

AMOURION NEWSLETTER

March 2023

VOL 4

SPRING BREAK IS HERE!

Spring break has arrived, and students across UAE are gearing up for a well-deserved break from school. Educational institutions will remain closed for 2-3 weeks and we would like to know what your plans are! *A gentle reminder: The clock is ticking as exams are just around the corner.*

With exams fast approaching, it is time for you to go the extra mile to ace them all. Here are some tips on how to beat the clock to pass with flying colors:

- 1) Prepare a schedule**
Make your study timetable and stick to it! You can prepare hourly study schedules - subject-wise schedules or topic-wise schedules. Prepare it based on your pace of learning and the level of difficulty of the lesson. Make a simple and practical schedule that is easy to use.
- 2) Practise! Practise! Practise!**
Attempt mock papers or past question papers so that you could get a good hang of what type and kind of questions are being asked on your exams. If you need any assistance, contact us at Amourion; *our tutors are there to help you in assessing your answers.*
- 3) Prioritize**
An important thing in time management is to know what to prioritize and what not to. Activities or lessons that have to be prioritized should get the highest amount of your time. It could be geometry in Math or Macbeth in English. Decide what lesson or subject demands the most of your time.
- 4) Review**
Revise and review what you have learned so that it stays. Studies have shown that the brain forms new pathways when a task is repeated often, thereby optimizing the performance of the skill. You can make notes, create study groups, teach someone else, or prepare flashcards to help you in this. Wasting time is not what you want to do right now. Follow these tips and work hard to get your dream grades and marks. We, at Amourion, are just a call or a text away for any help or support you need. Our specialized tutors and trainers are here to assist and guide you throughout your exam preparation. We also provide assessment packages where you will be given practice in solving question papers. Don't miss out on your chance to make your spring break an extremely fruitful one with us.

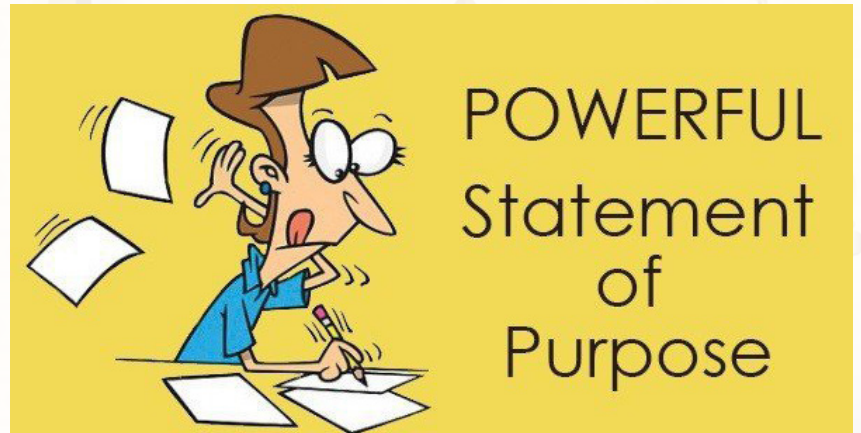
On a different note, it is the month of Ramadan. May you and your families be blessed abundantly with peace and prosperity throughout this blessed month. We are pleased to mention that our branches are open from 9:30 a.m. to 4:30 p.m. and continue to strive for excellence in providing education and training during the holy month. Come around and experience a worthwhile and extensive learning experience with us.

Happy Holidays and Good Luck!

How to Stand Out from the Crowd: **Writing an Effective SOP for University Admissions**

As a student applying to a university program, you know that writing a Statement of Purpose (SOP) can be a daunting task. It's a crucial document in your application that can make or break your chances of being accepted into your dream program. We understand the pressure and uncertainty that comes with crafting an SOP, and that's why we're here to guide you through the process.

At Amourion, we believe that your SOP should be more than just a collection of achievements and qualifications. It's an opportunity to showcase your unique personality, values, and aspirations that make you stand out from the crowd. We want to help you create an SOP that not only impresses the admissions committee but also connects with them on a deeper level.



Here are some essential tips for **writing an effective SOP**:

Understand the Purpose: Your SOP should showcase your academic achievements, personal qualities, and career goals, and demonstrate why you're the best candidate for the program. It's an opportunity to showcase your unique strengths, values, and experiences that make you a perfect fit for the program.

Research the Program: Before you start writing your SOP, it's crucial to research the program you're applying for thoroughly. Understand the program's goals, curriculum, and requirements, and tailor your SOP to match their expectations.

Create an Outline: Organize your thoughts and structure your SOP logically. Start with an introduction that highlights your background and experiences, followed by your academic achievements and relevant experience. Then, discuss your career goals and how the program will help you achieve them. Finally, conclude by summarizing your strengths and how you will contribute to the program.

