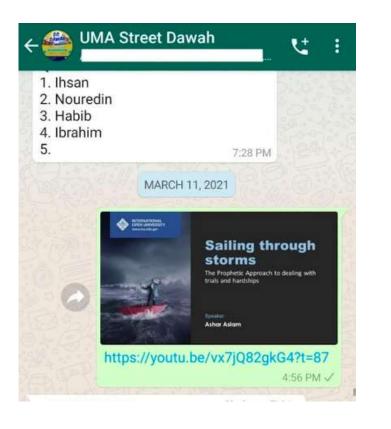
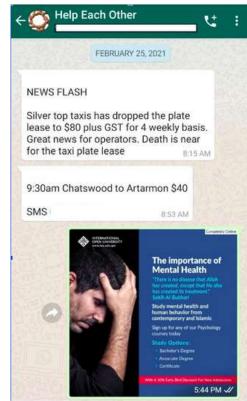
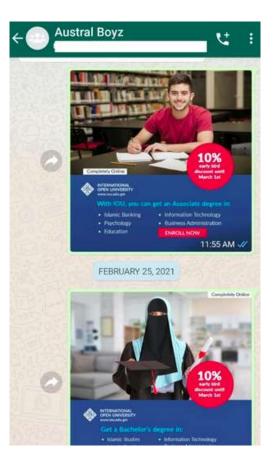
## Australia Brothers SC

- Word-of-mouth marketing A Contraction
- J. distributed promotional posters on WhatsApp groups AT I 1 online event (YouTube Live & Zoom Live)











INTERNATIONAL **OPEN UNIVERSITY** 

The IOU Australia Brothers Student **Committee Presents:** 

## SAILING **STORMS:**

The Prophetic Approach to Dealing with Trials

**Guest Speaker:** Brother Ashar Aslam

Thursday 11<sup>th</sup> March 2021

03:00 AM UTC / 11:00 AM MYT 08:30 AM IST / 02:00 PM Sydney

## Zoom Live & YouTube Live

For more info: australia.br.sc@sc.iou.edu.gm Sec. +61 426 531 065

## Malaysia Sisters SC

Short video with information about some of the J. courses offered by IOU





Answered questions from the public about IOU





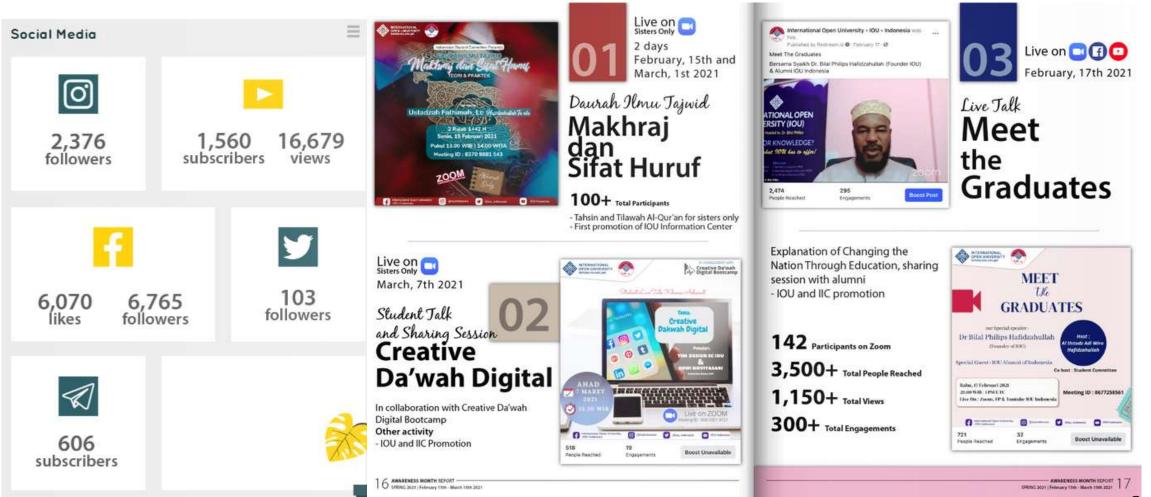


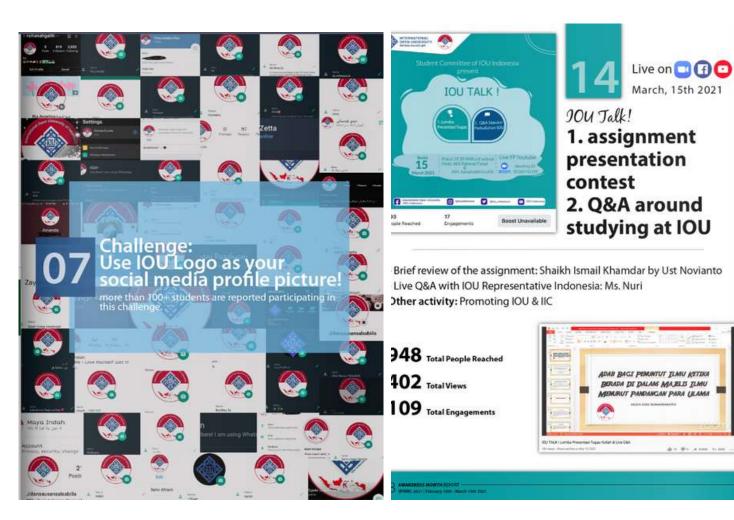




## Indonesia SC

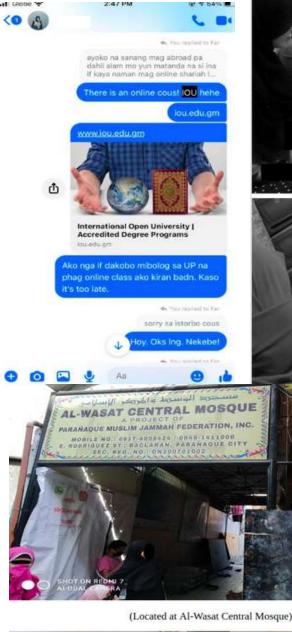
- IOU Information Center (WhatsApp & Telegram) and a start - 20 registrations
- Personalized challenge IOU logo as profile A picture on social media
- Collaborated with IOU Exam Centers
- Completed Challenge poster
- Distributed Flyers & Posters
- 15 Live Talks (Zoom Live / Youtube Live / Facebook Live)



