**Stakeholder Panel Discussion**

Below is a list of recommended steps for a stakeholder panel discussion during an IIA chapter meeting:

* Invite a CEO, audit committee chair/member, coworker (non-auditor), and college student to be special guests at a chapter meeting.
* Hand out printed chapter announcements so that the entire meeting can be devoted to the panel discussion.
* Introduce the panelists.
* Ask each panelist to provide a two-minute description of his or her relationship to, and understanding of, internal auditing.
* Hold a question-and-answer period, with the following suggested questions for the panel:
  + In your view, what can internal auditors do to enhance their image?
  + What do you view as the greatest benefit internal auditing brings to the organization?
  + What can we (as a chapter) do to help enhance the perception of the profession?
* Send a letter of appreciation to each panelist after the meeting.