



th **AFRICAN FEDERATION OF
INSTITUTES OF INTERNAL
AUDITORS**

Internal Audit & The integrated approach,
a governance and performance enablers

JUNE 27-28, 2018

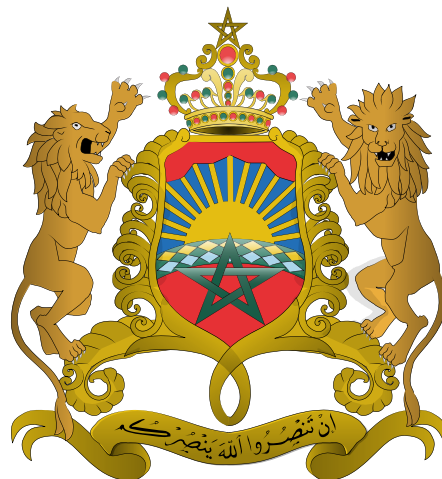
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WHO ARE WE ?

The Institute of Internal Auditors (IIA-Morocco AMACI) is a non-profit organization

- Established in 1985,
 - Founding member of the Francophone Union of Internal Auditors (UFAI) since 1989,
 - Member of the International Institute of Internal Auditors (IIA) since 1991,
 - Member of the African Federation of Internal Audit Institutes (AFIIA),
 - Member of the European Confederation of Internal Audit Institutes (ECIIA) since 1997,
- The institute brings together the internal auditors of the public and private sectors.



OUR GOALS

1. To develop the principles, systems and methods of Audit and Internal Control within companies and public or private organizations
2. Better define, promote and enhance the Internal Audit profession through sustained training activities and information
3. Create and maintain between its members links of friendship that can foster communication and

the sharing of expertise, knowledge and experience

4. Establish and maintain relations with the services of the Administration, the body of Higher Education, the Media and the National and International Associations and Audit Institutions
5. Develop any activity related to the field of Internal Audit



ORGANIZED EVENTS

1991: National Symposium under the theme: "Internal Audit: Efficiency and Progress"

1993: International Conference under the High Patronage of His Majesty the King under the theme: "Audit: The change"

1997: International Conference under the High Patronage of His Majesty the King in collaboration with the UFAI (Francophone Union of Internal Audit) under the theme: "Internal Audit: What practice for the 21st century"

2001: International Conference under the High Patronage of His Majesty the King in collaboration with the European Confederation of Institutes of Internal Auditing under the theme: "Internal Audit and Management of Complexity"

2005: Conference-debate on the occasion of the 20th anniversary under the theme: "What synergies for the components of Governance, Risk Management, Internal Control and Audit"

2008: Conference-debate under the theme: "Internal Audit and Governance"

2010: International Symposium under the High Patronage of His Majesty The King under the theme: "Internal Audit: Activity with high added value"

2013: 1st Maghreb Symposium under the theme "Internal Audit, pillar of good governance"

2015: IIA Morocco's 30th anniversary conference under the theme "Internal Auditing in the face of new challenges"

SOON →

5th AFRICAN FEDERATION OF INSTITUTE OF INTERNAL AUDITORS

JUNE 27-28, 2018
HOTEL FOUR SEASONS CASABLANCA

THE PROJECT

The African Conference of Internal Audit is a large-scale international event bringing together audit and internal control professionals from African countries, both french and english speaking countries, as well as from Europe, North America, the United States and Middle East.

For its 5th edition, AFIIA has chosen **IIA-Morocco AMACI** to organize this conference, taking into account the success of its previous national and international conferences and symposiums.

FINALITY OF THE CONFERENCE



The conference will be an exchange event and an opportunity for the sharing of experience between internal audit professionals from different business sectors and different geographical and cultural environments.

TECHNICAL SHEET OF THE EVENT

Title: The 5th African Conference on Internal Audit

Theme: Internal Audit & The integrated approach, a governance and performance enablers

Dimension: A national and international goal

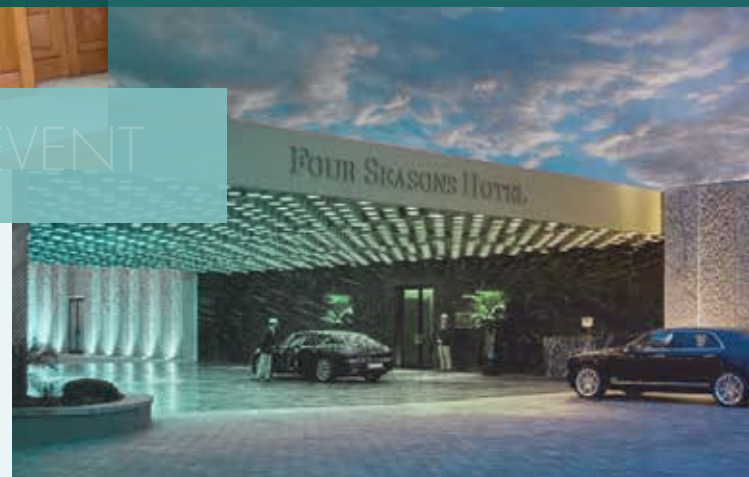
Location: «Four Seasons» Casablanca - Morocco

