

# HELLO!

P A K I S T A N

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CHAMPIONS OF PAKISTAN

## EMMA ALAM & COACH SANIA ALAM

WINNERS OF 29TH  
WORLD MEMORY  
CHAMPIONSHIP 2020



### SOMY ALI

FEARLESS ACTIVIST &  
FORMER BOLLYWOOD  
ACTRESS

### EXCLUSIVE

CANDID & CONVIVAL

### TAN FRANCE

WORLD RENOWNED  
STYLIST & FASHION  
EXPERT



**'We believe that it is the fundamental right of everyone to be educated and trained on the skills that teaches them true meaning of life and supreme capabilities of the brain'**



From Left: Syeda Kisa Zehra, Syed Nabeel Hasan, Shomie Alam, Sania Alam, Abeerah Ather and Emma Alam.

# CHAMPIONS OF PAKISTAN

**MOST DECORATED MIND SPORTS ATHLETES OF PAKISTAN WON THE ENTIRE CHAMPIONSHIP, 13 MEDALS AND BROKE FOUR WORLD RECORDS!**

**T**he year 2020 ended on an incredibly positive note for Pakistan. We are talking about the accomplishment of our superstars that brought the entire nation into global spotlight through Team Pakistan's fabulous performance in the 29th World Memory Championship. Emma Alam took the internet by storm by becoming the World Memory Champion.

16 countries/regions and more than 300 competitors had participated in the competition via sub-venues, competed over 10 disciplines in 3-days competition. Participating countries were Pakistan, China, Canada, the United Kingdom, South Korea, Vietnam, India, Malaysia, Algeria, the United States, Hong Kong (China), Macau (China), Taiwan (China), Libya, Qatar, and Iraq.

We spoke with Emma Alam and her coach Sania Alam, who shared with us how they achieved this

remarkable feat.

Firstly, massive congratulations to both of you and the entire team for making us all proud. Sania, so I understand that you are the coach who trained these talented mind sports athletes, but please give us a little background on how this was achieved and what is this all about?

**SANIA ALAM:** Thank you to the team of HELLO! For honoring and appreciating our work. Having received global recognition and appreciation has been such a motivational experience for the entire team.

We started our project Institute of Human Memory Development International, which is now called Futuristic Learning, with an aim to connect everyone with their natural super-learning abilities. Our admirable founder, Dr. Mohammad Alam,

envisioned a nation where everyone was using the full capacity of their brain, and leading optimum life. With this mission we have created a global hub of life transformational courses that aim at producing individuals with success mindset and smart brain.

At Futuristic Learning, we believe that it is the fundamental right of everyone to be educated and trained on the skills that teaches them true meaning of life and supreme capabilities of the brain. What we have designed could very well be called the User Manual for the Human Brain. We have done an extensive 20 years of research on the powers of the human brain, mind, heart and consciousness.

It is wonderful to know there is a group of people who are providing solutions to a global issue. Emma Alam, what was your experience as a winner?



Commandant of the Command and Staff College, Quetta where she presented the technology of Mind Mapping to around 400 Pakistani Officers.

**EMMA ALAM:** I feel immensely proud to have achieved this title for my country, as well as, broken 3 world records. It is a personal achievement as well as one that makes my nation proud. I am profoundly grateful to Dr. Alam and his institute for making these trainings available in Pakistan, which is the biggest reason for why I was able to achieve this. I am also grateful for my trainer Sania Alam for investing time and effort in helping me prepare for this tough competition against athletes with strong memory and supreme brain capabilities.

Appreciation also to the founders of World Memory Championships, which was established jointly by renowned Raymond Keene and Tony Buzan, famed inventor of Mind Maps, in London in 1991. The late Tony Buzan was world's top 5 speakers reported by Forbes Magazine. He was the one who popularized the idea of mental literacy as well as being the author/co-author of more than 80 books. Raymond Keene is Grandmaster of Chess, and an appointed Officer of the Order of the British Empire by her majesty Queen Elizabeth.