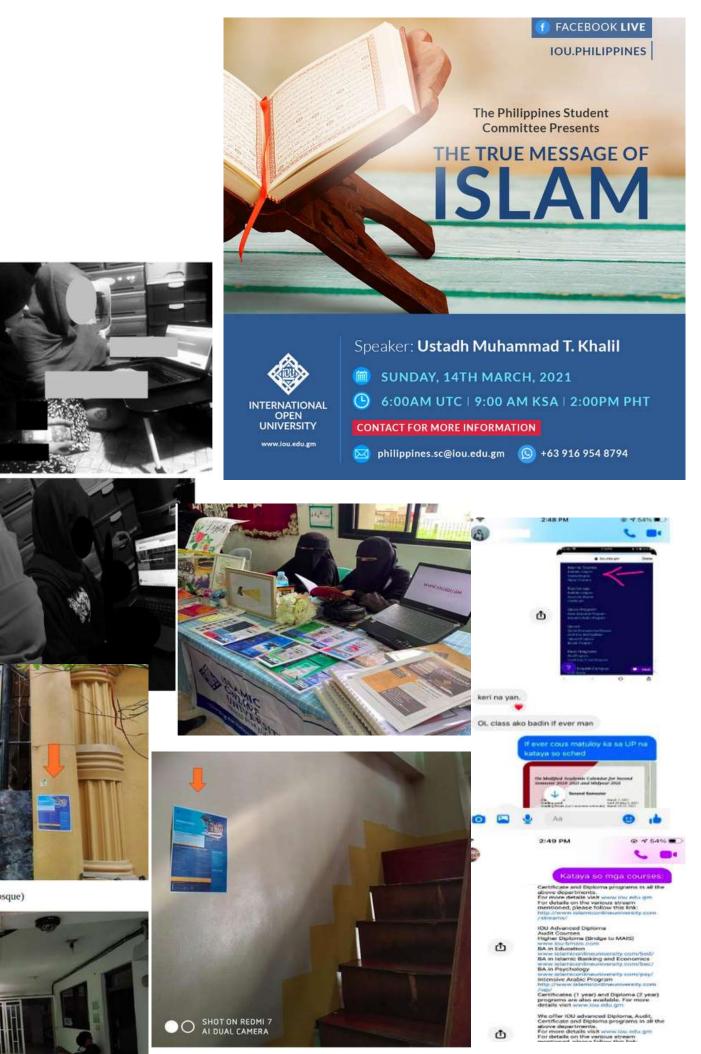


# Philippines SC

- 1 Online event (Zoom Live & Facebook Live)
- One-on-one counseling
- Placing IOU posters at Masajid and other prime locations
- Announcement about IOU in an event
- Ø Distribution of IOU flyers
- Sharing of IOU posters on WhatsApp, Instagram and Facebook
- Sponsored 3 students on GDIS







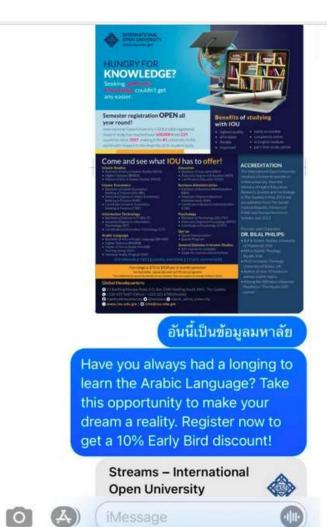
(Located in the second floor of Al-Wasat Central Mosque, Women Section)

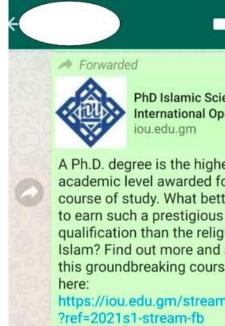
## Thailand Sisters SC

Promoted IOU online and with many other community groups. S

Sharing IOU promotional materials to B friends, family, relatives.

46 22:16 🖲 🛱 🗭		🖸 🔶 💷
	8 STATUS •	CALLS 1
	Photo	> 22:15
	Photo	22:15
_	al Society O	22:15







A Forwarded

Bachelor of Arts in Islamic Studies - International Open University ou edu am



Study at your own, in your own space Sign up today to get a 10% Early Bird Discount!

Bachelor's Degree in Islamic Studies - https://iou.edu.gm/stream/ bais/

Higher Diploma in Islamic Studies - https://iou.edu.gm/stream/ maisb/

## Masters degree in Islamic

Studies - https://iou.edu.gm/stream/ mais/

8:25 PM 🗸

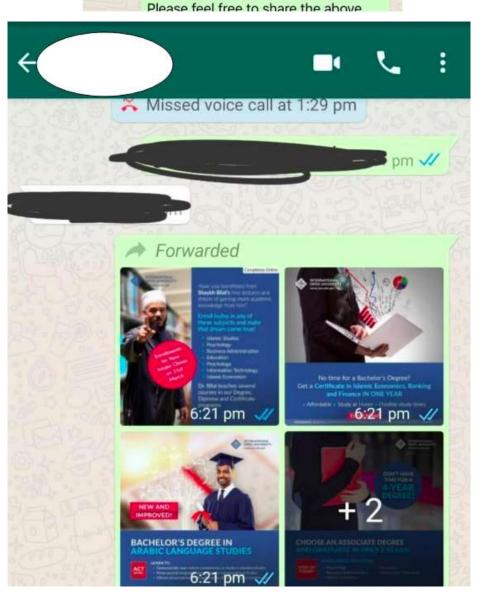
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PhD Islamic Sciences nternational Open University iou.edu.gm

