review of the presentation, comments will be provided to the speaker to review and update the PowerPoint prior to the conference.

• **All speakers will be registered for the conference and hotel arrangements will be made by The IIA.** All speakers receive a complimentary registration and will automatically be registered for the conference. Speakers outside of Singapore will receive two nights’ hotel accommodations. Speakers will provide The IIA with their requested dates for hotel accommodations by the requested deadline. The IIA will reserve speakers’ hotel rooms in the group block and will provide a confirmation number no later than two (2) weeks before the start of the conference. Speakers are responsible for all expenses, unless previously agreed to by The IIA.

**FORMAT DESCRIPTIONS**

• **Case-based Learning**
  The speaker presents a case scenario highlighting a situation, event, and/or process and takes the audience through the journey of how to manage the scenario for best outcomes.
Interactivity is facilitated through polling, audience Q&A, and report-out activities. Each session is 60 minutes in length.

- **In Conversation With**
  In this 60-minute, interview-styled format, attendees will have the opportunity to converse with leaders in internal auditing and learn how they have applied knowledge, attitude, and skills for effective results. Ideally, the speaker will introduce a scenario where he/she has been able to foster good outcomes. The facilitator will ask pertinent questions and engage the audience in the discussion. Submissions to this format must include the name of the facilitator and the presenter.

- **Standard Session**
  The speaker presents a traditional session, which includes time for audience Q&A.

- **Tools and Techniques**
  Gain practical tools and techniques to maximize efficiencies in internal auditing. Learn how these tools and techniques have been applied to increase efficiencies and facilitate positive outcomes. Presenters will have 60 minutes to present and should be prepared to share collateral and make the tool available for download through the conference app.
SAMPLE SUBMISSION FORM

To prepare for completing the required online form, please use this sample to gather proposal details and full speaker details for each presenter/co-presenter in advance. Information submitted with the proposal will be used for marketing the conference program. Please ensure all information is accurate prior to submitting.

STEP 1. PERSONAL DETAILS

All “Personal Details” questions will appear for each presenter. Please collect the information you need for each in advance before you begin your online submission. All co-presenters must be submitted for consideration and approval.

CONTACT INFORMATION

First Name: _________________________________________
Last Name: _________________________________________
Credentials (if applicable): ____________________________
Job Title: ____________________________ Organization: ____________________________
Country: ____________________________
Email: ___________________________________
Office Phone: __________________________ Mobile Phone: __________________________

Do you prefer to be contacted directly or through your assistant?
   o Directly
   o Please contact me through my assistant

ASSISTANT CONTACT INFORMATION

First Name: ____________________________ Last Name: ____________________________
Office Phone: __________________________ Email: _______________________________


BIOGRAPHY

Please provide a short biography (limit 250 words) in paragraph format that describes your experience and expertise. The biography submitted with your proposal will be used as part of the conference materials if your submission is accepted. Omit educational background unless you are a faculty member of a college or university.

PROPOSAL/PRESENTATION INFORMATION

Please submit a thoughtful proposal that clearly articulates the intent of your session. Use proper spelling and grammar to aid in the readability and comprehension of your content.

- Have you presented at an IIA conference in the last three (3) years?
- Are you a consultant or practitioner?
  - Consultant
  - Practitioner
- Speakers categorized as consultants are required to co-present with a client/practitioner. Do you have your co-presenter’s contact information at this time?
  - Yes
  - No

If a consultant’s proposal is accepted, you must submit your co-presenter’s contact information within two (2) weeks of acceptance to be confirmed for participation in the conference program. If co-presenter information is not received within that timeframe, we cannot guarantee your participation and your session is subject to be removed from the program.

Proposed Presentation or Session Details

SESSION FORMAT

In what format will this topic be presented? *(Please select from the drop-down menu.)*

- Case-based Learning
- In Conversation with...
- Standard Session
- Tools and Techniques

SESSION TOPIC

From the drop-down menu, select the appropriate topic, noting the content of your proposal.
AI and Data Analytics
- Data Analytics
- Data Ethics and Governance
- Deep Learning
- Machine Learning
- Natural Language Processing
- Predictive Monitoring

Audit Methodology, Innovation, and Improvement
- Agility
- Business Continuity Management
- Combined Assurance
- Continuous Auditing
- Continuous Monitoring
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- Next Generation of Audit
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Leadership, Organization Relationships, and Strategy
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Soft Skills
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• Innovation
• Personal Branding

Technology
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• Adoption of RPA and Backend Processes
• Blockchain
• Changing Role of Audit in Processes Using RPA
• Digital Economy
• FinTech
• Internet of Things/Big Data
• IT Governance

Other Areas of Interest
• Financial Services
• Health Services
TITLE AND DESCRIPTION

Please describe the overall focus and goal of the session, including key points and supporting topics. If selected, your description may be edited for use in our marketing brochure, app, and website.

NOTE: Please do not include speaker, company, or product names in the session description.

SESSION TITLE (Limit 10 words): ________________________________________

SHORT SESSION DESCRIPTION (Limit 75 words):
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

LEARNING OBJECTIVES

To help bring the content to life and make it actionable, please clearly define the new knowledge, skills, and abilities session participants will be prepared to apply back at the office following your session. We recommend you start with an action/measurable verb one might use to assess learning outcomes and that will complete this sentence: “In this session, participants will…”

Please list three to four learning objectives:

1.____________________________________________________________________________

2.____________________________________________________________________________

3.____________________________________________________________________________

4.____________________________________________________________________________

NOTE: A list of action/measurable verbs for learning outcomes is included at the end of this document.

