



## Faculty Development Program



**VIT**<sup>®</sup>  
Vellore Institute of Technology  
(Deemed to be University under section 3 of UGC Act, 1956)

**Title :** Engineering Your Memory

### Event Outcome

**Date :** 2025-11-19 - 2025-11-20

**Time :** 10:00 - 17:30

**Venue :** PRP 370

- The event starts with an amazing live demonstration



#### **Resource Person 1 - Details**

**Name :** P John Louis

**Designation :** Free Lancer, VITBS

**University/ Company :** John Louis Memory School, Trichy

**Address :** India, 620001.



#### **Resource Person 2 - Details**

**Name :** Ashok D

**Designation :** Professor Higher Academic Grade, VIT Business School

**University/ Company :** VIT, Vellore

**Address :** India, 632014.



#### **Resource Person 3 - Details**

**Name :** Sivakumar A

**Designation :** Professor Grade 1, VIT Business School

**University/ Company :** VIT, Vellore

**Address :** India, 632014.

## **Resource Person's Profile :**

### **1. Profile of P John Louis**

Memory coach for corporate to enhance personal productivity, business management Executives daily life style requires memory management to enhance the personal productivity both in their private and professional life.

The workshop is fun and entertaining with lots of examples from real life situation.

Content - Memory principles, remembering shopping list, remembering things to do, remembering names and faces of clients, remembering secret number codes, passwords, remembering appoint

### **2. Profile of Ashok D**

Dr. D. Ashok is presently working as a Professor (HAG) at VIT Business School, VIT University, and Vellore. He completed his doctoral programme at Pondicherry University in 2004. His major areas of interest are marketing and entrepreneurship. He has around thirty years of experience in teaching and research, including the present position at VIT since 2003. He published more than 30 research articles in various national and international journals in the fields of marketing and entrepreneurship.

### **3. Profile of Sivakumar A**

Dr Sivakumar is a Professor in the Marketing Area. He has more than 25 years of experience in academics. He completed a 2-year post-doctoral research at TU Delft Netherlands. He has published a book on Retailing and for 4 years served as a Guest Columnist in RetailBiz a retail magazine. His cases have won prizes at the ISB-Ivey Global Case Competitions and are listed in prestigious Case Clearing houses like Harvard, Ivey.

Day 1 begins with a live demo, followed by the science: the Memory Model, Brain's Language, and the PLAY V encoding method. A key focus is mastering techniques for retaining abstract data and numbers. Day 2 provides practical, advanced tools. You will learn to construct a Mind Palace and use Mind Mapping for long-term recall. The workshop concludes with strategies for beating the forgetting curve, eliminating absentmindedness, and developing practical skills like becoming a "Human Calendar.

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**Coordinator's: Prof. ASHOK D 10445 - Professor Higher Academic Grade - VITBS  
Prof. SIVAKUMAR A 14708 - Professor Grade 1 - VITBS**