



# Advisory Council Development Committee Agenda

**Thursday, 18 April 2024, 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/85645496000?pwd=YVRqbDBLZWFOdXpLT3RTcWRsbFIJZz09>

Meeting ID: 856 4549 6000; Passcode: 227310

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

- Welcome & introductions
- Updates, previous action items, and recent developments
  - **Have hired Yvonne Chiwara as Member Relations Coordinator; for the rest of 2024 she is focusing on securing Corporate and Affiliate Members for ELISA**
  - **Value proposition for Corporate (\$3400/yr) and Affiliate membership (\$349/yr) – Collateral materials being finalized and will be posted on the website**
  - **Upcoming Confab - April 25 at 4pm Central Africa Time; Speaker will be Sydney Lidede, Kenya, Co-founder Rent Gari, focus topic will be "Why You Need Grit"; [register here](#)**
  - Call for Applicants open for new ELISA Advisory Council members; please share this URL: <https://elisanetwork.com/apply/advisory/>
- Focus topics
  - **Chair for the Development Committee**
  - **New leads for corporate and affiliate members**
  - **Defining the ELISA tagline - It is currently "transform Africa.. connect, discover, grow"; a suggested one is "Empowering Entrepreneurs for Africa"**
- Other/Future action items
  - Key Performance Indicators (KPIs) - How ELISA KPIs correspond to/align with:
    - success of African entrepreneurs
    - impact on the broader entrepreneurial ecosystem in Africa
    - 2024 ELISA budget
    - mission, vision and strategy
  - Marketing for ELISA Scholars
  - Project pages promotion

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

- 18 July 2024
- 24 October 2024

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

