

Sharing With Members



TO: Affiliate Contact
FROM: IIA Global Headquarters – Global Relations
DATE: **INSERT DATE**
RE: **TITLE**

The purpose of this communication is to announce the release of the new **Professional Development Resource Guide** and **Invest in Yourself: Join the IIA membership brochure** that contains tools and resources to support your marketing efforts.

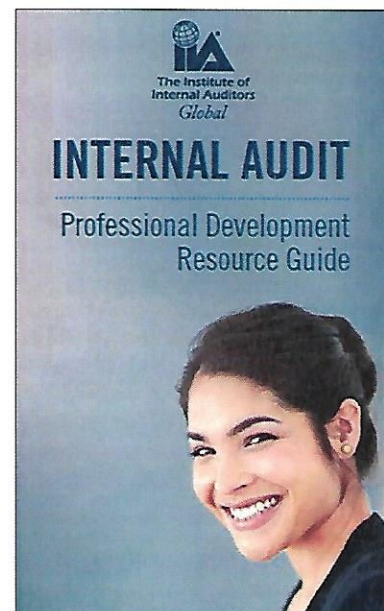
As part of our commitment to provide Affiliates with valuable member benefits and services, we are pleased to announce that the Professional Development Resource Guide and Membership brochure is now available for distribution to your members beginning today or later.

What is the Professional Development Resource Guide?

Available in English, French, and Spanish, the Professional Development Resource Guide highlights key beneficial resources accessible to members to help them advance in their professional development in the internal auditing field. It identifies key tools to support members professional development such as:

- Advocacy resources including position papers
- An explanation of the International Professional Practices Framework (IPPF)
- The premier certification for internal audit – the CIA
- The latest industry research and news that explores current issues and emerging trends.

The resource guide is a great tool for members to help support their growth and evolution in the internal auditing profession. We encourage Affiliates to customize the guide with local member benefits and information about your Affiliate.



Invest in Yourself: Join the IIA Membership Brochure



To support Affiliates in the very important effort of encouraging local internal auditors to join or renew membership with your Affiliate, we have created a new membership campaign to convey the value of an IIA Membership. "Invest in Yourself. Join The IIA." provides an overview of the many benefits of membership from IIA global including members-only pricing on certifications, training, and exclusive access to industry leading research.

Available in English and Spanish, we encourage Affiliates to customize the brochure to promote your local member benefits to future members and to include the local fees for membership.

Share with your Members

We have prepared banners and logos of the "Invest in Yourself, Join the IIA" campaign for your Affiliate website, member communications, or for print publications such as magazine or brochures. There is also a sample marketing copy for email, social media, or website announcements. All are available for download in the marketing toolkit. Banners and logos of the Professional Development Resource Guide campaign for your Affiliate will be available soon.

Thank you for your continued collaboration to provide members worldwide with informative and beneficial resources. If you would like to translate the Professional Development Resource Guide or the Invest in Yourself: Join the IIA membership brochure for the benefit of your members, please contact EMAIL@theiia.org.

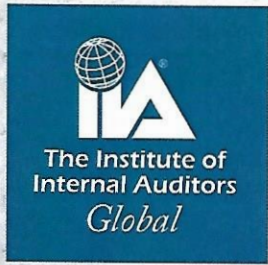
Global Leaders Link: Your action requested



[Invest in Yourself: Join the IIA Imagery and Web Ads](#)

Content to come.

[Access the toolkit now.](#)



JOINING THE IIA IS AN INVESTMENT

in your career and the profession.





The Institute of
Internal Auditors
Global

The IIA is the internal audit profession's global voice, recognized authority, acknowledged leader, chief advocate, and principle educator. With a network of more than 190,000 members in 170 countries, The IIA is the largest global organization representing internal auditors today.

The IIA has set the *Standards* followed by internal auditors around the world through the International Professional Practices Framework® (IPPF®).

The IIA has partnered with more than 30 standard-setting bodies around the world such as the International Federation of Accountants, Organisation for Economic Co-operation and Development, and the International Organization of supreme Audit Institutions

Join The IIA.

MEMBERSHIP TYPES

Membership with The IIA helps you master core internal audit competencies, build effective tools and techniques, obtain credentials that distinguish you from peers, and build lasting relationships.

Membership Benefits	International Member	International Member
	\$100	\$255
Connect with a professional global network of more than 190,000 members.	✓	✓
Full access to the International Professional Practices Framework (IPPF) in several languages.	✓	✓
Complimentary online access to publications such as the award winning Internal Auditor magazine, Global Perspectives and Insights, IIA Global SmartBrief, Tone at the Top, and more.	✓	✓
Exclusive member pricing for The IIA's International Conference, global certifications and qualifications, seminars, and more!	✓	✓
Access to unique content developed by the Internal Audit Foundation and the IIA Bookstore.	✓	✓
Free access to educational webinars that will enhance your knowledge and skills in internal audit.		✓
Access to an additional 12 exclusive webinars throughout the year.		✓
Physical copy of Internal Auditor magazine six times each year, delivered to the address of your choice.		✓

All membership fees are charged in U.S. dollars. Additional fees may apply based on membership type or drafts drawn from banks outside of the U.S.

BE MORE AS A MEMBER.

Boost your earning potential, expand your professional network, and demonstrate your commitment to the internal audit profession. Join The IIA today to:



Connect to colleagues in 170 countries across the globe.



Discover best practices and guidance on day-to-day issues.



Gain the most valued skills through innovative training.



Develop leadership skills as an IIA volunteer or contributor.



Stay informed with the latest news.



Explore relevant issues in *Internal Auditor* magazine.



Enjoy local networking programs to connect you with like-minded professionals.



Save on earning specialty certifications, like the CIA.

KNOW MORE.



The IIA provides the latest resources and topical insights, along with leading practices for applying mandatory and recommended guidance.

Members receive discounts on publications, courses, and conferences — all instrumental in earning CPE credits required to maintain professional credentials.

- *Internal Auditor* magazine
- Members-only Webinars
- Standards & Guidance
- Thought Leadership
- Training & Events
- Executive Leadership Development

Access to information vital for me to tackle challenges and gain insights has helped me shape how my contributions are seen and valued for both my organization and stakeholders.

Ms Xiaolei Zeng, CIA, CRMA
Audit Supervisor
World Bank Group
Member Since 2005





The Institute of
Internal Auditors
Global

MEMBERSHIP MEANS MORE.

Connections. Knowledge. Savings.

Membership in The IIA means premier access to the standards-setting and guidance-producing body of the profession. Plus, exclusive networking opportunities and savings on world-class professional development are even more ways we connect

190,000 members worldwide.

To learn more or join, please visit www.globaliia.org or contact CustomerRelations@theiia.org or +1-407-937-1111.



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GLOBAL HEADQUARTERS
1035 Greenwood Blvd., Ste. 401
Lake Mary, FL 32746
www.globaliia.org