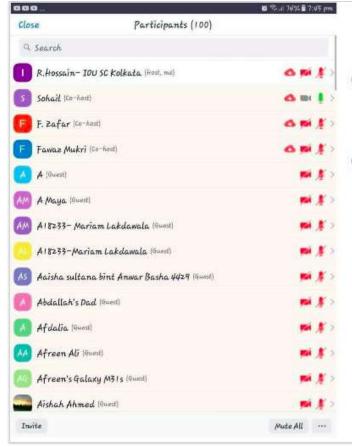
A Ph.D. degree is the highest academic level awarded following a course of study. What better subject qualification than the religion of Islam? Find out more and sign up for this groundbreaking course of study

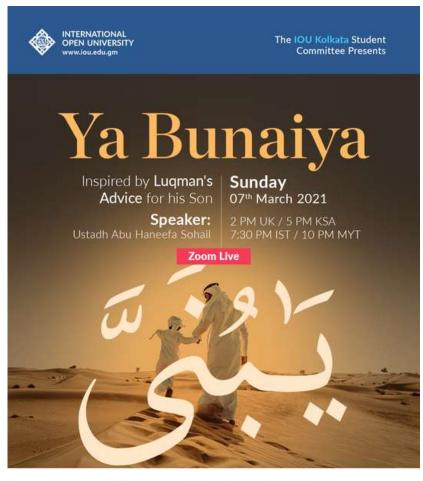
https://iou.edu.gm/stream/phdis/ 9:02 pm 🕖



## Kolkata SC

- 1 online webinar (Zoom Live)
- Received 160 registrations but only 100 attended(Full Zoom attendance)
- Received positive feedback





For more information, CONTACT: () +91 89023 14582 () kolkata.sr.sc@iou.edu.gm

and the state of the

 Around 160 registered for the event.

 Due to the constraint of participants, only 100 could attend.

Y0	<b>8</b> S. A. A	196 @ 4:24 pm
Close Jazak Allah khayr	Chat	4
Tem iteen huughat is teergene Jazak'Allah khair		
From Mithial in Energyme		
Javaak allah khair		
Fran, Frieds to Twerpowe		
jazakallah khayr ustadz,,		
From Pinhamman Kauffar to Goorgania		
Jazak Allaahu Khair Shaikh		
From Assoc Baselander to Lawyorke		
jazakallah khair for organisin informative	ng this session Alhumdulillah!! very	
May Allah bless you all.Ameen	ya rabbul alameen	
fran Paulanta Surii ta Loorgena		
jazakAllahukhairan for the si	ession.	
Fran Bolies, Parslevels, its Borryme		
jazakallahu khair		

- The feedback of the participants were very positive. The event was very informative and beneficial for all.
- The participants even contacted later for recordings.

## Germany SC

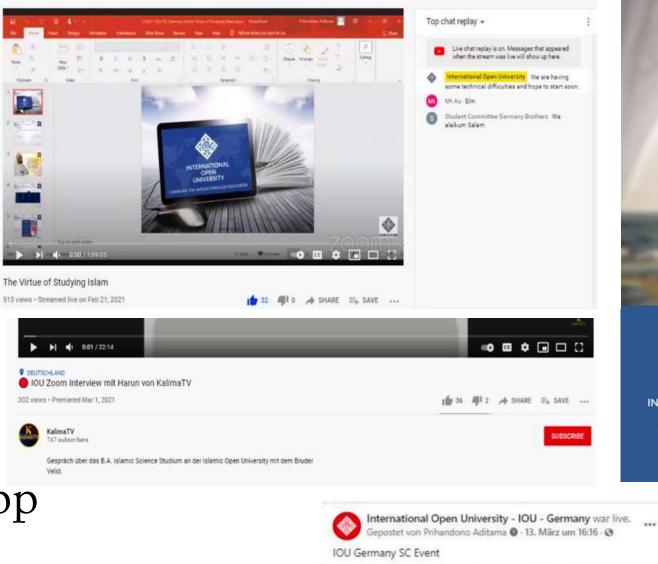
- and a start 2 Webinars (Facebook Live & YouTube Live)
- and a second Daily Facebook post campaign
  - Shared IOU posters on whatsApp

## CIT' 5 interviews with IOU students

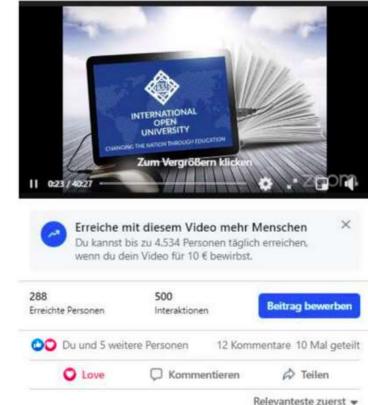


We have shared every day one post on our local IOU Facebook page with information's, that are given in German and in English. During the awareness month, the activity on our local Facebook page has increased.

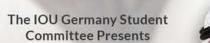
Insights Al	le ansehen
Letzte 28 Tage : 15. Feb 14. März 🕶	
Erreichte Personen	<b>743</b>
Beitragsinteraktionen	589 - 1450 %
"Gefällt mir"-Angaben für Seiten	<b>10</b>







Kommentare ansehen



## THE VIRTUE OF **STUDYING ISLAM**



INTERNATIONAL OPEN UNIVERSITY www.iou.edu.gm

## Guest Speaker: Ustasz Muhammad Ashraf

**YOUTUBE LIVE** 

- SUNDAY, 21ST FEBRUARY, 2021
- 🕒 5AM EST | 10AM UTC | 12PM CEST 1PM KSA | 6PM MYT

CONTACT FOR MORE INFORMATION

OPEN UNIVERSITY

🕥 +49 1578 2863367 (Brothers) | +49 1575 8697314 (Sisters)

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Du und 5 weit	ere Personen	12 Kom	mentare	10 N	1al g	eteil
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Kommentiere	als Internationa	l Open Uni	versity	0	0	



keine umfassende Kenntnis hast?