**Emma did you always have a good memory, or was it some memory techniques that you picked up from the institute, or was it a combination of both?**

**EMMA ALAM:** I did not have a super memory; on the contrary, I enrolled in the Futuristic Learning's memory course because I wanted to improve my memory for my studies. I was not particularly an intelligent student, because I always struggled with my studies so, the initial aim was to boost my memory enough to pass exams. The course helped me and invoked my interest after I noticed a dramatic shift in my memory and academic results.

Ever since then, I used the skills I learnt through Speed Reading, Memory Skills and Mind Mapping Courses to swiftly complete my studies as well as to compete in these competitions.

Team Pakistan, including myself, have participated in 11 international and world memory, speed reading and mind mapping competitions and won 11 trophies and 45 medals. Team Pakistan holds many other Champion titles including: Shomie Alam, French Mind Mapping Champion, Syeda Kisa Zehra, U.K. Speed Reading Champion, and myself, the World Mind Mapping

Champion in junior category

**How can memory help you in school and in life?**

**EMMA ALAM:** Memory plays a pivotal role in our daily lives as a student. Current global education systems are not only outdated, but majority are based on rote learning methods, because no one is coaching students about how to learn. It is easy for parents and teachers to tell the student what to learn, read, memorize, but no one is directing the student on how to learn, speed read and memorize. And this is my aim, to become an example that youngsters can emulate. I want to spread awareness about the importance of brain training and technologies that build the human capability. Once you get to know how phenomenal the human brain is, you never go back to the mundane methods of learning.

**SANIA ALAM:** While basic education is important and can be completed in fraction of the time and money, however, education systems solely focus on providing predefined set of knowledge from textbooks, which aim to create a multitude of individuals with a belief they are only fit to become an employee.

I believe, education systems play a particularly important role a student's life and should also teach youngsters how to acquire attributes of a world class mindset, how to become a better human, how to deal with life's situations creatively and coherently.

The early years of life spent acquiring basic education are the most sensitive part of any child's life. During this time-frame student develop permanent personality, beliefs, and outlook on life. This is the time where education systems should develop attributes of creativity, passion, kindness, art of appreciation, gratitude, forgiveness and love. Only a person with these attributes can conjure an all-inclusive vision.

These attributes focus on integrating, whereas current education system only focuses on dissecting. There is no curriculum in any education system that can teach you how to become a billionaire or acquire a billionaire's mindset. None of the current billionaires are a product of high-level educational degrees. Business tycoon, Elon Musk says GPA is a worthless criterion for hiring ▶

**'But if you are waiting around for an opportunity to drop by rather than creating an opportunity for yourself, then let me tell you, your wait will not end anytime soon'**  
- Sania



Emma Alam and Sania Alam stand proudly with their trophies and medals that they won in various Championships.



Emma Alam holding her Medals



Shamim Alam holding her Medals



Syed Nabeel Hasan holding his Medals



Abeerah Ather holding her Medals

**'When given equal opportunities, young girls and women perform above and beyond. Not in comparison to men, but in terms of their own self-constructed or society-defined limitations'**  
- Emma

and that he could not care less whether candidates graduated from college at all. It is these ambitions that provoke a desire within to accomplish something all-inclusive for humanity and the world. This desire becomes a vision, and that vision makes you a billionaire. Which in turn gives you access to proper resources, and the capability to effect lives globally.

**EMMA ALAM:** I agree, and I think the question every child should ask parents and teachers is: What kind of a person are you helping me become and what will that type of person become in the future? A person who works in a multinational firm as a hard working employee or a person who can provide global solutions like Bill Gates, Jeff Bezos, Elon Musk, and Mark Zuckerberg? A person who works to fulfil someone else's big dream, or a person who envisions his or her own dream and makes it happen.

What courses does Futuristic Learning offer that our readers can reap benefit of?

