

Committee Report 2020
ESO Membership Committee

Report of the ESO Committees - Summary

Membership Committee

- **Anne Hege Aamodt, Norway (Chair)**
- Haralampos Milionis, Greece
- P.N. Sylaja, India
- Aleksandra Pavlovic, Serbia
- Gregoire Boulouis, France
- Karen Doyle, Ireland
- Maria Alonso de Leciñana, Spain
- Michael Knoflach, Austria
- Yoshihiro Kokubo, Japan
- Liping Liu, China

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Goal

- To increase membership numbers. Membership growth is largely achieved by registering new members through conference attendance and acquiring more organisational members (associate members).
- A secondary goal is to convert associate into full ESO membership.

Meetings

- TCs: January, June and September

Actions

- The ESO Membership Committee has presented the different types of ESO membership and its benefits in videos at the ESO website and in ESO newsletters.
- Participation at the ESO-booth during the ESO-WSO conference and Video Blogs with presentation of membership benefits during the ESO-WSO.
- Emails to members regarding ESO Membership Renewal 2021.
- The membership page on the website was optimized in order to enhance the customer journey and to better display the member benefits.