Wovon du | Gastredner: Ustadz Mohammad Jaballah

Samstag | den 13. März um (Tafseer Quran Al Kahf 18:68) 3:15 PM UTC / 4:15 PM CET

as Deutsche Studenten

Komitee präsentiert

## Eacebook Liv

Für mehr Informationen, KONTAKT: () IOU.Germany Brüder: +49 157 82863367/ Schwestern: +49 1575 8697314

## Sweden SC

Shared various posts on Facebook/WhatsApp groups B

One-on-one counselling with people J.

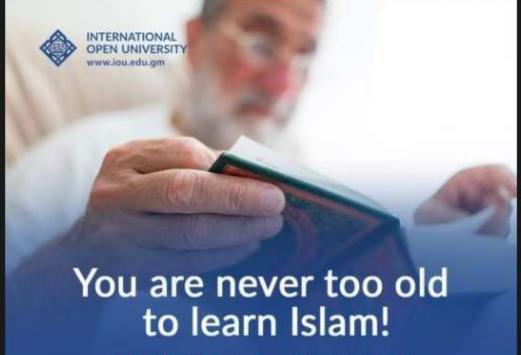
Shared IOU posters on social media stories

Focused on IOU Sweden Facebook page promotion A A



International Open University - IOU - Sweden 3 March . 😧

Young or old, you've been given the opportunity to gain knowledge at your own time, in your own space, with no pressure! Why wait? Register Now for the Bachelor's Degree program! https://iou.edu.gm/stream/bais/?ref=2021s1-stream-fb Admissions Closing Soon!



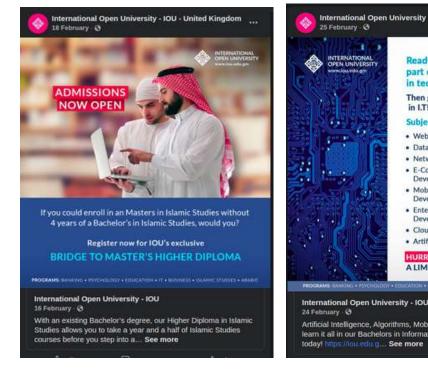
NO AGE LIMIT, NO EXCUSES Get started in any of our Islamic study programs

Register Now! www.iou.edu.gm

PROGRAMS: BANKING + PSYCHOLOGY + EDUCATION + IT + BUSINESS + ISLAMIC STUDIES + ARABIC

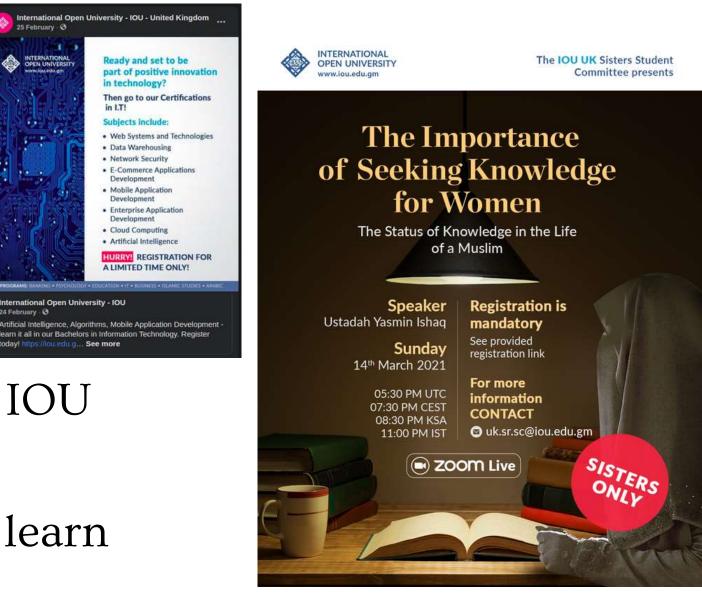
## UK Sisters SC

all a 1 Webinar (Zoom Live)



- CTT P Invited 2 graduates to share their experience with IOU
- CTT P Feedback received showed 66% were interested to learn more about IOU
- WhatsApp broadcast group

Focused on IOU UK Facebook page promotion





26 February · 🕄 The Early Bird offer will be closing in 2 days!

Enroll today for any of IOU's Education programs. See more

International Open University - IOU - United Kingdor 10 March · O



Learn the foundations of **Business FROM the** comfort of YOUR HOME **Certificate Degree** in Business Administration Admissions Now Open.

**Enroll Today** 

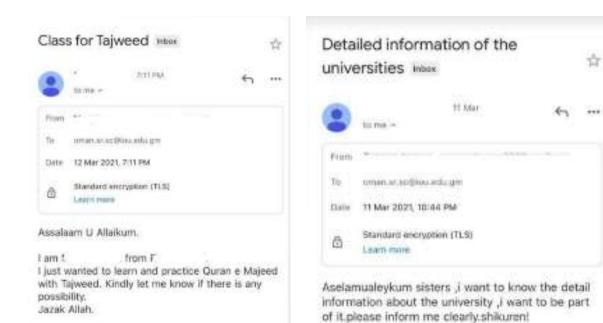
nal Open University - IOU 10 March - Ø

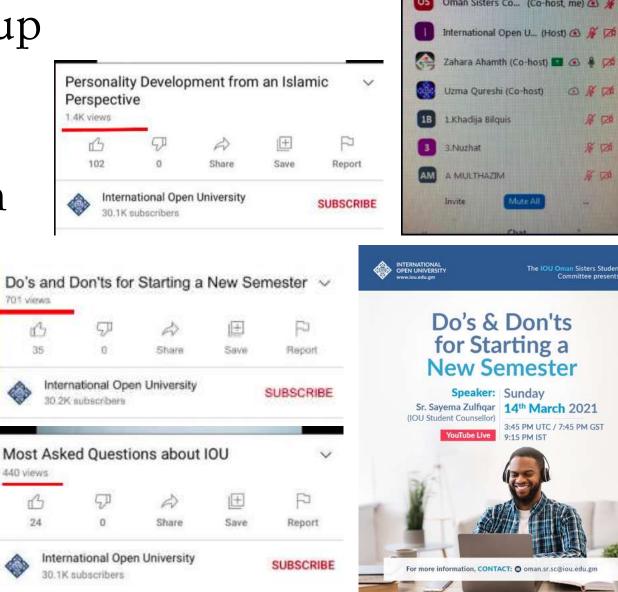
Imagine being able to master the fundamentals of business studies in just 1 YEAR. IOU brings you the golden opportunity to achieve just that. Reserve your spot ... See more

