

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

A: the IAM is a democratic association that focus in promoting the sport, it's a separate memory association and it is global too! We are not having any intentions against any other association, rather than focusing on promoting and improve the core of our association. IAM is simply the future of memory sport, and doesn't belong to any old organization, and that is where IAM fit in! Moving the sport into a brand new level, and a step toward the future.

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

A: If I'm going to be one of the lucky candidate from Africa, all my attention will be focused in spreading mnemonics and the IAM Spirit everywhere and particularly in African regions, by a couple of ideas that can be summarized as follows:

1-spreading mnemonics by educational programs that will be held in different parts(countries) of Africa, having some help of (Candidates), each candidate will represent a specific area(most likely his country), and these candidates will be chosen according to their potentials, and their passion toward the sport.

2-organizing couple competitions to have the attention of surrounding communities, because people these days would love to see more results than just words written in papers that's called "mnemonics techniques", and that eventually will help to broaden our memory competitor base.

Q.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?

A: Actually that's is a very good question. In 2017 I used memory techniques for educational purposes, and it was very helpful specially with programing stuff, so after that I met a friend of mine "Badr Ibrahim" he is a memory athlete and a medical student, and he was totally believing that "memory techniques" could be a game changer for every student, because these techniques helped him along his collage life, and he already managed to transcript this Idea into a short simple training programs that helped many students from different levels enhancing their educational performance, and he talked about his experience in a TEDx talk last august. From my angle of view, this will not be a direct goal of IAM as an organization, but it will serve the same purpose indirectly by encouraging young students to use their memory in a more efficient way, and that's will eventually help student through their educational life.

Q.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?

A: Since 2017 we just had that dream of organizing our first competition in Sudan and this idea was completely supported by my friend "Badr Ibrahim", and I helped him to spread mnemonics to different parts of Sudan and we had the chance to organize more non-profit training programs in order to train more than 100 competitors for our next year "Sudanese memory championship 2019", but that's all what I have done in the previous year hopping to see the results of this hard work soon, and now we have to broaden our working-area to all Africa by similar methods, since it's the most effective and convenient way to spread mnemonics in such areas(African societies), with simple active-based training programs, and of course with advanced spreading using media and online as a supportive base to attract more people and to make our community further accessible.

From: Kelly Knight

5. What is your approach to bringing new members, especially young ones, into the sport? My main Ideas to bring new young members to our community is by direct contact targeting mainly collages, high schools, and even elementary schools, and this way

already came-out with good results, and we already had the chance to make this happen in 2017

with all the programs that I've already described previously, but simply it's all about a non-profit short simple training programs, to make these young's understand the basic nature of this techniques and describing the more complicated techniques step by step, and that's all based in active learning training program. Also we used to bring memory techniques to social media, and we now are heading to build the first Arabic online community, since that's will be the first of its kind and they will have members from the same region, thus creating an easy accessible community to all categories even elderly people, with editable layout having multiple languages of other African societies.

Q.6 what is your opinion on the ongoing digitalization of memory sports, yay or nay? And why?

Answer: for me I prefer digitalized events more than pen and papers from! And here is why! :

- 1- Digitalized events will guarantee to all competitors that they will have a better presentations with a technology that will aid them to achieve the best performance at a particular event, allowing them to edit the layout to fit with their systems (like a user of a three-digit system, would prefer to have a number chunks composed of three digits at a time rather than just 2 digits and vice versa for a user of a 2-digit system).
- 2- Digital memory events will be a time saver for the organizers, with an automatic-based system to evaluate the final score on each event, and minimizing the err nearly to 0%, and that's would be just fair for all competitors, without any room for any kind of manipulation, and that's will give a very reliable results.
- 3- Digital events will help promote "memory sport" in general, and it will add a lot of new creative and enjoyable events, and thus it can attract more people instead of the normal pen-paper theme, eventually that will promote the sport in general, and it will be a step toward the future of this sport.

Q.7 Part (I): 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 organizing an IAM World Memory Championship in your country, either next year or sometime in the future?

Answer: Actually for me the question is, why not? Specially here in Sudan! And of my experience, since I was in the organizing team of a different events, the one thing you need here to bring your event alive, is to find a sponsor and a suitable place, so with a good advertising media such as social media ..Etc. and a little efforts to organize a small presentation workshops to introduce your project to the local community, eventually you will find your audience! And in case of a global event (such as the IAM WMC) we need all the IAM candidates helping at their field to bring the event alive, applying the same plan to their communities, and all set up!

Q.7 Part (II): What are the biggest obstacles?

Answer: The greatest obstacle in my opinion, is finding a good sponsorship, and that could be a little bit source of struggle, but once it have been found the problem is solved, and one year should be enough to find a lot of good sponsors, and coming secondly, the struggle of finding a suitable place that fit with the demands of providing a good conditions to the competitors and the organizing team so everything could go smoothly, and there is a list of many places like that in my country, so putting a little time searching will eventually lead us to the right place.

Q.8 Part (III): 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?

Answer: Actually there is not much to do from the outside, but if so may be just with having some help of an inside members that have some organizing experience and they will do the magic.

Q.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 hi

highlight one such person today (who is not also running for the IAM International Board right now), who would it be, and why?

Answer: If I'm going to choose someone, it would be definitely "Kattie Kermode" she was very helpful to the IAM along the way, building the core of IAM, organizing, and even competing to help IAM grow! With a great spirit of volunteerism.

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

I'm not pretending to be the best guy for it, but at least I know what I'm doing, actually I'm already in the middle of my own plan to organize a lot of events related to memory sports in Sudan and I started this with my friend Badr Ibrahim (a memory athlete) since 2017 spreading mnemonics at Sudan, and we had the chance to talk about our journey at a TEDx event, so in either ways I'm making a considerable candidature, even though I didn't planned to be one of the representative candidates of the IAM board, but I'm glad to finally have the chance of such honor, hoping that will be a step for me and for IAM to widen our borders to all Africa!

Question to Moed Mohammed from Akash Rupela:

You mention that you look forward to spreading the sport everywhere in Africa? Do you have any details on how you plan to accomplish this feat?

Spreading the sport everywhere in Africa should be the goal of the year, even though it's a little bit hard to accomplish that in all parts of Africa in a matter of just one year, but at least we will make our first step by following a time convenient procedures:

- 1- I can have a multiple assistants (candidates) from all African countries, by inviting them using all contacts that I have and of course the "social media" to encourage people all around Africa to be part of a big move spreading memory sports into their countries, and eventually to all Africa.
- 2- After that I can add them to a closed group as we did creating IAM community all around the world, so it's not impossible to do that in just Africa.
- 3- Each candidate will represent a specific area (most likely his country), and these candidates will be chosen according to their potentials, and their passion toward the sport.
- 4- Provide all candidates with an online training programs to spread mnemonics in their countries, and helping organizing their first IAM national competition.
- 5- Inviting them to join the "African memory championship" so we can build a true community, and that will help strengthen the connection between us, so it will be wonderful seeing different African countries all gathered in one place, sharing the same passion toward memory sport.
- 6- After the championship we can evaluate the candidates from all Africa so we can help improve their potentials by sharing with them all our knowledge and methods to spread mnemonics, and the IAM spirit to all around Africa in a very efficient way.

This method have been assessed specifically to meet with the particular circumstances and social characteristics of the African societies.

My regards..
Moed Mohammed