



# Advisory Council Development Committee Agenda

**Thursday, 18 July 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/87110739655?pwd=ODAwajQ4YzE0eEZoOUJKbGRFejVQUt09>

Meeting ID: 871 1073 9655; Passcode: 572507

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
  - o **Defining the ELISA strapline - It is currently "transform Africa.. connect, discover, grow"; Committee members to review and comment on tag lines on this [Google document](#). A survey will be sent to the Advisory Council prior to final selection this month.**
  - o **Seeking a Member Relations Coordinator; for the rest of 2024 the team will focus on securing Corporate and Affiliate Members for ELISA**
  - o **Upcoming Confab - 25 July at 4pm Central Africa Time;** [https://icpdprograms-org.zoom.us/meeting/register/tZAtdOGrrTMiH9LkcrLFwMUEWIM\\_elowNYs](https://icpdprograms-org.zoom.us/meeting/register/tZAtdOGrrTMiH9LkcrLFwMUEWIM_elowNYs); **Speaker will be Rucien Petersen, South Africa, Founder SpottMedia; focus topic will be "digital marketing strategies"**
  - o Call for Applicants open for new ELISA Advisory Council members; please share this URL: <https://elisanetwork.com/apply/advisory/>
- Focus topics
  - o **Chair for the Development Committee**
  - o **Marketing of the Confabs - Average attendance over last 12 months; results of survey from past attendees; overview of current marketing strategy and recommendations on how best to market to new attendees**
  - o **Key Performance Indicators (KPIs) - ELISA KPIs currently reflect the mission, vision and strategy of the program and track the programmatic elements and budgetary impact of ELISA; Which broader impact goals should be tracked and measured?; Work being done via Summit Committee will provide insight on what African entrepreneurs need or want. This will better inform us how best to measure the impact goals, ie.**
    - **success of African entrepreneurs**
    - **impact on the broader entrepreneurial ecosystem in Africa**
    - **what impact does ELISA have on the entrepreneurs?**
    - **what is the growth of companies involved with ELISA?**
    - **what is the program's reach and effectiveness?**





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- Other/Future action items
  - o New leads for corporate and affiliate members
  - o Value proposition for Corporate (\$3400/yr) and Affiliate membership (\$349/yr) – Collateral materials being finalized and will be posted on the website
  - o Project pages promotion

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

- 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.