**SANIA ALAM:** Super-Learning courses include: the 3 pillars of learning which are Mind Mapping, Speed Reading, and Memory Skills. And we also have Applied Innovation, Memory Athletic, Exam Success and Math Genius.

And Self-Management courses include: Art of Self-Management, as well as, The Science of Achieving Deliberate Success.

Where do you see yourself in 5 years? What is the future of Pakistan in this field?

**SANIA ALAM:** In the years to come we want to completely insert all these technologies in the education systems so that students can expedite their learning processes through the use of their supreme brain capabilities. We will also be constructing our own schools and institutes in which within 2-3 years the child will be able to complete basic level education at the age of 10-12 and save the rest of the time working on creative-innovations that can transform and impact the world.

What are your thoughts on the conservative attitude of people towards women in competitive fields? Have you ever found it difficult to get recognition because of your gender?

**EMMA ALAM:** Culturally speaking, since generations we have maintained a society where women and the talent of young girls are less regarded, but someone has to take a stand and participate in such fields so that we can change the norms.

When given equal opportunities, young girls and women perform above and beyond. Not in comparison to men, but in terms of their own self-constructed or society-defined limitations. I believe that gender does not play any part in the capabilities of the human brain. We all have the same brain with the same innate super-learning abilities. I hope I have inspired many young girls to step up, believe in their abilities, acquire these super learning skills to save valuable time and make optimum use of the brain capabilities, as well as have a world-class mind-set.

What is your message for girls who are finding it difficult to get support from people around them?  
**EMMA ALAM:** Life is all about choices. If you



Team Pakistan after winning 3rd place Country Award at the 3rd Asia Pacific Memory Championship 2019, Malaysia



Opening ceremony of 29th World Memory Championship 2020



Emma Alam at the 28th World Memory Championship 2019 in Wuhan, China.



Team Pakistan at the 28th World Memory Championship at Wuhan, China



Sania Alam participating as the International Arbitrator at the 28th World Memory Championship 2019 in Wuhan, China.



Team Pakistan at the 12th World Speed Reading Championship 2019 and 11th World Mind Mapping Championship 2019 in Beijing, China



Sania Alam with H.S.H Prince Philipp of Liechtenstein



Sania Alam with H.S.H Prince Marek Kasperski & H.S.H. Princess Polina Kasperski



Sania Alam, H.M. King Yuh VI of Rwanda and Princess Isabelle of Liechtenstein - London



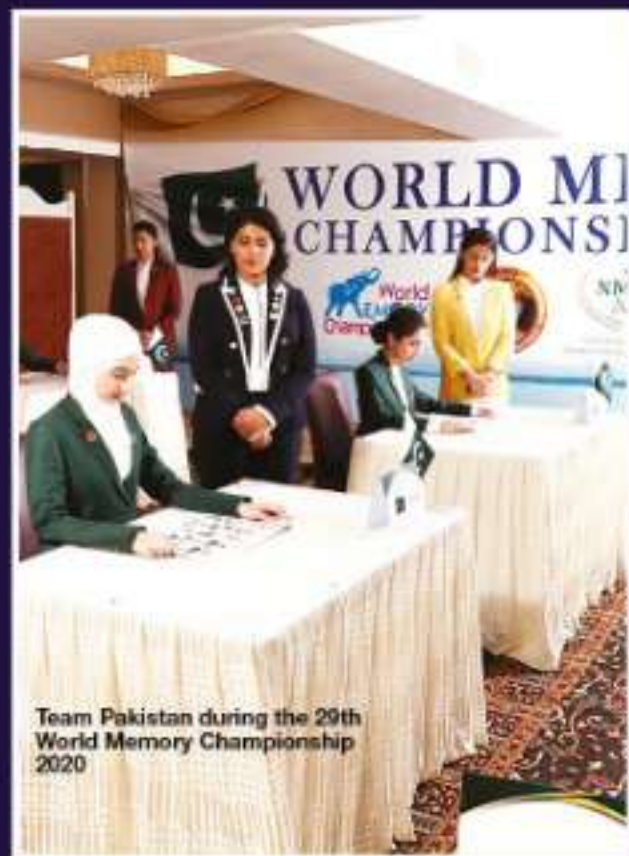
Sania Alam with Prince Mohsin Ali Khan of Hyderabad (I) & Prof. Ahmed Ali Khan



Sania Alam with Arif Anas



From the Left: Shomie Alam, Syeda Kisa Zehra, Sania Alam, Emma Alam, Intiaz Hussain, Abeerah Ather and Syed Nabeel Hasan.