Date: June 27-28, 2018

Organizer: IIA MAROC – AMACI

Partners: Audit firms - Software publishers - Economic press - Radios - TV - Schools of higher education - Banks - Insurance - Telecom Operators - Large national groups.

Target: More than 300 participants, directors and



executives of auditing, compliance, inspection and risk management entities in the public and private sectors, as well as directors and officers, magistrates of the court of auditors, general inspectors of finance and general inspectors of ministries.

Funding sources: Participation fees and sponsorship

THE FORUM

The forum will be held on June 26, 2018, and will bring together different decision makers, namely:

- General Directors;
- Members of audit committees;
- Audit Directors;

To discuss topics related to governance, the functioning of audit committees and interactions between Audit Departments, General Management, Audit Committees and Boards of Directors.

ORGANIZING COMMITTEE



COMMUNICATION CAMPAIGN

The 5th African Internal Audit Conference began in September and this through:

- The posting of the poster of the event on social networks LinkedIn and Facebook (IIA Morocco page) as well as on the IIA Maroc-AMACI website;

- Mailings to audit managers of Moroccan and other international companies;

It will expand through other communication media namely:

- Distribution of brochures at the level of Moroccan companies and their mailing to international institutions;
- Releasing on Local press;
- Banner advertising at the approach and during the event;
- Roll-up during the event



PARTNERSHIP FORMULAS *

PLATINIUM SPONSOR 20.000 USD

((NON-EXCLUSIVE FORMULA))



- A dedicated stand;
- Insertion of the logo in the program, on the banners and the dressing racks of the conference rooms;
- Insertion of the logo on the front page of the Conference review (+1500 copies);
- Ability to include in the participating pack the company advertising brochure;
- A Press Announcement Page in the Conference Review;
- An editorial page in the Conference Review;
- Insertion of the company name and logo in press releases;
- Advertising Four_color page 4th cover;
- A link on the website dedicated to the conference;
- Display in Plenaries and Workshops;
- Eight invitations to the conference;
- Possibility of distribution of POS materials and promotional items at the exhibition venue and at the entrance of the conference rooms;

*Annex : Partnership sheet

GOLD SPONSOR 10.000 USD



- A dedicated stand;
- Insertion of the logo in the program and on the streamers;
- A Press Announcement Page in the Conference Review;
- 1/2 page editorial in the Review of the conference;
- Insertion of the company name and logo in press releases;
- Advertising Four_color page 2nd cover;
- A link on the website dedicated to the conference;
- Display in Plenaries and Workshops;
- Possibility of distribution of POS materials and promotional items at the exhibition venue and at the entrance of the conference rooms;
- Four invitations to the conference

SILVER SPONSOR 5.000 USD :



- A dedicated stand;
- Insertion of the logo in the program and on the streamers;
- A Press Announcement Page in the Conference Review;
- Insertion of the company name and logo in press releases;
- Advertising Four_color page 3th cover;
- A link on the website dedicated to the conference;
- Display in Plenaries and Workshops;
- Two invitations to the conference;

STANDARD SPONSOR 2.500 USD



- Insertion of the logo in the program and on the streamers;
- A Press Announcement Page in the Conference Review;
- Insertion of the company name and logo in press releases;
- A link on the website dedicated to the conference;
- Display in Plenaries and Workshops;
- An invitation to the conference;

CUSTOMIZED FORMULAS

Customized formulas can be determined by mutual agreement between IIA-Morocco and the sponsor who wishes (quote name and insertion of the logo on documents tickets and menu cards):

Participation in the sponsoring of lunches and coffee breaks during the conference	2.500 USD
Support for material costs and documentation (paper and other media)	2.500 USD
The rental of a dedicated stand during the conference	2.000 USD
An indoor four-color advertising page	600 USD
An interior four-color half-page advertising	400 USD

OUR PREVIOUS SPONSORS



SPONSORS CONTACTS

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PARTNERSHIP SHEET



Company:

Name:

First name:

Function:

E-mail:

Direct line:

Wish to become a partner of the 5th African Conference on Internal Audit
(Select option chosen)

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- GOLD Sponsor
- SILVER Sponsor
- STANDARD Sponsor
- Custom formulas:
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