

Talk focuses on growing consumer segment of millennials

AUK hosts Dr Hegazy from AUC for 'Marketing to Gen Z' presentation

KUWAIT CITY, Dec 9: The American University of Kuwait (AUK) hosted Dr Ibrahim Hegazy, Professor of Marketing and the Head of the Marketing Academic Unit at the Management Department at the American University in Cairo (AUC), for his presentation entitled, Marketing to Generation Z. The presentation was open to the students and faculty of the College of Business and Economics (CBE) at AUK.

In his talk, Dr Hegazy began by distinguishing the different generations and their varying consumer profiles – demographically, psychologically, and their buying patterns. His lecture focused mainly on the growing consumer segment of millennials and generation Z, profiling them as digital natives, multi-taskers, and having an entrepreneurial

spirit along with an increasingly short attention span.

Understanding their characteristics helps marketers shape their marketing strategy which is important as they represent a powerful consumer base and buying power. In Kuwait, almost 24.6% of the total population fall within the Gen-Z (5-24 years old) category.

Dr Hegazy noted, "Unless we research them comprehensively and unless we adapt our marketing message and adapt our communication to be relevant and appealing to Gen Z, we will not be able to attract and retain our future markets as brands."

As such, the growth of this consumer segment has introduced alternative marketing methods such as content marketing, viral marketing, and buzz marketing. Dr Hegazy

outlined an eight-step strategy for marketing to Generation Z. The strategy centered around being more active online, and mainly involved advocating user-created content, leveraging on using influencers and creating a more authentic and humanized brand.

Dr Ibrahim Hegazy is a Professor of Marketing at the American University in Cairo. In 1990, Hegazy received his Doctorate Degree (PhD) in Marketing and International Business from George Washington University. In addition to his position at AUC, Dr Ibrahim Hegazy is currently a member of the Egyptian Parliament.

Dr Ibrahim Hegazy was the Chairman of the School of Business Council (2013-2014), the Chairman of the Management Department (2004-2008), visiting marketing



Dr Ibrahim Hegazy, Professor of Marketing and the Head of the Marketing Academic Unit at the Management Department at the American University in Cairo.

professor at George Washington University – USA (2002-2004). Dr Hegazy also served as an adjunct faculty member at ALBA Graduate School of Business between 2008 & 2017 teaching at the MBA program. Between 1995 and 2008, Dr Hegazy served as the director of the MBA program at the Management Department – AUC.

Furthermore, between 1995 and 2002, Dr Hegazy served as the Director of the Institute of the Management Development at AUC, one of the leading Training centers in the Middle East. Hegazy is an active member of the American Marketing Association, the Academy of Marketing Science, the International Advertising Association, the American Chamber of Commerce in Egypt, and the Academy of International Business.

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Our church is home to Christians from Western Europe, North and South America, Eastern Europe, Asia, Africa and India. Members from the Protestant, Reformed, Anglican/Episcopal, Evangelical and other traditions make up a warm and dynamic St Paul's Church family.

Visit our website or contact Revd Michael Mbona (Chaplain and Rector) Mobile: 65960781 or Email: mrmbona@gmail.com

Church location: Cnr 9th Ave & 6th St North, Block 14, Ahmadi, Kuwait.

Dec 16

Bangladesh Embassy closure:

The Embassy of the People's Republic of Bangladesh in Kuwait will remain closed on Monday, Dec 16, on the occasion of Victory Day of Bangladesh.

The Embassy will arrange the following program on Monday, Dec 16 at the Chancery to observe the Victory Day of Bangladesh:

Chancery Roof:
09:00am: Ceremonial hoisting of the national flag.

Multipurpose Hall:
09:15am: Recitation from the Holy Quran.

09:20am: Observance of one minute silence.

09:21am: Place wreaths at the portrait of the Father of the Nation Bangabandhu Sheikh Mujibur Rahman.

09:25am: Reading out the messages.

09:35am: Discussion on the Day.

10:35am: Speech by HE the Ambassador.

This is for the information of all concerned.

Dec 19

IMA public program: Indian Muslim Association – Youth Wing (IMA-YW) will conduct a public program on Thursday, Dec 19 at 7:30 pm at the Jamaitul Islah Center – Rawda.

Guest speakers from India Br Labeed Shafi, National President, SIO of India and Br Syed Azharuddin, General Secretary, SIP of India will deliver prominent speeches.

For details contact: Fahaheel 50134779; Khaitan: 65140942; Salmiya: 51668837

Dec 20

STECI Kuwait Carol Service: It's Christmas time! – a time to rejoice and reflect on the Birth of our Christ Jesus.

St Thomas Evangelical Church of India (STECI), Kuwait Parish warmly invites each one of you on Friday, Dec 20 at NECK premises by 6:30 pm to be a part of "Sneha Prakasham" – a Christmas gala comprising a trope of mellifluous carols by the Parish Choir, captivating Christmas Pageant by the Sunday school children and edifying Christmas message by Most Rev Dr Thomas Abraham (Presiding Bishop of STECI). The programme is being organized under the guidance of the Parish Vicar Rev John Mathew and assiduously supported by the Parish Secretary Boney K. Abraham, Choir Master Sijumon Abraham and other committee members to make this an enjoyable and memorable occasion.