SAMPLE SESSION DESCRIPTION & LEARNING OBJECTIVES:

Most internal audit functions include consulting services as a part of their audit charter. But is it really clear which type of service is assurance versus consulting? Is it possible to have elements of both in an engagement, and still comply with The IIA’s Standards?

In this session, participants will:
- Distinguish between assurance, consulting, and blended engagements.
- Describe the criteria for conducting blended engagements, versus pure assurance or consulting engagements.
- Follow a principles-based framework for conducting blended engagements, while ensuring compliance with The IIA’s Standards.
- Develop ideas for reporting the assurance and consulting components of blended engagements.

ADDITIONAL SESSION INFORMATION

How do you plan to make this session interactive? Please check all that apply.

- Question and Answer
- Polling
- Case Studies
- Tangible Tools and Techniques
- Group Exercise
- Other _________________________

Is the content applicable to small audit functions?
- Yes
- No

At what level will this topic be discussed?
- Basic
- Intermediate
- Advanced
- Update
- Overview

For what experience level is your session best suited?
- Staff Auditor
- Experienced/Senior Auditor
- Manager
- Director
- Chief Audit Executive

Please select the most appropriate NASBA Field of Study for your session:
- Accounting
- Accounting (Governmental)
- Auditing
- Auditing (Governmental)
- Behavioral Ethics
• Business Law
• Business Management & Organization
• Communications & Marketing
• Computer Software & Applications
• Economics
• Finance
• Information Technology
• Management Services
• Personal Development
• Personnel / Human Resources
• Production
• Regulatory Ethics
• Specialized Knowledge
• Statistics
• Taxes

**TOPIC: CO-PRESENTER INFORMATION**

How many co-presenters will you have?

- One
- Two
- Three
- I will be the only one presenting

**CO-PRESENTER CONTACT INFORMATION**

First Name: _________________________________________

Last Name: ________________________________

Credentials (if applicable): ______________________________

Job Title: ____________________________ Organization: ______________________________

Country: ____________________________

Email: ___________________________________

Phone: ____________________________ Mobile Phone: ______________________


# ACTION / MEASURABLE VERBS FOR LEARNING OUTCOMES

**Bloom's Taxonomy of Educational Objectives (1956): Cognitive Skills**

<table>
<thead>
<tr>
<th>Foundational</th>
<th>Knowledge Level: The successful student will recognize or recall learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>list</td>
<td>record</td>
</tr>
<tr>
<td>state</td>
<td>define</td>
</tr>
<tr>
<td>name</td>
<td>relate</td>
</tr>
<tr>
<td>tell</td>
<td>recall</td>
</tr>
<tr>
<td>recall</td>
<td>repeat</td>
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<tr>
<td>label</td>
<td>select</td>
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<td></td>
<td>underline</td>
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<td></td>
<td>arrange</td>
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<td></td>
<td>describe</td>
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<td></td>
<td>memorize</td>
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<td></td>
<td>recognize</td>
</tr>
<tr>
<td></td>
<td>reproduce</td>
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</tbody>
</table>

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<thead>
<tr>
<th>Comprehension Level: The successful student will restate or interpret information in their own words.</th>
</tr>
</thead>
<tbody>
<tr>
<td>explain</td>
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<tr>
<td>translate</td>
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<tr>
<td>identify</td>
</tr>
<tr>
<td>restate</td>
</tr>
<tr>
<td>discuss</td>
</tr>
<tr>
<td>tell</td>
</tr>
<tr>
<td>reference</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applied</th>
<th>Application Level: The successful student will use or apply the learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>apply</td>
<td>sketch</td>
</tr>
<tr>
<td>use</td>
<td>solve</td>
</tr>
<tr>
<td>practice</td>
<td>construct</td>
</tr>
<tr>
<td>demonstrate</td>
<td>conduct</td>
</tr>
<tr>
<td>complete</td>
<td>dramatize</td>
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</tbody>
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<table>
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<tr>
<th>Analysis Level: The successful student will examine the learned information critically.</th>
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</thead>
<tbody>
<tr>
<td>analyze</td>
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<tr>
<td>distinguish</td>
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<tr>
<td>differentiate</td>
</tr>
<tr>
<td>appraise</td>
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<tr>
<td>calculate</td>
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<tr>
<td>experiment</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategic</th>
<th>Synthesis Level: The successful student will create new models using the learned information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>develop</td>
<td>revise</td>
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<tr>
<td>plan</td>
<td>formulate</td>
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<tr>
<td>build</td>
<td>propose</td>
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<tr>
<td>create</td>
<td>establish</td>
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<tr>
<td>design</td>
<td>integrate</td>
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<tr>
<td>organize</td>
<td>modify</td>
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<tr>
<th>Evaluation Level: The successful student will assess or judge the value of learned information.</th>
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<tbody>
<tr>
<td>review</td>
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<tr>
<td>justify</td>
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<tr>
<td>assess</td>
</tr>
<tr>
<td>defend</td>
</tr>
<tr>
<td>report on</td>
</tr>
<tr>
<td>investigate</td>
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</table>