Team Pakistan during the 29th World Memory Championship 2020

strongly believe in something, you should stand up for it. Prominent figures who fought against their odds, such as Nelson Mandela were normal people, like you and I. Even though he was imprisoned for what he believed in, but he held his grounds, and came out of prison as The President of South Africa. Malala is another example, she did what she believed in, she stood firm and now she is globally revered for her actions.

**SANIA ALAM:** I would like to add, where there is a will, there is a way. Your rock-solid inner desire to be purposeful in life will automatically pave a way for you, regardless of your circumstances. But if you are waiting around for an opportunity to drop by rather than creating an opportunity for yourself, then let me tell you, your wait will not end anytime soon.

**What do you do when you're not working? Any favourite TV shows that helped you learn more?**

**EMMA ALAM:** Time is the most precious commodity, so I don't watch TV, also because it's full of news and information that does not serve the path I am on. However, I do play brain games that help build my cognitive skills. I also compete in swimming competitions in Dubai, as well as speed reading and mind mapping championships. I travel the world. I do a lot of outdoor sports. I am also further pursuing my studies through home schooling.

**If you were given an opportunity, which superhero would you like to be?**

**EMMA ALAM:** I think having won the World Memory Championship, pretty much makes me a superhero for many and for myself. And I would like to believe that I am changing the definition of superheroes from someone who can squirt spider webs out of the wrist on a cinema screen to someone who is extremely sharp in memory, that too in real life. We have so much talent in Pakistan, we have so many hidden Heroes, it's time to show them the path so they too can fly high.

**Tell us a bit about your future plans. What's 2021 looking like?**

**EMMA ALAM:** I have major plans for 2021. I plan on training more in memory to outperform my current records. I plan on also breaking and setting more world records. I want to participate in the next 3 upcoming world championships this year including World Memory Championship, World Speed Reading Championship and World Mind Mapping Championship. And to do a lot of outreach to youngsters to spread awareness of such learning opportunities being available for them.

INTERVIEW: HELLO! PAKISTAN



**'We have so much talent in Pakistan, we have so many hidden Heroes, it's time to show them the path so they too can fly high' - Emma Alam**




Team Pakistan

# SANIA ALAM

1 of the only 4 Senior Licensed Instructors of Super-Learning in the World



**President**  
Futuristic Learning U.S.A



**President**  
National Memory Sports Council of Pakistan (NMSC)



**President**  
National Memory Sports Council of United States of America




**Director & Board Member**  
Tony Buzan International Ltd. United Kingdom



**Level 3 - Arbiter of Memory**  
Certified by Guild of Mind Sports Arbiters




**Senior Memory Arbiter for Guinness World Records**  
Certified by Guild of Mind Sports Arbiters




**Arbiter**  
World Speed-Reading & Mind Mapping Championships




**Contributing Editor**  
Synapsia Magazine United Kingdom



**ThinkBuzan**  
Master Licensed Instructor United Kingdom



**Vice President**  
The Brain Trust Charity (Registered Charity), U.K.



Recipient of:  
**Volunteer Service Award**  
Express Care Inc. U.S.A




Recipient of:  
**Avicenna Gold Medal of the Year 2021**




**Member**  
World Memory Sports Council United Kingdom




**Official Representative**  
Tony Buzan Academy U.S.A



Recipient of:  
**The Avicenna Award**  
by Mr. Raymond Keene, Officer of the Order of the British Empire & Grandmaster of Chess, U.K.




