

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 don't see a problem with there being multiple memory associations. I realize it can get confusing for the public when they see claims of there being more than one global organization, 2 world championships, etc. But at this point, with more associations around, it means the sport can get more exposure. IAM has made it clear that they are a professional, autonomous organization that cares not about profit and fame but about the sport and the competitors. They've led by example being inventive, accommodating. IAM has made it clear, especially with the new revamped stats website, that they are to be taken seriously and are the standard when it comes to memory sports. Having competition (for lack of a better word) doesn't hurt either. It can push every organization to be better.**

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

- 1) Implementing more lenient scoring for children and introducing a beginner's category.**
- 2) Encouraging IAM Board Members and others in the community to hold memory clinics within 1 month or so of memory events to encourage participation and promote the event and memory techniques in general.**

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?

**I believe the IAM can play a role in promoting memory techniques beyond the sport. I do not think that should ever become the primary focus, but I see no harm in IAM members holding clinics, IAM posting articles or videos on social media with basic techniques and strategies of memory sports. I would not be opposed to IAM also making some sort of training or resources part of their website where newcomers could come and find information that could help start them in the right direction.**

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 believe that becoming more attractive to newcomers and children is important, as stated above and below. Again, if some rules were adjusted for children and beginners, I don't think it would affect the overall integrity of the sport. More active and creative ad campaigns would help spread the word for smaller events as well. It would be beneficial**

**for IAM to utilize social media and post more articles and videos to garner more interest from newcomers, casual fans of the sport, and the public in general. IAM's YouTube Channel currently has a handful of videos which are just athletes competing. Those are valuable, but some instructional and/or educational videos would be helpful too.**

From: Kelly Knight

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

**I would like to see more lenient scoring for children. Memory sports are special in that they demand the very best of us, but being discouraged from the start can deter young ones from continuing to pursue memory sports further. At the IAM even in Canada this year, a number of children had impressive amounts of correct data but because of the harsh scoring, the 36 numbers one child got correct in speed numbers ended up being a 0 (this is just one example of many from this event). It was very disheartening for them and this is something I want to prevent from happening.**

**I also believe in establishing a beginner's category as well for non-child athletes. Rules could be similar to what applies to children, and could encourage some curious or self-conscious folks out there to give it a shot.**

From: Florian Minges

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

**I am very much in favour of digitalization. Ultimately, having the option of either digital and paper is ideal, but using digital for recall (like at this year's World Championships) means fewer volunteers required to score, fewer errors, and quicker score tabulation. It can also increase the chances of having more competitions as they will, in theory, be easier to organize and run with this feature. This also means competitions in separate locations but held simultaneously is a possibility (I am thinking of my native Canada when I say this as Canada is such a large country). I realize not everybody is in favour of this but in order for the sport to grow and thrive, I believe it is important we become more accessible.**

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 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?

**This actually plays a bit into what I said above. Canada is a huge country and air travel is not cheap here like it is in other countries. This makes it incredibly difficult and unattractive for folks to travel across the country and compete. It is also difficult to bring out certified arbiters as well. Earlier this year the IAM did the first ever remote arbitration**

**in Westlock, Alberta, Canada and it was a total success. I believe solutions like that and having digital options can make it more feasible. For a World Championship, it makes the most sense to have the event in one location. Cities are generally spread apart in Canada and can make transportation for tourists difficult, especially in December. But if a World Championship event were held in a major city like Vancouver, Montreal, Toronto, or Edmonton, that would be feasible. For future Canadian events, holding simultaneous events in multiple locations is something that I realize might not be welcomed but it is something I would like to explore as long as the integrity of the sport is unaffected.**

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?

**One person who has been an amazing contributor and ambassador in the memory community is Darren Michalczuk. Darren was the host of the 2018 IAM Canadian Championship in Westlock, Alberta, Canada. He rallied volunteers (teachers from his school and his student's parents) and they all worked super hard to make the event happen. He is also the author of Brain Magic: The Memory Code. In the book he outlines all the basic techniques he has used to get his students over the years to learn math, science, music, language, history, geography, etc. quickly and efficiently. He has been a huge help to me personally on my journey into memory sports and he continues to teach this stuff to his students with great success and results.**

From: Anonymous

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

**I've talked a lot about being open to digitalization and increasing accessibility. Again, these are things I really want to explore further and I applaud the IAM's efforts thus far. They have been very open-minded, accommodating, and forward-thinking. This is an attitude and mindset I value and identify with greatly. Anything that will increase accessibility of the sport and make competitions more attractive and easier to attend is something I am open to, as long as the integrity and honour of the sport remains unaffected. Having only been really into memory sports for about 3 years, I believe I bring a fresh perspective to the memory community as well.**

**I am also very open to comments and criticism too. If I can be doing something better, I want to know. The memory community is an important thing and I take the sport very seriously. As someone only really familiar with Canada and the USA, I am willing and open to hearing from others in the Americas jurisdiction and what they need to help grow and promote the sport in their town/city/country. Whether you're in Canada, the USA, Mexico, Greenland, Central America or South America, I will do what I can to help you!**