



Bernoulli Society: recruiting and engaging

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Bernoulli Society faces a big challenge that is common not just to scientific societies but to all forms of large-scale organized activity in today's world: how to enlist and to enthuse people in progressing our goals. In two words, it's all about *recruiting* and *engaging* these people.

Bernoulli Society's goals are stated clearly on our web-page: "the advancement of the sciences of probability (including stochastic processes) and mathematical statistics and of their applications to all those aspects of human endeavour, which are directed towards the increase of natural knowledge and the welfare of mankind". Progress towards these goals depends on activities broadly falling under three major themes: conferences, publications, and prizes.

I will briefly describe our activities under headings supplied by these themes, and go on to discuss our evolving strategy for responding to the big challenge of engagement, especially of new scientists.

Keywords: probability; mathematical statistics; recruiting; engaging.