



# ELISA Advisory Council | AGENDA

**Monday, 19 Jul 2021, 10am Eastern | 7am Pacific | 4pm 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

Zoom link: <https://icpdprograms-org.zoom.us/j/81723363323?pwd=RnI2VUc3bHhrVElGaEliSnpZQ0d3Zz09>

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

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- 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](mailto:evalerio@icpdprograms.org), Whatsapp +263 782288842
- Program Updates
  - **Outreach Coordinator, Shamah Mawoko has been developing social media content for ELISA**
  - **Additional Advisory council members are needed**
  - ICPD invites the Council to follow/promote ELISA social media @elisasummit
- Advisory Council
  - New Members - none to report
  - **ELISA Committees - All met the week of Jul 12th;** 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)
  - **The committee is still to select a new Chair**
  - **Website traffic**
    - **The committee received a briefing on the new analytics tool**
  - **2021 ELISA membership growth strategy**
    - **Shamah Mawoko is reaching out to business schools throughout Africa**
    - **The ICPD staff highlighted 4 of the strategies for attracting Gateway and Insider members**
  - **The value proposition for \$39 annual Insider membership vs free Gateway membership**
    - **The ICPD team provided the committee with an understanding of the difference between a Gateway and Insider member**
    - **The committee suggested that the language describing Insider membership needs to be enhanced**
    - **The committee also asked what the chat and networking features actually mean to the members and how to articulate this on the page**
  - **The next committee focus topics:**
    - **Look at the pipeline of prospective members and discuss the conversion rate from Gateway to Insider members**
    - **ICPD will also advise the committee members on payment systems across the African continent**
    - **Explore what pages on the portal need to be modified to include membership notifications**





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- ELISA Portal Committee update (Elisabeth Valerio)
  - **The committee is still to select a new Chair**
  - **Developing an ELISA mobile app**
    - **Ruva Chindara has been shaping wireframes for the mobile app. She provided a demo of the mobile app functionality.**
  - **The analytics available on the ELISA Portal and what is needed**
    - **The committee received a briefing on the new analytics tool**
  - **The difference in online features and functionality between the \$39 Insider membership vs the free Gateway membership**
    - **The committee recommended adding the ability for Gateway members to invite others**
  - **The next committee focus topics:**
    - **The committee asked to receive a brief report in all future meetings on web traffic, particularly the countries people come from and where they go (what pages or features) when they're on the portal**
    - **A presentation by Ruva on use cases for Project pages to make the site more valuable to the members and increase use of member profiles and the Project page tools**
    - **ICPD will demonstrate how members can invite others**
    - **Other features and functionality that could be activated or built into the portal, so that the portal becomes an integral part of their work**
- ELISA Summit Committee update (Marie-Ange Noue, Chair)
  - **Confabs**
    - **The committee discussed and revised the speaker invitation template, that led to an agreement about the Confab event format**
    - **The ICPD team shared a list of dates for the upcoming Confabs, which also have been published on the [ELISA portal](#)**
    - **The committee reviewed and prioritized the list of speakers and agreed that whoever suggests a speaker will be responsible for sending the speaker invitation and moderating the Confab; the committee welcomes Confab speaker suggestions from the Advisory Council**
  - **The next committee focus topics:**
    - **Debrief on the August Confab and firm up the upcoming 2021 Confabs**
    - **Goals and objectives of the ELISA summit for 3 key audiences**
      - **Summit attendees**
      - **ELISA community**
      - **Africa**
- Update on other ICPD programs
  - **ICPD hosted 210 Scholars and Mentors for the 2021 SMDP Biotech Virtual Training Session**
  - **2021 SMDP MedTech will be held virtually**
  - **Gallus for senior executives and rising talent engagement; online tours and briefings about ELISA and Gallus available by contacting Scott May**
- **Other/Action items**

Upcoming ELISA Advisory Council meetings:

Monday, September 13, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Monday, November 15, 2021, 10:00 AM Eastern | 7:00 AM Pacific