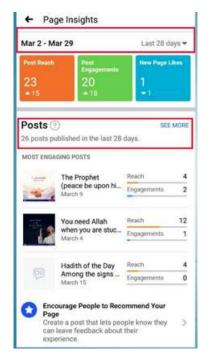


## Oman Sisters SC

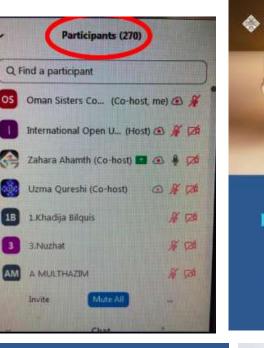
- J. 5 Webinars (Zoom Live / YouTube Live)
- Lots of positive feedback received
- WhatsApp broadcast group
- Focused on IOU Oman Facebook page promotion



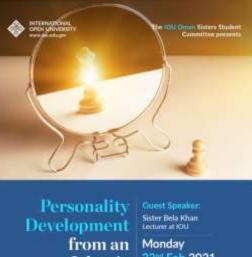








Q Find a participant



Islamic 22<sup>nd</sup> Feb 2021 Perspective #30PM (CT / 2 30PM KSA





## Jeddah Sisters SC

- ET !! 1 Webinar (Zoom Live)
- Invited 2 students and 1 graduate J' to share their IOU experience
- A Contraction Webinar covered IOU courses and faculty.
- AT I Promoted the 10% early bird discount.





TESTIMON
Ms. Tahsina Sarwar Student of BAIS prog
Contemplate the p
TESTIMONI
Mrs. Maria Ayub – Graduate of BAIS prog Making the most o
TESTIMON
Mrs. Maimoona Begum Student of BAIS prog
Stay Connected with Is

## IIALS



INTERNATIONAL OPEN UNIVERSITY

The IOU Jeddah Sisters Student Committee presents:

## ourpose of this life...





## of our short lives...



## Saturday 13th March 2021

8 AM UTC / 11 AM KSA Fun-filled 50 Minutes

## Agenda

- 1. Welcome words
- 2. PowerPoint Presentations by the Committee members:
  - Come to Salah
- Why IOU?
- Come to Falah
- Students' Testimonials

## SISTERS ONLY

For Registrations WhatsApp: +966 50 7729699

Zoom Live

IALS



slamic Knowledge...

'Hayya alas Salah' **Come to Prayer** 

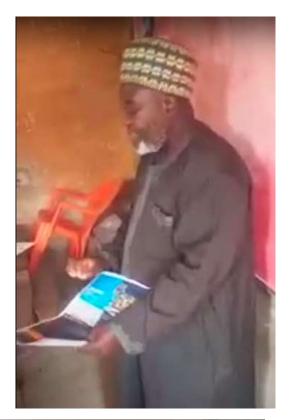
> By Huma Khan



## Nigeria Abuja SC

- Introduction of IOU to Federation of Muslim Women's Associations in Nigeria (FOMWAN) through a virtual annual conference.
- Introduction of IOU to staff and students of Arabic Teachers' College at Federal Medical Center during graduation-Keffi
- J. Individual promotion targeting colleagues, relatives, friends, neighbors etc (2 duly registered)
- Distribution of Posters







## Nigeria Lagos Brothers SC

- A Contraction 1 online Webinar (Zoom Live / YouTube Live)
- Event news shared in local newspapers
- One-on-one counselling
- WhatsApp group to offer information about IOU

INT'L OPEN UNIVERSITY

## Created by You, 2/24/21, 9:36 PM 1001 a total registered endless back

## Description

The platform is not created to scam anyone but rather to create awareness. It is purposefully created to introduce to you an online University, IOU. IOU is an acronym of International Open University. The university was founded in 2007 by a Canadian scholar, Dr Bilal Philips, in Kanifing, The Gambia.

Mute notifications

Custom notifications



KEEP YOUR EEMAAN ....

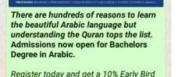
There are hundreds of reasons to learn the beautiful Arabic language but understanding the Quran tops the list. Admissions now open for Bachelors Degree in Arabic at IOU.

Not only the Arabic, IOU also, offers other Bachelor Degree programmes such as Bachelor of Arts in Islamic studies, Bachelor of Arts in Islamic Economics, Bachelor of Arts in Psychology, Bachelor of Arts in Information Technology, Bachelor Art in Education, Bachelor of Arts in Business Administration, etc., and Master of Arts (MA) in the above listed courses

Register today and get a 10% Early Bird Discount!







FEBRUARY 21, 2021



fow can we get it It depends on the type of the programme you want to put in for.



ARABIC

There are hundreds of reasons to lear the beautiful Arabic language but understanding the Quran tops the list. dmissions now open for Bachelors Degree in Arabic

Register today and get a 10% Early Bird



Shelkh Abdur-Rahe

Sheikh Abdur-Raheem McCarthy admonishes on beneficial knowledge As Lagos IOU students commence awareness month

The Lagos students of Islamic Online University, now

nternational Open University, IOU have commenced their Awareness Month. The programme is meant to sensitize prospec students of using their meaningful time to seek beneficial knowledge through the university as well as to raise the awareness of Muslims on the spread the message of

Dr Bilal Philips, a Canadian Muslim Scholar is the founder and chancellor of the University. According to the vice Chairperson of the Lagos Student Committee, Br Ishola Balogun there will be

Social Media interaction on creating awareness of IOU; Youth engagement on seeking beneficial knowledge through IOU; creating awareness in Masajid during Jumaat service and distribution of flyers.