Showcase Your Achievements: Use specific examples to demonstrate your strengths and highlight your accomplishments. However, don't focus solely on your achievements; the admissions committee wants to see your personality shine through.

Proofread and Edit: Once you've completed your SOP, proofread it carefully and edit it for clarity, coherence, and grammar. Your SOP should be polished, professional, and error-free.

Let us help you create an SOP that truly represents who you are and why you're the best candidate for the program. We have a team of 7 writers with substantial experience in writing SOPs, articles, essays, books, website content, resumes and business proposals. Among them we have IB experts who can assist IB students to edit or complete their Personal Projects, IA, TOK and EE. We also have niche writers skilled in technical write-ups.

Get in touch with our writing team to learn more about what we can do for you.



A Treat for the Puzzle Savvy



Crossword geeks out there, try and solve this puzzle. The first one to turn in a correctly solved puzzle gets a food voucher! Answers in the April edition!

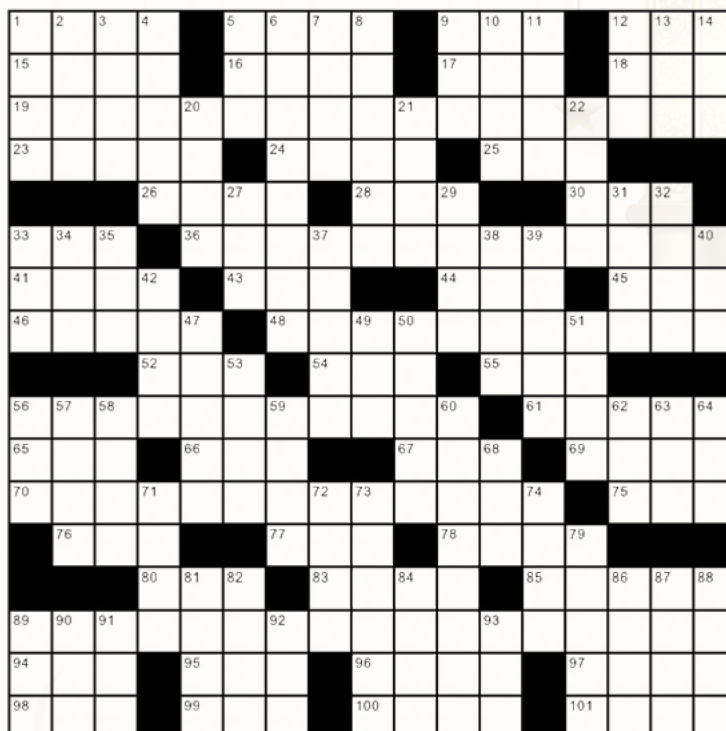
ACROSS

1. Prohibits, using elements #5, 18, and 16
5. Does something
9. Greek vowel
12. Quick swim
15. Exotic berry in some fruit juices
16. "Gone with the Wind" plantation, composed of elements #73 and 88
17. Aries, e.g. (Zodiac animal)
18. "___ Are My Sunshine" (elements #39, 8, and 92)
19. Reaction type in which one element takes the place of another
23. Site of first enclosed shopping mall (Twin Cities suburb)
24. Really big show
25. Lennon's lady, composed of elements #8 and 102
26. Orbital labels, in order
28. "Green Eggs and ___" (elements #1 and 95)
30. No, in Scotland
33. Completely
36. Chemistry classroom furniture?
41. Be scared of elements #26 and 18
43. It comes before "dymium" (see element #60)
44. Neighbor of Swed.
45. Sounds of hesitation, combining elements #92, 1, and 16
46. It's a no-no
48. Cool! (with respect to a chemical reaction)
52. Pie ___ mode
54. Pasta ending, containing elements #53 and 7 in a 2:1
55. Atomic number for hydrogen
56. Nonpolar intermolecular force
61. Cartoon duck
65. Hello, in Brazil (composed of elements #8 and 57)
66. It melts at 0 °C
67. Sheep bleat
69. 40 grams of 58-Down, e.g.
70. Relative quantities of chemical reactants
75. Wordplay that often elicits a groan (like some of the clues in this puzzle)
76. Unit of electrical resistance (volt divided by ampere)
77. N.Y. engineering sch.
78. "Once ___ a time..."
80. Egyptian snake, composed of elements #33 and 15
83. Phys. activity

85. Lose one's marbles
89. Fluorine has the highest
94. Be sick
95. Surprised shriek
96. Concentration change over time
97. North Carolina school that is an anagram of ENOL
98. Whistle-blower in a striped shirt
99. 2nd afterthought in a ltr. or e-mail
100. Go downhill, on a snowy winter day
101. Like some excuses

