

Questions to all Candidates

From: Sylle Arvidieu

1. What is your take on there being several memory associations presenting themselves as being global? Where does the IAM fit in?

I feel that the more memory associations there are the better for promoting the sport and providing opportunities for the athletes. There is room for all.

However, I do not agree with any association aggressively promoting 'we are the one true global association'. The role of the peak global association can only be earned, not claimed. It is earned by being a truly open, democratic association that is there for the athletes and not for profit or other gain. I feel the IAM is well suited to build this position.

2. What would be your top two ideas to help broaden the memory competitor base?

- A wide range of educational videos created and curated by the IAM, presented in a logical and very consistent way. Basic and more advanced techniques in each area. These can be centrally organised but created by willing IAM volunteers athletes across the world.
- A focus on marketing to local media and social media, to generate excitement and interest around the amazing feats performed by the athletes at competitions.

From: Lynne Kelly

3. Some motivation letters referred to the value of memory sports for education and implied a role for IAM extending beyond sports to promoting the broad benefits of memory training. Do you see this as a role for IAM? If so, to what extent?

4. Some motivation letters talked about the high entry level into the sport. Can you point to some successful efforts in that field and / or ideas you have for making it more accessible?

I have answered Question 3 and 4 together.

I feel the IAM is best placed to keep the focus on sports, as the memory techniques can be applied anywhere.

A range of education resources fits into this sports focus, and we can also direct to wider resources around memory and the benefits of training. I also like Ben Pridmore's idea of setting up the IAM website so anyone can come to the site knowing nothing about memory sports and leave understanding it.

The perception of a "high entry level" for memory sports is in part a lack understanding of what memory sports are and how these are skills anyone can learn. Steps that can be to change this public perception include:

- ! Education around memory techniques and memory sports will assist this. For my part in the Oceania region I intend to further share this knowledge. There are many ways this could be approached.
- ! Increased media coverage around the sport to increase recognition and encourage new members.
- ! A "learn the basics videos" series from some of the world's competitors created as a video (youtube?) resource embedded into the IAM website.
- ! Perhaps a more active idea could be along the lines of IAM educational conferences from time to time in the different regions. These could be organised by each region but following a IAM template. Volunteer athletes could run this to introduce memory techniques. I think many athletes would jump at this opportunity, myself included. The aim would be to educate and then provide resources for those who would like to continue on afterwards.

From: Kelly Knight

5. What is your approach to bringing new members, especially young ones, into the sport?

Get memory techniques out into the population and education system and also ensure that competitions are structured to attract and support younger members. Have more competitions if possible and ones just for juniors too.

With three kids of my own I see the huge benefits of teaching memory skills to children. It can be made to be fun so they don't even realise they are learning how to learn.

From: Florian Minges

6. What is your opinion on the ongoing digitalisation of memory sports? Yay or Nay? Why?

Overall I am in favour of digitalisation of memory sports. This makes the sport more efficient for both athletes and arbiters, enforces a common standard, is more transparent (if done well) and reduces errors. It also allows a simpler ramp to increase the number of competitions held and changes the perception of the sport as being in synch with our digital life, making it especially more accessible for youth.

7. The IAM is currently looking for a host for the IAM World Memory Championship 2019. The DL for applications is the 7th of December (so before your answers to these questions will be published). What do you think about the feasibility of organising an IAM World Memory Championship in your country, either next year or sometime in the future? What are the biggest obstacles? Is there anything that could be done or changed to make it easier / more convenient in order for someone to host it in your country?

Australia isn't a current contender for this, with a smaller memory sports population at the moment and a long trek for most of the memory sports community. One for the future.

! 8. The memory sports community has many dedicated volunteers who are contributing to it in many different ways, both internationally and nationally. If you could highlight one such person today (who is not also running for the IAM International Board right now), who would it be, and why?

Simon Orton. He is a committed Australian memory athlete and active advocate, who is deeply involved in the development and use of memory software, including Memory League co-founder and Art of Memory software developer. He has also been very helpful personally, generously responding to my queries.

From: Anonymous

9. How do you consider your own potential contribution to the board to be unique, compared to the other candidates?

My careers as a professional artist then in the finance industry help me to think outside of the square while still being driven, logical and organised.