

## INTRODUCTION

The Institute of Internal Auditors Research Foundation (IIARF) is the global leader in providing research and knowledge resources to enhance the internal audit profession.

The IIARF continually monitors the needs of the internal audit profession and its stakeholders to identify high priority topics for future projects. These high priority topics can either become **Research Projects** or **Educational Products**.

**Research Projects** focus on discovering new information about the internal audit profession using academic research methods such as surveys, focus groups, interviews, case studies, literature review, and data analysis. Whenever possible, research projects should include implications or applications for practitioners.

**Educational Products** are designed to provide information that internal audit practitioners can use on the job. Educational products often include “how-to” information, tools, best practices, and so on. (A research component can support the educational product.)

**Author’s Choice Proposals** may also be submitted for topics that are not directly related to the posted RFPs. These may be submitted for research or educational topics, and proposals will be evaluated at least once a quarter. The number of projects selected for funding will depend on the quality and number of proposals received and the amount of funds requested and available.

The following proposal submission guidelines are for an **educational product**. Please note that proposals with a global scope are encouraged.

Return your proposal as a Microsoft Word document or PDF via email to [bookstore@theiia.org](mailto:bookstore@theiia.org). The review process normally lasts 4–6 weeks, but may take longer.

If additional information is needed, please contact The IIA Research Foundation:

Tel: +1-407-937-1358

Email: [bookstore@theiia.org](mailto:bookstore@theiia.org)

Thank you for your interest in The Institute of Internal Auditors Research Foundation. We look forward to working with you.

## PROPOSAL SUBMISSION GUIDELINES

If the proposal is in response to a priority topic, then the proposal should reflect the steps you would take to meet the RFP requirements. If the proposal is not in response to an RFP, then state why the topic you propose is needed in the marketplace. Proposals should not exceed **five pages** (not including the appendices), and should contain the following basic elements.

### PART ONE: ABOUT YOU

#### **Author(s) Name**

**Author(s) Contact Information** (office phone, cell phone, email, or assistant who will serve as point of contact, etc.)

**Author(s) Bio** (provide your bio, including current position, or career focus, affiliations, credentials, media involvement, previous books and estimate of their sales, and any other pertinent information, 100–200 words)

**Author Affiliation with The IIA** (list previous research or educational products produced for The IIA, volunteer participation, chapter officer, etc.)

### PART TWO: ABOUT YOUR BOOK

1. Briefly describe (200–300 words) the overall concept of your book, including the main topics you address, the compelling reason you believe the book would most benefit the internal audit profession, and what you anticipate accomplishing with a release of the book.
2. What are the consumer benefits and anticipated need for this book?
3. What are the unique editorial/content points that make this book unique from other books on the same topic?
4. Who is the target audience for this book?
5. Why would you like for The IIA Research Foundation to publish this book?
6. What are your expectations with regard to publishing?
7. Is the topic of this book something that has been repeatedly requested by your peers and/or the internal audit field? If so, has it been made available through CD, DVD, or website and been repeatedly bought/requested? Estimate of sales?
8. Are any other publishers looking at this project?
9. What is the time frame you have in mind for when the book will release? Is this tied to any special event that you are planning to promote the book? When will the manuscript be completed? [Be mindful that the standard publishing process will take 12–18 months.]

In the body of the proposal outline, include:

- Proposed annotated table of contents: this should include potential chapter titles along with 2–3 sentences describing each chapter.
- Identification of problems/issues this product would address.
- Itemized timeline and financial compensation expectation.
- If a multi-author project, identify the proposed author team members, including a brief description of their roles.
- Appendices: curriculum vitae (CV) or résumé for each author (3 pages maximum per author).

#### Publishing Details

- Estimated length of the manuscript
- Examples or descriptions of any artwork, including the total number of illustrations/tables/figures to be used
- A statement of expected deliverables (manuscript, tools, checklists, etc.)

## PART THREE: ABOUT YOUR PLATFORM

In an effort to effectively market and sell the book, we would like to get a better idea of who you are from a marketing perspective. Please answer the following questions as completely as possible. Your answers will help us successfully position your proposal.

Are you active in social media? If so, what networks (e.g., Facebook, Twitter, LinkedIn, YouTube, etc.)?

What opportunities do you have available for cross promotion?

- Other media, if any? Number of viewers? Frequency of programming?
- Do you have a traditional mailing or email list? If so, how many names are on your list?
- Business website?
- Do you have personal or professional contacts (i.e., news, journal, radio, or TV)?

Do you have any ideas for promoting your book that you want to share with us? What do you plan to do to market and promote the book?

Please tell us about how much time you spend on the road doing events and the number of engagements at which you speak annually.

Have you ever done media interviews to promote a book? If so, what outlets (e.g., radio, television, web events)?

Who will you pursue to write the Foreword and/or endorsements?

Use the following tables to list two books from other publishers that compete with your book and two IARF books that may be comparable to your book. (“Format” means paperback, hardcover, e-book only, etc.)

COMPETITIVE TITLES (Other Publishers):

Title	Author	Publisher	Year of Pub	Format	Page Count	Retail Price

COMPARATIVE TITLES (IARF or Sawyer Library):

Title	Author	Imprint	Year of Pub	Format	Page Count	Retail Price

**Submit proposals to:**  
[bookstore@theiia.org](mailto:bookstore@theiia.org)

**For more information:**  
The IIA Research Foundation  
247 Maitland Avenue  
Altamonte Springs, FL 32701-4201  
Tel: +1-407-937-1358  
Fax: +1-407-937-1101