According to him, there will also be a webinar lecture on the topic Seeking Beneficial

INTERNATIONAL OPEN UNIVERSITY

The Nigeria Lagos Brothers Student Committee presents

## Seeking **Beneficial** Knowledge via the Internet IOU YouTube Live

## Speaker: Ustadh Kabir Al-Asfar

## Saturday 06th March 2021

9:00 AM UTC 10:00 AM (Nigeria time)

For more information, contact (9 +234 8036688535 / +234 8053197264 lagos-nigeria.br.sc@sc.iou.edu.gm

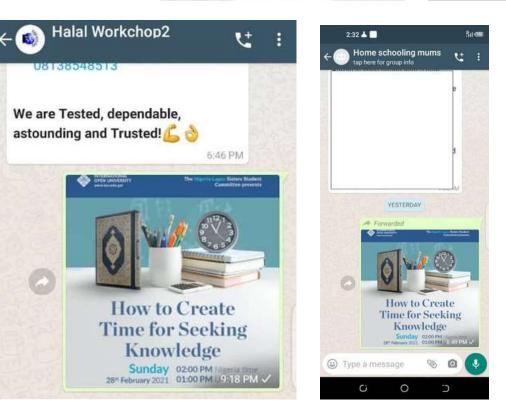
Covid-19 vaccination, main condition 2021 hajj - Saudi Health Minister



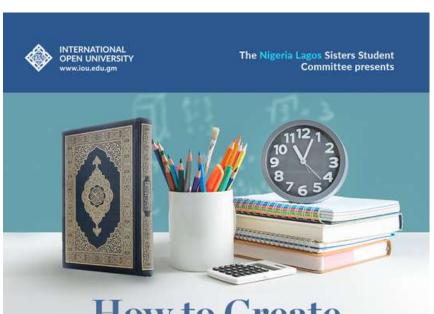
## Nigeria Lagos Sisters SC

1 online Webinar (Zoom Live)

- 3 IOU Alumni invited to share their experience
- WhatsApp broadcast group
- IOU Awareness on social media





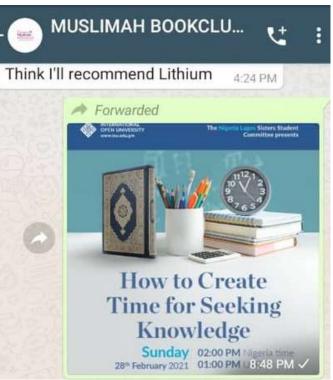


## How to Create Time for Seeking Knowledge

Sunday 02:00 PM Nigeria time 28<sup>th</sup> February 2021 01:00 PM UTC

Zoom Live

For more information, contact: 🖏 +234 909 362 3518 🖾 lagos-nigeria.sr.sc@sc.iou.edu.gm



## Nigeria North-West Brothers SC

## Sharing IOU contents on Twitter by Bro Aliyu Isa

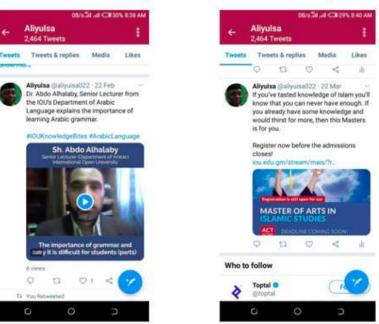


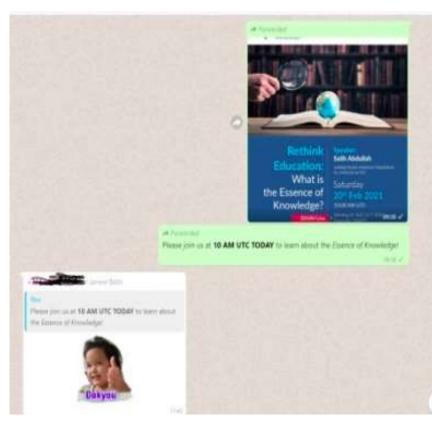
- Twitter
- WhatsApp
- Facebook

## Sharing IOU contents on WhatsApp by Bro Abdulfattah



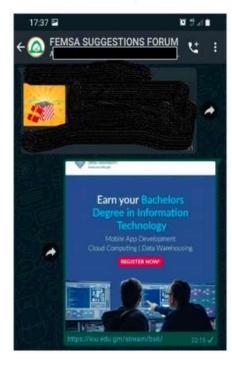






# FAC. OF EDUC (CTC NUESA) 0

## Sharing IOU contents on Twitter by Bro Abubakar Mukhtar





## Sharing IOU contents on Facebook by Bro Abdulfattah



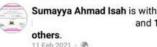


# Nigeria North-East-Central SC

- **B** Facebook, WhatsApp & Instagram Awareness Campaigns
- <u>A</u> Awareness with High School students in the North-East region
- A CONTRACT Received about 6 interested potential students



## One-on-one counselling



and 18

Come and join International Open University Signup early to have 10% discount



Study at your own, in your own space. Sign up today to get a 10% Early Bird Discount. https://iou.edu. gm/streams/?area\_of\_interest=8&ref=20 21s1-meet-the-faculty-fb



Dr. Anwar Sahib

Banking and finance Our anic memorization Certificate in English language Signup and get 10% discount for earlybird

Sumayya Ahmad Isal





are . FEBRUARY 28, 2021 \*\*\*Why seek Islamic knowledge?\*\*\*

Because the entirety of life should ultimately be connected, directly or indirectly, to worship of The Creator, atone.