General

AWL registration: If you were interested in joining the American Women's League (AWL) please check out their website, www.awlkuwait.org, or email them at awl@awlkuwait.org. American women over the age of 17 or wives of Americans are able to join. All other nationalities are welcome as associate members.

IEI Centenary Engineers Day:

The Institution of Engineers India, Kuwait Chapter (IEI Kuwait Chapter) will be celebrating the "The Centenary Engineer's day" and "The second international Conference on Engineering Challenges in Gulf countries" on Nov 29 and 30, 2019 at Radisson Blu, Salwa, Kuwait respectively. Apart from HE the Ambassador of India to State of Kuwait, many distinguished guests from Ministries, Universities, KSE, KISR, Engineers, technocrats, consultants, decision makers and business leaders shall be attending this program.

To commemorate the occasion, we shall bring out a souvenir that will include materials of keynote addresses from eminent speakers on different engineering fields and abstracts/articles related to International Conference topics. The conference will cover the engineering challenges and innovative solutions in the area of Oil and gas exploration and exploitation, Water desalination, Food security, Infrastruc-



Desert Pioneers Toastmasters Club members during their meeting.

Desert Pioneers Toastmasters holds 'Let's Recycle' meeting

DPTM recycling their way to a better, brighter tomorrow

By Sebastian Noronha

Recycle! That is the only way to save this planet. Charity starts at home, and so does resource conservation. The conservation of the environment is (not necessarily) a collective effort. It has to stem from a willingness from the individual point of view; and several individual efforts eventually help in saving ourselves collectively, and preserving our planet.

The Desert Pioneers Toastmasters Club (DPTM) continuously keeps coming up with novel ideas in their brilliantly themed meetings. And yet again they put together a splendid event where via the meeting they spread the word of how everyone's individual efforts at recycling can make a difference. DPTM not only keep their ideas within the confines of the meetings. See the far-reaching impact they have managed to make!

The Toastmaster Of The Day (TMOD), TM Shazia Tabassum was nothing short of amazing in the way she animated and energized the audience in coming together for the common cause.

The meeting that was held on Nov 26, at Better Books, Salmiya, was themed, "Let's Recycle – A Shortcut to Saving Energy".

Area Director, TM Allen Paul brought the house to order as the Acting-Sergeant-At-Arms.

In the absence of TM Amrit Pookkadan (Club President), the stage was handed over to the VP Education and acting-President, TM Anwar Adam. After quickly introducing the theme and welcoming the guests and dignitaries in the audience, TM Anwar called upon TM Shazia to take the reins of the meeting and proceed with the rest of the evening.

TM Shazia was very thorough and well-prepared with her research and gave a very eye-opening presentation about certain nuances of recycling and energy conservation with excellent day-to-day examples.

As the TMOD, TM Shazia, had an excellent troupe of role-players who enabled her to conduct the meeting very effectively. TM Sanjana Lahoti (Timer), TM Dhari Saad (Ah! Counter), TM Ritu Jain (Grammarian), TM Sana Yusuf (Hark Master), and TM Farhan Kardame (General Evaluator).

Speeches

The Prepared-Speech segment had two power-packed speeches by TM Shiraz Mohamed, and TM Freddie Hermosora. With his passionate speech about his childhood school and high school experiences, TM Freddy went on to win the Best Speaker award in this segment.

The two speeches were evaluated by TM Riyaz Jamaldeen and TM Sebastian Noronha, respectively.

The Best Evaluator award was bagged by TM Sebastian for the unusually innovative way in which he evaluated TM Freddie's speech, by keeping in tune with the theme of the meeting.

The prepared-speech segment was followed by yet another speech by the dynamic TM Naseema Khan. She embarked on a very insightful narrative on her various experiences within the Toastmasters fraternity and the challenges she faced, and the way she maneuvered around with the help of her various mentors

and guides. A truly inspiring speech I should say. This occasion (of TM Naseema evolving into DTM Naseema) was celebrated during the break by the cutting of a delectable cake in the presence of her mother who was also at the meeting as a guest.

TM Hari Prasad, who is the Treasurer of the DPTM club, conducted the Table Topics session, and this session saw some really marvelous speakers like TM Essam, TM Muri, and DTM Anil Lobo.

The Best Table Topics Speaker award was taken home, deservedly, by TM Anil for his very informative speech on how recycling newspaper can lead to more bad than good. Quite eye-opening one would say!

TM Farhan's General Evaluation session was also designed around the theme of the day, where he divided his observations into imaginary boxes; green box, yellow box, and red box. He classified the feedback into these categories of good points, areas of improvement, and not-so-good points.

