ELISA Advisory Council | AGENDA

Monday, 15 Nov 2021, 10am Eastern | 7am Pacific | 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/89442137014?pwd=VDJnK3dKaEtJaEtqclBmZ202Q3FHQT09
Meeting ID: 894 4213 7014
Passcode: 519823
Document Archives: www.icpdprograms.org/committees (scroll down to ELISA section)

- Welcome & Introductions - **BOLD ITEMS WILL BE COVERED DURING THE MEETING**
- For a more in-depth briefing or if you are unable to attend a meeting but would like a debrief, contact Elisabeth Valerio evalerio@icpdprograms.org, Whatsapp +263 782288842
- Program Updates
  - **Additional Advisory council member nominations**
  - ICPD invites the Council to follow/promote ELISA social media @elisasummit
- Advisory Council
  - New Members - none to report
  - **ELISA Committees - All met from the week of November 1;** The committees are: 1) Development & Membership Outreach Committee 2) ELISA Portal Committee 3) ELISA Summit Committee
  - **Advisory Council Announcements**
- ELISA Development Committee update (Scott May)
  - **Payment systems for ELISA ecommerce – The committee recommended ELISA implement DPO Groups and Western Union to process payments**
  - **Project pages -** ICPD team presentation on project pages and strategy for the portal to prompt member conversion
  - **The next committee focus topics:**
    - **Conversion of prospects to Gateway and Insider (paid) members**
      - **Staff to draft one pager that explains the membership benefits**
      - **The ICPD team will add a link to a graphic display of member benefits**
      - **The ICPD team has grown the prospect database to over 1,600 contacts and is engaging existing site users to assist with setting up project pages, profiles and Luminaries**
      - **ICPD to present pages and strategy for the portal to prompt member conversion**
    - **Update of number of new Project pages and promotion plan for Project pages**
    - **Introduction to ATLAS**
- ELISA Portal Committee update (Elisabeth Valerio)
  - **Web traffic report – Direct correlation to website traffic when new content is posted**
  - **Ruva Chindara presented the system for building Project pages; The committee recommended:**
    - **When a user interacts with the portal they should be prompted to create Project Pages**

- - **Add help or pop-up definitions for most of the fields, including**
    - **Alias field**
    - **Community header**
    - **Short URL**
    - **Contact form**
  - **Suppress the state field since many countries do not use states in address fields**
  - **Indicate that fields with an asterix are required**
  - o **The next committee focus topics:**
    - **Web traffic report**
    - **ELISA mobile app**
    - **Other features and functionality that could be activated or built into the portal, so that the portal becomes an integral part of their work including ways that members are prompted to invite others**
- ELISA Summit Committee update (Marie-Ange Noue, Chair)
  - o **Planned the November 10 Confab**
    - **The committee reviewed the Confab run-of-show**
    - **Discussed promotion of the event (approx. 460 indicated interest on LinkedIn) and staff agreed to a plan to convert them to register on Zoom**
    - **Decided not to orient the Anita Erskine CONFAB to a specific Bootstrap Brief for the presentation and break-out discussion**
  - o **Reviewed upcoming 2021 Confabs and speakers**
    - **The committee decided the next CONFAB will be in January**
    - **Kemoy agreed to contact Pascal And invite him to speak at the January event**
  - o **The committee set January 12 for the next committee meeting**
  - o **The next committee focus topics:**
    - **Report on geographic location of Confab attendees; set 2022 dates for all CONFABS**
    - **Goals and objectives of the ELISA summit for 3 key audiences: 1. The actual Summit attendees; 2. The virtual ELISA community; 3; more broadly, the African entrepreneurial ecosystem; Structure of the Summit; 2022 Scholars; Speaker ideas; How can the Summit complement the CONFABS**
- Update on other ICPD programs
  - 2021 SMDP MedTech training was held virtually, September 27-28
  - **Applications are being accepted here: https://smdp.icpdprograms.org/**
  - **until April 1 for the 2022 SMDP Biotech (June 11 – 15, San Diego, CA, USA) and the 2022 SMDP MedTech (October 8-12, location TBD)**
- **Other/Action items**

Upcoming ELISA Advisory Council meetings:
Tuesday, February 15, 2022, 10:00 AM Eastern | 7:00 AM Pacific
Tuesday, Aril 12, 2022, 10:00 AM Eastern | 7:00 AM Pacific
Tuesday, July 25, 2022, 10:00 AM Eastern | 7:00 AM Pacific
Tuesday, September 20, 2022, 10:00 AM Eastern | 7:00 AM Pacific