Recipient of:  
**Presidential Volunteer Service Award**  
by President Barack Obama & President Donald Trump, U.S.A



Recipient of:  
**Presidential Physical Fitness Award**  
by President Barack Obama, U.S.A




Recipient of:  
**Ambassador for Peace**  
by Universal Peace Federation, U.S.A



Recipient of:  
**Mayor's Volunteer Appreciation Award**  
(Herndon, Virginia), U.S.A



Recipient of:  
**Presidential Active Lifestyle Award**  
by President George W. Bush, U.S.A.



Recipient of:  
**Presidential Champion Award**  
by President George W. Bush, U.S.A.



## A Few of Sania Alam & Futuristic Learning's Clients



**Pakistan Council of Scientific & Industrial Research (Ministry of Science & Technology)**



**800 Officers of Pakistan Army's Command & Staff College, Quetta**



**Engro Fertilizer**  
Renowned Fertilizer Industry

**Sania Alam is an expert who has trained average students to become CHAMPIONS. Her students competed in and won the following:**

### World Memory Championships 2020

- Overall World Memory Champion
- 13 Medals & 2 Trophies
- Broke 4 World Records

### World Mind Mapping Day 2020

- Won all Top 3 Positions

### 2019 Global Memory, Mind Mapping & Speed Reading Championships

- 10 Medals & 2 Trophies

### 2019 3rd Asia Pacific Memory Championship

- 7 Medals & 2 Trophies

### 2019 French Mind Mapping Championship

- Overall title '2019 French Mind Mapping Champion'
- 1 Gold Medal & 2 Trophies

### 2019 U.K. Memory, Mind Mapping & Speed Reading Championships

- 5 Medals & 1 Trophy








### 2019 Pakistan National Mind Mapping Championship

- Won all Top 3 Positions

# EMMA ALAM is the WORLD MEMORY CHAMPION


Recipient of  
**Gold Youth Avicenna Award 2021** (London, U.K.)

## 29<sup>TH</sup> WORLD MEMORY CHAMPIONSHIP 2020

-  Gold Medallist  
**WORLD MEMORY CHAMPION**
-  Gold Medallist **World Record Holder**  
Names & Faces
-  Gold Medallist **World Record Holder**  
Random Words
-  Silver Medallist **World Record Holder**  
Historic & Future Dates
-  Silver Medallist  
Binary Digits
-  Silver Medallist  
Speed Number
-  Bronze Medallist  
Abstract Images
-  Bronze Medallist  
Spoken Number










## 11<sup>TH</sup> WORLD MIND MAPPING CHAMPIONSHIP 2019 (BEIJING, CHINA)

-  Gold Medallist  
Junior Category
-  Silver Medallist  
Overall Championship
-  Gold Medallist  
Junior Category - Lecture Discipline
-  Gold Medallist  
Junior Category - Note-Taking Discipline
-  Gold Medallist  
Junior Category - Freestyle Discipline

## 28<sup>TH</sup> WORLD MEMORY CHAMPIONSHIP 2019 (WUHAN, CHINA)

-  Bronze Medallist  
Junior Category - Random Words

## 3<sup>RD</sup> ASIA PACIFIC MEMORY CHAMPIONSHIP 2019 (PUTRAJAYA, MALAYSIA)

-  Trophy Overall Bronze Champion  
Junior Category
-  Trophy Overall 3<sup>rd</sup> Place  
Country Award for Pakistan
-  Silver Medallist  
Junior Category - Binary Numbers
-  Silver Medallist  
Junior Category - Random Words
-  Bronze Medallist  
Junior Category - Historic/Future Dates
-  Bronze Medallist  
Junior Category - 30 Min Numbers
-  Bronze Medallist  
Top 3 Memory Athletes of Team Pakistan

## 1<sup>ST</sup> PAKISTAN NATIONAL MIND MAPPING CHAMPIONSHIP 2019 (KARACHI, PAKISTAN)

-  Bronze Medallist  
Freestyle Discipline