"And I (Allaah) created not the jinn and mankind except that they should worship Me (Alone)" (Suratul Dhaariyaat; 51:56)

In his talsir of this verse, Sheikh Abdur-Rahman As-Sa'di (Rahimahu Allah) adds:

"Allaah, may He be exalted, created mankind to worship Him and to know Him by His names and attributes, and to enjoin that upon them. Whoever submits to Him and does what is enjoined upon him will be one of those who are successful. but whoever turns away from that, they are the losers. He will inevitably gather them together in the Hereafter where





Eliminating ignorance is the first step to correct worship. It is no coincidence then that the FIRST verse of the Qur'aan renealed was:

"Read! In the Name of your Lord Who has created (all that exists)."

(Suratul Alag: 96:1)

Whether you're a stay at home mum, working a 9-5 or running a business, the Nexibility doesn't get better anywhere

Admissions are open at The International Open University (and also scholarship

Spring semester starts March. Enroll



# Nigeria South-West Brothers SC

<u>A</u> Shared posters on social media:

- WhatsApp
- Facebook

P

2 enrolled in degree section



INTERNATIONAL OPEN UNIVERSITY www.lou.edu.gm

## Your one stop hub for Islamic Education!

## IOU Offers:

Certificate, Associate & Bachelors Degree Programs In:

- Islamic Studies
- Psychology
- Arabic Language & Linguistics
- Information Technology
- Business Administration
- Education
- Islamic Banking & Finance
- Higher Diploma in:
- Islamic Studies
- Arabic Language & Linguistics
  Ilm Institute

Affordabl Anywhen Anytime

Study

IOU!

## Global Ouran emorization Center:

- Group Memorization
- One-to-One Memorization
- Ijazah (Authorization to) teach Quran)
- Khatmah (Recitation)
- Tajweed (Beautification of recitation)

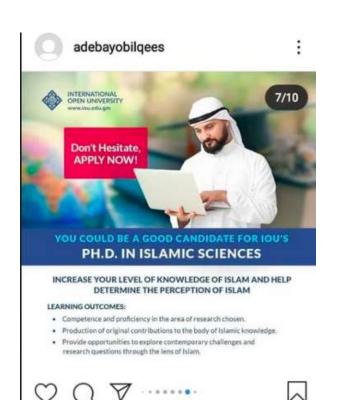
## Short Courses:

- General Diploma in Islamic Studies

For more info: www.iou.edu.gm | Email: info@iou.edu.gm

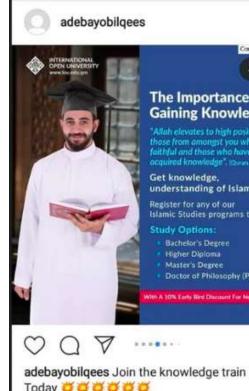
## Nigeria South-West Sisters SC

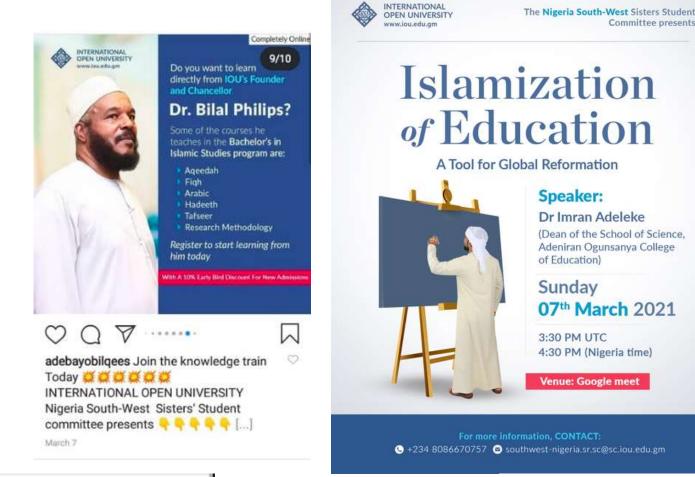
- J. 1 online event (Google Meet)
- AT I Shared posters on Facebook, Instagram, WhatsApp
- J. Received lots of positive feedback after the event.











4/10

W

The Importance of

Gaining Knowledge

Get knowledge, understanding of Islam.

