

THE PYRAMUS & THISBE SOCIETY

JULY 2025

Report of the IT/Website Officer

Membership

I need to arrange a meeting with Ryan and Ada to try and get to the bottom of the membership issues, and to what extent the website can function better to deal with new applications, and chase up membership renewals.

Marketing

I circulated a proposal from Roland Gilbertson for “Brand Positioning & Marketing Strategy Overview”, which is designed to work in tandem with the social media support from Matt Inman, and the website.

It's a very high level proposal at this stage for a wider marketing strategy, but if we want to progress this with Roland I can arrange a follow up meeting with Roland, and Natasha.

FAQs

I am in the process of re-writing the FAQs, but this is a work in progress. If anyone has anything they would like to include, please let me know. At the moment it majors on CPD and membership.

Ongoing Maintenance

Work has now been completed to link members' Civi CRM data to their public profiles, so contact details can be updated in a single place. Some minor tweaks are needed. Ada continues to liaise with DD to deal with day to day maintenance issues, and ad hoc queries.

We had a couple of issues with members purchasing but struggling to view seminar videos – which I believe is now sorted.

Green Book Promotion

Thanks go to Natasha and Ada for dealing with Douglass Digital to set up the banner and sales pages for the Green Book while I was on holiday.