DOWN

1. It turns litmus blue
2. It turns litmus red
3. Bollywood queen, composed of elements #88 and 28
4. Leo and Libra, for two
5. Had a bite
6. Happy-go-lucky
7. "Jurassic Park" menace, briefly
8. Poet born on Lesbos whom Plato called "The Tenth Muse"
9. Historical period
10. ___ Bell, good place to grab a Tex-Mex snack
11. Last word in prayer
12. Food or hair colorer
13. It's not free of charge
14. "___ up or shut up!"
20. Arctic reindeer herder
21. Truckful
22. ___ Lisa (famous painting by Leonardo da Vinci)
27. Family room
29. Flavor in many toothpastes
31. "I coulda been a contender, I coulda been somebody, instead of ___, which is what I am" [memorable Marlon Brando lines from "On the Waterfront"]
32. Grades K-12, for short
33. Toward the rear
34. Grassy area
35. Chemist's workplace
37. Pythagoras's homeland
38. Small salmon, composed of elements #27 and 67
39. Pattern, like increasing 89-Across when going left to right in the 36-Across
40. PC key in the upper-left corner of the keyboard
42. Way to go
47. ___ acid (soap ingredient)
49. Double-helix molecule
50. Tin Man's plea in "The Wizard of Oz"
51. Enlarge, as a hole
53. Half of the McDonald's logo



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56. Marilyn ___ Savant [self-proclaimed world's smartest person, composed of elements #23 and 76]
57. Voice below soprano
58. It is neutralized by HCl to make table salt
59. Olympic figure skater Johnny who skated to Lady Gaga's "Poker Face"
60. Make so it can hold no more
62. Dandy containing elements #9, 8, and 15
63. Winter bug
64. Currency in Japan
68. Dadaism founder containing elements #18 and 15
71. Apple product promoted as having both "beauty" and "brains"
72. Not closed
73. Glass stir rods and magnetic stir bars, e.g.
74. He is said to have said "In theory there is no difference between theory and practice, but in practice there is."
79. "Moby-Dick," "Oliver Twist," "Wuthering Heights," or "The Catcher in the Rye," e.g.
81. Part of a process
82. Get ready, informally
84. The same, in French
86. Actress Kunis who co-starred in 93-Down
87. Indivisible particle of matter, as theorized by Democritus and Dalton
88. Small force
89. Ring holder ... or receiver
90. Make stuff up
91. Santa's little helper
92. Green-lights with elements #8, 19, and 16
93. Title character of a 2012 Seth MacFarlane hit comedy

AM-BM: The Brand Management Company for Your Business



AMOURION MEDIA
BRAND MANAGEMENT

www.amourionmedia.com

In today's digital era, developing and maintaining your brand's identity is more crucial than ever. Herein lies the role of AM-BM, our branding and marketing solution that enhances your company's value and helps you draw in and retain clients.

AM-BM is a brand management firm that assists companies in creating, sustaining, and expanding their brands. The AM-BM team is completely staffed and prepared to offer various brand management services to help companies accomplish their objectives. The Amourion Group's Vice President of Marketing - Mr. Sanjay Manocha, leads the team.

Mr. Parasuraman Pandian, Videographer and Editor, is crucial to the AM-BM crew. He is in charge of producing top-notch video material that highlights the distinctive features of each client's business. Mr. Pandian crafts films that catch the essence of each client's brand and aid in their greater connection with their target audience. He does this with a sharp eye for detail and a love of storytelling.

Mr. Mihir, Assistant Marketing & Sales Manager, is a crucial part of the AM-BM staff. Mr. Mihir adds a wealth of knowledge and skill to the team with his experience in marketing and advertising. In addition, he works closely with customers to comprehend their objectives and create unique strategies to support their success.

In addition to Mr. Mihir and Mr. Pandian, AM-BM employs Mr. Shahbaaz and Ms. Isha Vaid as Business Development Managers. Their primary responsibility is to establish and keep connections with customers in order to meet their requirements and provide the best degree of service.

AM-BM's offerings include developing brand strategies, designing brand identities, managing social media, and more. They assist companies in building a solid and consistent brand presence across all platforms, boosting client retention rates and eventually driving development. In today's cutthroat marketplace, a well-managed brand can make all the difference.

A brand embodies an organization's principles, character, and distinctive identification. AM-BM's skilled brand planners, designers, and marketers collaborate to develop a unified brand statement that appeals to your target market. However, creating a solid first impression is only one aspect of effective brand management; you must establish enduring bonds with your clients. AM-BM is eager to assist companies in maximizing the power of their brands and achieving long-term success.



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