After the various role players gave their individual reports, the stage was returned to the presiding officer, TM Anwar. The awards ceremony was duly held, and with the final address by TM Anwar, and the feedback from various guests, this phenomenal meeting was adjourned.



A photo from the event.

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For further clarification for Advertisement of your company in the Souvenir and more details, you may contact the Engr Sudhir Kumar Sahoo, General Secretary (Mob: 69030472), or Engr Sam Ananth Kumar, Treasurer (Mob: 97604574), or Engr Ajay Sharma, Chairman (Mob: 97794660). For scientific and technical matters, please contact Dr S. Neelamani (99278411), and for all items related to the conference co-ordination, please contact Dr M. Mahendran (66930700).

For registration and other details about this International Conference, please visit <https://iceingulf.org>. For any question, you can also send an email to ieikwt@hotmail.com

IEI Kuwait membership: The Institution of Engineers (India), Kuwait Chapter invites all its members to update their membership information for the year 2018-19 and actively participate in the chapter activities. Indian engineers residing in Kuwait are welcome to join the pool of more than 750,000 engineers by becoming corporate or non-corporate members of The Institution of Engineers (India).

IEI, Kuwait Chapter conducts many technical events for the benefits of its members. Please watch for further details in your registered e-mail or announcement in media. The chapter has science club activities for members' children, and ladies wing activities for the member's family. IEI, Kuwait Chapter has facility to register student members for AMIE Examination for those interested in pursuing career enrichment. For more information and on chapter

The most important highlight of the meeting was the Recycle Challenge, designed specifically to encourage each member of the audience to make efforts to recycle whatever they can. It was TM Shazia who was the heading the project.

She explained how all the interested participants can register on a link that was shared digitally, and she explained the guidelines and points-to-be-noted for those who would be collecting/accumulating and depositing their recyclable items as a part of this challenge.

It was decided that this activity would culminate on Dec 2, 2019, with the collection of all the accumulated items and it would be technically evaluated to see how much energy was conserved by these recycling efforts. There would be prizes for the biggest contributor. But it was also pointed out that the real award is actually the fulfilling sense of satisfaction deep inside one's own heart, of knowing that in whatever little way, each one has made their mark on the energy-conservation cause.

Initiative

The initiative received an unexpectedly remarkable response. Since the day of the meeting the related WhatsApp groups went berserk and abuzz with activity, and everyone shifted into overdrive about the recycling cause.

The best part of this meeting was the fact that it wasn't merely a run-of-the-mill meeting. It was an event that kept everyone engrossed, and it made a real impact on the minds of like-minded people. It wasn't just a meeting that was held and forgotten.

Here are a few exemplary results of the My Recycle Challenge:

- An astounding 45 households participated in the #myrecyclechallenge. 25 of these households were from the Toastmasters family, and the rest were non-Toastmasters.
- The recyclables were collected in 3 categories: 1) Plastic 2) Paper and 3) Metal

- The total weight of the plastic items was 40 kilos.

- The weight of the paper items (magazines, books, cardboard, and newspapers) was 250 kilos.

- The weight of the metal articles (cans, aluminum utensils, etc) was 30 kilos.

- There were a total of thirty people who came to the drop-off venue (the open ground behind Spencer's Bakery – Salmiya).

- The recycle challenge was collaborated with a local non-profit organization called Eco Star to collect all the recyclable material the next day.

- Eco Star was so impressed with the gesture and with the contribution, that they offered flower-plants as tokens of appreciation to all the participants. These were distributed by the event coordinator Shazia at the venue at the time of the drop-off.

It can truly be said that the Desert Pioneers Toastmasters not only conduct fun-filled meetings, but they have reached a point where they have become experts in taking up real-world issues and finding sustainable solutions to modern-day evils. They have formulated a way to practically take action, and at the same time ensuring that the fun element is not ignored. When they take up something, they take it so seriously, and they do whatever it takes to fulfill the objectives; and they successfully manage to take it to its logical end.

In conclusion I would only say that one has to attend a meeting of the Desert Pioneers Toastmasters Club to really experience the magic they create. The club meetings are held on the second and the fourth Tuesday of every month at Better Books in Block 10, Salmiya – Kuwait, from 7:00 pm onwards.

Be there and see for yourselves!

Isaac Asimov, the legendary American author, rightly said, "The law of conservation of energy tells us we can't get something for nothing, but we refuse to believe it!"

gining our 13th season with Boys U13 (ages 10-13) and U17 (ages 14-17). We train three times a week and play regular games throughout the year with schools and clubs. Contact Coach T 97128884 for information.

Invitation to Grand Mosque: The Visits Department is pleased to invite you to visit the Grand Mosque, which is one of Kuwait's most treasured religious and cultural landmarks to discover the beauty of Islamic arts and architecture. Free guided tours are available all year round on official working days between (9-11 am) and (5-7 pm), within a special tour program designed to cater to the needs of different age groups. The program is as follows:

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Q8BBall Season 13: Q8BBall is be-