lamic Studies programs today

Doctor of Philosophy (PhD

Register for any of our

**Bachelor's Degree** 

**Higher Diploma** 

Master's Degree

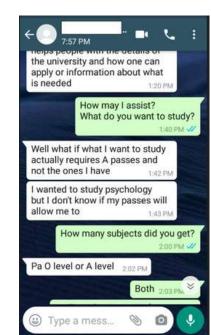


The Nigeria South-West Sisters Student

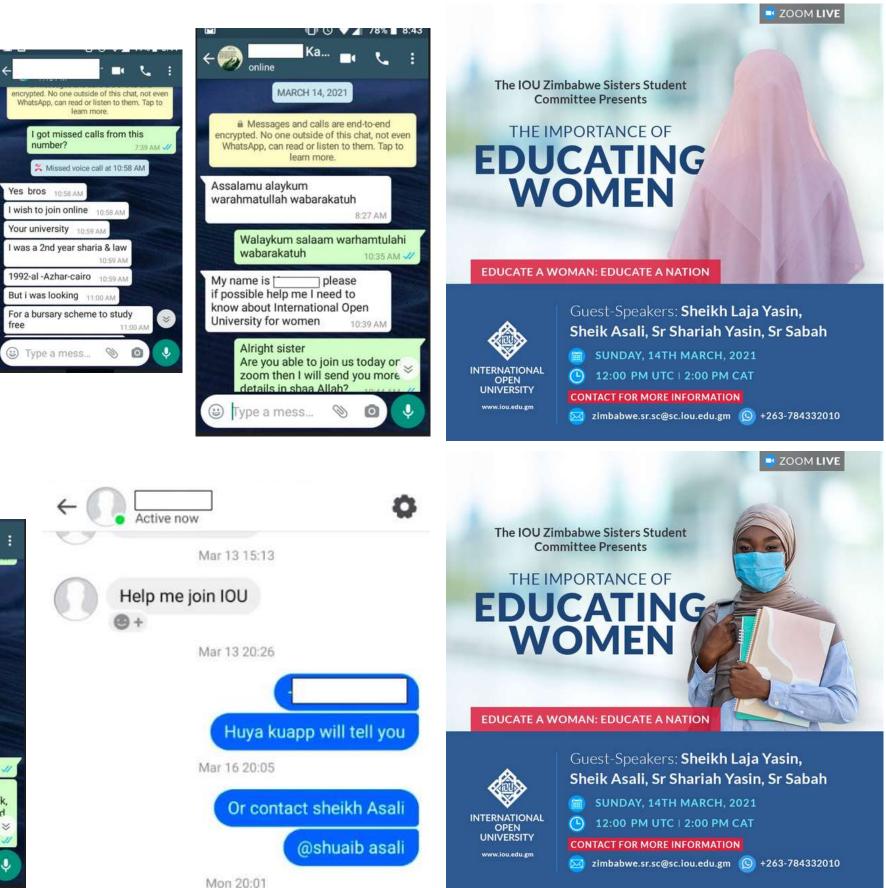
## Zimbabwe Sisters SC

- 1 online event (Zoom Live)
- Received lots of positive feedback after the event.
- Answered queries of interested
  attendees on Facebook messenger &
  whatsApp









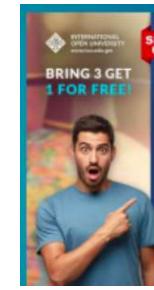
## Zimbabwe Brothers SC

- Shared IOU flyers on Twitter, Facebook, J. Instagram, WhatsApp.
- J. Virtual presentation on WhatsApp groups of
  - Zimbabwe Madinah university students in KSA
  - Zimbabwe Muslim student association
- CIT . Focused on IOU Zimbabwe facebook promotion.
- AT I Presented IOU to jumah congregants at Torwood mosque in Kwekwe, Midlands province.



Distributed Flyers on-ground in 4+ places.

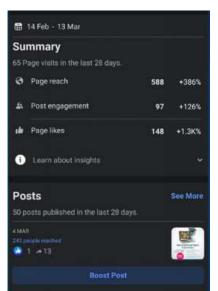
















## Botswana SC

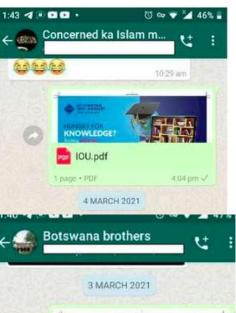
- Displayed IOU banner in library & in front of the masjid.
- Shared IOU materials on whatsApp groups
- Displayed A3 Poster on notice board of a school
- Flyers placed on the table in the School
  Reception Office.
- Displayed IOU flyers on registration booth















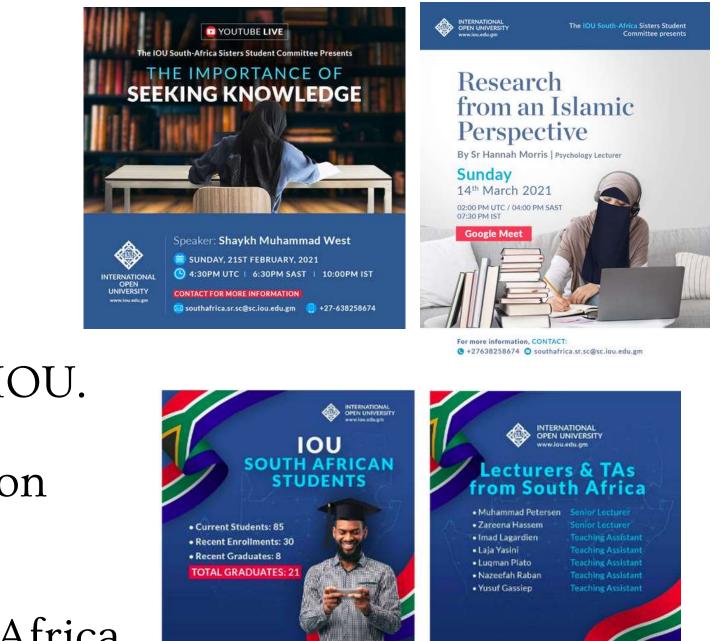






## South-Africa Sisters SC

- 2 online events (YouTube Live/ Google Meet)
- Invited 1 Alumni to share her IOU experience **B**
- 1 sister from the committee shared her experience at IOU.
- Invited Al Muslimeen Foundation to give a presentation <u>S</u> on scholarships offered to local students.
- Had custom posters designed to reflect IOU in South-Africa S
- S Focused awareness on Instagram (1100+ followers) and Facebook page.
- WhatsApp broadcast groups





- QURAN MEMORISATION & TAIWEED



## Canada SC

- 1 online event (Zoom Live)
- B Marketed the event through whatsApp groups, Email, Facebook, Instagram, EventBrite.
- Shared IOU posters on Instagram, Facebook, A P whatsApp.
- B One of the members shared his testimonial while sharing the posters to others.
- Placed IOU flyers at local Muslim businesses
- One-on-One Promotions with friends, family, teenagers
- Reach out to Local Islamic Organizations/Groups
  - Nigerian Canadian Muslim Congregation
  - Akram Jumu'ah Masjid, Calgary



Promotion Methods





## Lecture and IOU Information Session

ât Reach	0	ale Post Engagement	.0
1,638 View Cetalle		16 Were Details	
Link Clicks	0	ja Päge Likes	
16 View Details			

ids activity is reported in the timezone of your a

## Website Visitors

1,638



CA\$15.00 



PH.D. IN ISLAMIC SCIENCES

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## Guest Speaker: Shaykh Muhammad West

🛑 SUNDAY, 21ST FEBRUARY, 2021 9:45AM PST | 10:45AM MST | 12:45PM EST

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