



# Advisory Council Development Committee Agenda

**Friday, 18 November 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/87189528410?pwd=NVLmMjdYQVJkQlF4K0ZZN2krU1YxZz09>

Meeting ID: 871 8952 8410; Passcode: 659217

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, 18-21 April 2023, Hwange, Zimbabwe
    - **Sponsor presentation (\$10,000 per 2 scholars/1 coach); value proposition for governments, NGOs and institutions of higher education**
    - **New leads**
  - Pipeline of Gateway and Insider members
    - **Member benefit grid - Insider and Gateway members**
    - **How to build value on converting to an Insider member**
  - Project pages
    - **Benefits for Insider and Gateway members**
    - **Promotion**
    - **Enhancements to prompt member conversion**
- Updates, previous action items, and recent developments
- Other/Future action items - Online marketing strategy

## 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): **Will be distributed in December**

