



Advisory Council Development Committee Agenda

Thursday, February 10, 2022, 4pm CAT (Central Africa Time)

Please plan on 45 minutes for this meeting. Visit www.elisanetwork.com for more information about ELISA

Zoom link: <https://icpdprograms-org.zoom.us/j/81735237427?pwd=ME5jREd4Rkg0cGxjYXdpRUhDOXBqZz09>

Document Archives: www.icpdprograms.org/committees (scroll down to ELISA section)

- Welcome & introductions
- Previous action items, updates, and recent developments
 - Payment systems being worked on by Portal Committee
 - Pipeline of prospective members and conversion rate from Gateway to Insider members
 - Project page promotion and enhancements to prompt member conversion
- Focus topics
 - ELISA Scholars
 - ATLAS introduction
 - Online marketing strategy
- Other/Future action items

Committee Objectives:

Promoting portal membership and sponsorship of the ELISA summit and ELISA Scholars program.

- Increase awareness of ELISA
- Increase individual and corporate portal membership
- Engage representatives from 55 African government Ministries related to trade and development
- Engage Africa focused development agencies

Future meeting Dates (all meetings at 4 pm Central Africa Time):

- 7 April, 2022
- 14 July, 2022
- 8 September, 2022
- 3 November, 2022

