



# Advisory Council Development Committee Agenda

## Monday, 12 September 2022, 4 pm CAT (Central Africa Time)

Please plan on 45 minutes for this meeting. Visit [www.elisanetwork.com](http://www.elisanetwork.com) for more information about ELISA

Items listed in **BOLD** will be covered during the meeting

Zoom link: <https://icpdprograms-org.zoom.us/j/89330261590?pwd=NzRsRnIyT1ZjbzFWYWZyNWM0YmJZZz09>

Meeting ID: 893 3026 1590; Passcode: 158975

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

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- Welcome & introductions
- Focus topics
  - ELISA Scholars
    - Dates - **rescheduled to 18-21, April 2023; target dates**
    - Sponsorship - **sponsor presentation (\$10,000 per 2 scholars/1 coach); development pipeline robust and examples of hot leads; ideas for new leads and an email template; ICPD is sponsoring 6 ELISA Scholars as a match; value proposition for governments, NGOs and institutions of higher education**
  - **Pipeline of Gateway and Insider members - number of members, how to build value on converting to an Insider member**
- Previous action items, updates, and recent developments
  - Project page promotion and enhancements to prompt member conversion
  - 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):

- 3 November 2022

