

Accolade recognizes creative excellence and innovation

GUST 2016 campaign wins Emerging Media Award

KUWAIT CITY, May 7: Gulf University for Science and Technology (GUST) announced today that its 2016 "How we see it" marketing campaign won the Emerging Media Award for Best Consumer Integrated Campaign in the "Visionary" Category at the 2016 Summit International Awards (SIA).

The Campaign, which launched in April 2016 and continued until September of that year, had a goal to attract students to join GUST. It featured visuals consisting of a blend of food items with elements related to the different majors offered at the university. As a result, the university saw a distinct upturn in registration numbers, and the campaign vastly



Aseel Turkait

surpassed all online Middle Eastern benchmarks set to measure campaign success.

Every year, the Summit International Awards (SIA) oversees three high-profile advertising and marketing award competitions with the aim of raising awareness of entities who have the creative and marketing artfulness to deviate from creative norms.

The Summit Emerging Media Award, administered by SIA in the US, which is the award GUST is recognized for, was developed due to the need to acknowledge celebrate creative excellence and innovation across all media platforms. This year, out of 16 companies recognized for this award across various categories,

no campaign other than that of GUST was from the Middle East, and only a handful were from outside the USA.

Achievement

Public Relations Director, Aseel Turkait, said, "We are all extremely proud of this achievement, and are grateful to everyone who supported our Department as we moved away from routine campaigns, and took bold steps to make waves in a field which is fiercely competitive and dominated by other institutions. We see this award not only as acknowledgement of our hard work, but as encouragement to continue to be creative and think outside the box."

The SIA, which is based in Port-

land, Oregon in the United States, is the oldest and most prestigious organization that administers an advertising award exclusively for firms with limited billings. Throughout its 23-year history, its Creative Award has established itself as a leading arbiter of creative and communication excellence, which uses strict evaluation criteria and a blind judging process, and its competitions reward only those whose work exemplifies the best in its class.

Gulf University for Science and Technology began operation in 2002, in a strategic partnership with the University of Missouri - St. Louis, as the first private university

in Kuwait. It is based on an American-style model of higher education and aims to serve the increasing educational demands of Kuwait and the Gulf region. The university houses two colleges, the College of Arts & Sciences and the College of Business Administration, and hosts approximately 3,000 full-time students. GUST was ranked the number one private university in Kuwait by Quacquarelli Symonds in 2016, and holds four academic accreditations — ABET, AACSB, CEA, and ACA for its Computer Science Program, College of Business Administration, Foundation Program Unit, and Mass Communication and Media Department respectively.

AUK



AUK Board of Trustees (from left to right): Dale F. Eickelman, PhD; Meshal Ali; Dr Jawad Behbehani; Wael Abdulghafour; Sheikha Dana Al-Nasser Sabah Al-Ahmed Al-Sabah; Faisal Al-Ayyar; Dr Thomas Bartlett; Samer Khanachet.



Photos from the Student Center Inauguration and Tour

New center to reflect character of university

AUK inaugurates new Student Center

KUWAIT CITY, May 7: Founder and Chair of the American University of Kuwait (AUK), Sheikha Dana Al-Nasser Al-Sabah, officially inaugurated the University's new Student Center yesterday in a ribbon cutting ceremony that was attended by members of the Board of Trustees. The Student Center was part of AUK's campus facility upgrade plan, which was approved in 2015. The ribbon cutting was followed by a tour of the facilities.

The new center is located on

the eastern corner of the campus and offers a variety of services for students.

The four-story Student Center features recreational, athletic, administrative, and academic facilities that are aimed to cater to an array of student services and activities.

The first two floors of the building house an indoor multipurpose sport court, gymnasiums, a running track, and a student lounge, offices for clubs and organizations and the Division of Student Affairs, while the upper floors

are dedicated to administrative offices and student service centers, such as the Counseling Center, Alumni Affairs, the Writing Center, and the Tutoring Center.

The new building is beautifully designed, with a lot of natural light coming through. It is an attractive place for students to work and interact. The moment you walk in, you realize it has been designed to reflect the character of AUK and its student-centered culture. We have hundreds of students walking through our gates

every day. We want them to arrive on campus early and stay late and enjoy learning in between," said AUK President, Tim Sullivan.

The completion of the Student Center comes as the first phase of the campus development plan. The second phase began in March with the construction of the new generic building, which will house state-of-the-art labs for science, engineering, art and graphic design offering cutting edge technologies and an overall enhanced learning experience.

YMCAs Kuwait convention will be held on May 9 to 13, 2017 (Tuesday to Saturday) at Salmaiyah and Abbasiya. Renowned preacher Dr Ezequiel Francis & Rev Benita Francis will preach the Word of God. The schedule of convention is as follows: May 9 at UAE Exchange Bldg Hall, Salmaiyah; May 10 at Ebba Hall, Abbasiya; May 11 to 13 at Indian School, Abbasiya. All are welcome to this program.

YMCA Kuwait convention will be held at the Health Sciences Center Auditorium, Kuwait University, Jaberiyah from 8:30 am onwards. Do visit the website for further information.

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Nanma free medical camp: Nanma Kuwait Malayalee Association is conducting free medical camp in association with Indian Doctors Forum on Friday, May 12, 2017 at 8 am at Indian Community Sr School Auditorium, Salmaiyah. Free Consultation will available. Kindly register your name on or before April 10, 2017. For registration form and other details kindly contact any one of the following officials.

Madhu Appukuttan (Convenor) Mob # 66939475, Kalanjoor Radha Krishnan (President) Mob # 66039847, Parimanam Manoj (General Secretary) Mob # 97542985, Noshad Vyttilapally (Treasurer), Mob # 51363613.

May 13 YMCA revival convention 2017:

Week Six (May 13): Family Day at American

To register your 10-13-year-old for this programme, please visit the museum shop at either the Yarmouk or American cultural centres. Spaces are limited; to register, email: education@armuseum.org.kw

May 19 KWS annual meeting: Members of Kokan Welfare Society (KWS) — Kuwait are hereby informed that the Annual General Meeting (AGM) will be held on Friday, May 19. Nomination forms are available with the Election Commissioner Tajammul Parkar and the General Secretary Dr Rahmatullah Galsukar. For applications and

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click

Latest

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Dr Vivek Hegde, Vice-Principal at the M.A. Rangoonwala College of Dentistry in Pune, India is a prolific speaker in the world of Endodontics, and conducts courses on the use of microscopes & lasers in dentistry. In addition to Endodontics, he holds a Masters Degree in Laser Dentistry from Vienna. His talks will be based on retrieval of separated instruments in the root canal complex and on the newer concepts in endodontics.

IDAK welcomes all dentists in Kuwait to register for this mega learning experience on its website, www.idakwaiat.org. The symposium has been credited with 8 CME points by KIMS

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DAI Experience Science: Scientists from the Islamic world helped build the foundation of today's science. In biology, astronomy, chemistry, physics, optics, and math, Muslim scholars like Ibn Haytham, Ibn Hayyan, Al-Fazari, and others, made significant contributions to their fields.

Experience Science is a special programme led by "Dr B" (Dr Bahareh Azizi), who's planned some pretty cool experiments that include strawberry DNA, Oreo moon phases, and bending light! Designed for children ages 10-13.

May 13 YMCA revival convention 2017:

May 13 YMCA revival convention 2