

Stop Press Latest News

The Aylesbury Astronomical Society over the last six months has intensified its efforts to increase the total membership of the Society as some of you will have seen.

We have confirmed at our AGM this year that we will maintain the annual membership renewals costs at previous levels. So the benefits of belonging to our group are better value than before!

To bring more people in to our orbit, we have resorted to using the power of the Internet to our advantage to get our name known.

A good example of this approach is by AAS using a ticket marketing site (Eventbrite) together with some of the "What's On" websites give us even greater coverage to:-

- Bring in more visitors to our Monthly meetings
- To assist in setting up our meetings by reserving your seat at the meeting
- Publicise our efforts to give more observing time by adding Saturdays to our potential viewing evenings

So using as an example for our next meeting at the Scout Hut on 3rd September 2018 where we have a return of Dr Mike Leggett who will be talking about '**Astronomy in the Ancient World**'.

Browsing use on the Internet will hopefully attract new visitors (as potential additional members) through locating links such as:-

www.eventbrite.co.uk/e/aylesbury-astronomical-society-visitor-ticket-3rd-september-2018-talk-by-dr-mike-leggett-tickets-48768279236

Due to our desire to improve somewhat the Society's finances, we have decided to make a small charge for the benefit of the Society for these sessions.

Entries in a number of "What's On" websites for intellectual events in and around Aylesbury will contain such a link relevant to each meeting.

You will have noted that Committee members have been keeping attendance information at these monthly meetings since the beginning of 2018, which prove that this is working with a significant increase in visitors and also a dramatic improvement of membership renewal and take-up with new members.

Individual ticket reservations for all members allows the Committee to ensure that we have sufficient space available at these meetings. Looking forward optimistically we would hope to extend the membership beyond the capacity of the current hall, so such a facility will be a requirement.

Please ensure that you utilise this feature by using for September's meeting now by clicking on:-

www.eventbrite.co.uk/e/aylesbury-astronomical-society-members-reservation-3rd-september-2018-tickets-48768220059

to register your intention to attend – a free option reserved for existing members.

You will also have noticed that the AAS has overcome the traumas of moving our website on to the Cloud. This provides AAS with a FREE environment as part of our cost cutting activities. Our website has still a few teething issues but nothing serious. We have the website automatically linked to the Cloud recording facilities supported by Google, again for no cost to the Society.

See our slightly revised website on:-

www.aylesbury-astronomy.org.uk

and we are asking Committee members and other members to comment on the content and any issues with the material presented here. Please send these through to your Treasurer at:-

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