



# ELISA Advisory Council | AGENDA

**Tuesday, 20 September 2022, 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/86937666128?pwd=NGdwUUE4Wm1WNIVEZEEdGb3pEVUFjQT09>

Meeting ID: 869 3766 6128 Passcode: 162150

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

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- **Welcome & Introductions/Updates - 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
  - Advisory Council
    - ELISA Committees - The committees are:
      - 1) Development & Membership Outreach Committee
      - 2) ELISA Portal Committee
      - 3) ELISA Summit Committee
    - New member recommendations
    - **Advisory Council announcements**
    - **Current affairs and events from around the world**
    - **How to follow/promote ELISA on social media @elisasummit**
  - ELISA Summit Committee update (Marie-Ange Noue, Chair), last meeting was 16 September 2022
    - Focus topics
      - ELISA Scholars program
        - Dates - **rescheduled to 18-21, April 2023; target dates**; Tues 18 April through Fri 21 (full day of programming Wed & Thurs), followed by monthly virtual meetings between coaches and scholars for 12 months; the goal is to have 30 entrepreneurs/scholars from across Africa and 15 executives (in-person or remote) serving as mentors/business coaches
        - **ELISA Scholars - call for applicants; deadline to apply is 21 February; online applications being accepted; recommendations for outreach to prospective ELISA Scholars**; Scholar selection criteria
        - Website updates - key elements are all in place and developed for the website; **developing a coach information page and coaching plan**
        - Sponsorship of Scholars - development pipeline robust; ideas for new leads and an email template; ICPD is sponsoring 6 scholars as a match; \$10,000 per 2 scholars/1 coach
        - Speakers - coaches, experts on bootstrapping businesses in Africa
      - CONFABS
        - **Enhancing the CONFABS - recommendations from the committee; how to engage attendees on the portal during and after the CONFAB; how to provide attendees with the contact info for the attendees who were in their breakout rooms; talking points for the moderator and ICPD open and close (a video); paste goals for the breakouts on the white board in each break-out room; use of chat for attendees to share their contact info, staff to amplify the points being made, and announcements; testimonials on the event page; archives of past CONFABS**





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- **Speakers for upcoming CONFABS - identify remaining 2022 speakers now**
- **Recent CONFAB - 25 August, Talifhani Banks, Founder & CEO, Analytics Advertising was keynote and Siyabonga Tiwana served as moderator**
- **Upcoming 2022 CONFABS - 13 October, keynote will be Willem Gous, International speaker, Trainer and Consultant on Leadership, Innovation, and Entrepreneurship, and moderator TBD; 17 November, keynote and moderator TBD**
- Other/Next steps and future action items
  - Relationship of ELISA Network and CONFABS
  - Future programming focused on Luminaries, Projects, ELISA scholars, Bootstrap Briefs
  - CONFABS Marketing strategy
- ELISA Portal Committee update (Elisabeth Valerio, Acting Chair), last meeting was 6 September 2022
  - Updates, past action items, and recent developments
    - **Web traffic report**
    - **Events channel**
    - **ELISA Scholars program - Rescheduled to 18-21, April 2023; key elements are all in place and developed for the website; working on a coach information page and coaching plan**
  - Focus Topics - **Social media integration with the ELISA portal - Gateway, Insiders**
  - Other/Next steps and future action items
    - **Phone app**
    - Social media - **How Insider and Gateway members can navigate to external social media sites**
    - Donations - Individual project funding and rating
    - Membership processing
    - Project pages usability - filtering, displays
- ELISA Development Committee update (Scott May, Acting Chair), last meeting was 12 September 2022
  - Updates, past action items, and recent developments
    - Project page promotion and enhancements to prompt member conversion
    - Online marketing strategy
  - Focus topics
    - ELISA Scholars
      - Dates - **rescheduled to 18-21, April 2023; target dates**
      - Sponsorship - **sponsor presentation (\$10,000 per 2 scholars/1 coach); development pipeline robust and examples of hot leads; ideas for new leads and an email template; ICPD is sponsoring 6 ELISA Scholars as a match; value proposition for governments, NGOs and institutions of higher education**
    - **Pipeline of Gateway and Insider members - number of members, how to build value on converting to an Insider member**
  - Other/Next steps and future action items
    - **Project pages - benefits for Insider and Gateway members**
    - **Member benefit grid - Insider and Gateway members**
- Update on other ICPD programs
  - 2022 SMDP MedTech will be October 22-26 in Boston, MA, USA
  - 2023 SMDP Biotech will be June 3-7 in Boston, MA, USA
- **Other/Action items**

## Upcoming ELISA Advisory Council meetings:

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

