



# Advisory Council Development Committee Agenda

**Thursday, 16 Jan 2025, 4-4:45 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/89966519140?pwd=GgNS9a7lGyLI7SBeridbvbJwMbQyL6.1>

Meeting ID: 899 6651 9140 Passcode: 539112

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

- Welcome & introductions
- Focus topics
  - **2025 Development Strategy**
    - **Michael Oyalana joined ICPD in November as the [Member Relations Coordinator](#) for ELISA**
    - **For 2025 staff will not focus on securing Corporate and Affiliate Memberships, the goal will be to generate revenue to support ELISA through Corporate and Affiliate organizations directly partnering with the ELISA Business Scholars (EBS) program for the November 18-21 training session in Hwange, Zimbabwe at a cost of \$6,000 per scholar/coach pair**
      - **Strategy overview**
      - **Partners can select sectors and/or countries they have interest in**
      - **Sponsorship presentation**
    - **Committee input about the EBS partner presentation and how the committee can support this**
  - **Chair for the Development Committee**
- Updates, previous action items, and recent developments
  - **Defining the ELISA strapline - Staff will recommend a final strapline to the Advisory for approval**
  - **Marketing of the Confabs - Asking CONFAB attendees to follow ELISA social media accounts and will be posting Confab messaging directly to social media accounts**
  - **Upcoming Confab - 13 February, with the speaker and focus topic to be determined**
  - **Key Performance Indicators (KPIs) - ELISA KPIs currently track the programmatic elements and budgetary impact of ELISA. ICPD will track these for 2025; During the 24 July meeting of the Development Committee, staff will report on KPI progress to date and the committee will discuss when broader impact goals should be tracked and measured such as:**
    - success of entrepreneurs
    - impact on the broader entrepreneurial ecosystem in Africa
    - impact ELISA has on entrepreneurs
    - the growth of companies involved with ELISA?
    - the program's reach and effectiveness?
  - **Call for Applicants open for new ELISA Advisory Council members; please visit <https://elisanetwork.com/apply/advisory/>**





## **Advisory Council Development Committee Agenda**

- Other/Future action items
  - New leads for corporate and affiliate members
  - Project pages promotion

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

- 10 April 2025
- 24 July 2025
- 23 October 2025

### 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 African countries related to trade and development
- Engage Africa focused development agencies

