



ELISA Advisory Council | AGENDA

Monday, 24 May 2021, 10am Eastern | 7am Pacific | 4pm CAT (Central Africa time)

Please plan on 45 minutes for this meeting. Visit www.elisanetwork.com for more information about ELISA

Zoom link: <https://icpdprograms-org.zoom.us/j/89620724547?pwd=V2o1Zm9rNi94ekNEK01qUE5qeDd5QT09>

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

- 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, Whatsapp +263 782288842
- **Program Updates**
 - **A new intern, Shamah Mawoko has joined the ELISA outreach team with a focus on engagement of business schools and to grow Insider and Gateway membership**
 - 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 May 10th;** 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 in the process of selecting a new Chair and identifying additional prospective committee members**
 - **The committee has created a whatsapp group**
 - **The ICPD staff presented the ELISA membership goals and strategies for attracting Gateway and Insider members (see the attachment on the Development committee page**
 - **The committee members advised that we look into the diverse payment systems across the African continent**
 - **Committee members suggested that ICPD analyze the projected conversion rate from Gateway to Insider members**
 - **The next committee meeting will include a review of the website analytics and how to convert site traffic into portal members**
- **ELISA Portal Committee update (Elisabeth Valerio)**
 - **The ICPD staff proposed some changes to the committee objectives to focus more on portal functionality and less on content**
 - **The ICPD team provided an update on the ELISA home page revisions to make it more dynamic with widgets that provide a feed of the latest Luminary stories and Projects**
 - **The committee discussed creating a whatsapp group for increased engagement of the committee members between meetings**
 - **Riva Chindara provided an overview of the proposed ELISA mobile application features**
 - **The next committee meeting will focus on the value an Insider member receives compared to a Gateway member as well as 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**





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- **ELISA Summit Committee update (Marie-Ange Noue, Chair)**
 - **The ICPD staff proposed some changes to the committee objectives to include portal content in addition to planning the summit**
 - **The committee meeting will focus on a review of the current purpose, focus and theme for the 2022 ELISA summit**
 - **The committee extensively discussed ideas for identifying Confab speakers and agreed to work on strategies for inviting speakers**
 - **The ICPD team will propose a list of dates for upcoming Confabs**
 - **The next committee meeting will include a discussion on the summit attendee objectives, target audience for the summit and summit theme**
- **Update on other ICPD programs**
 - **2021 SMDP Biotech will be held virtually, June 14 - 15, 2021**
 - 2021 SMDP MedTech will be September 25 - 29, 2021 in Minneapolis, MN
 - 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, July 19, 2021, 10:00 AM Eastern | 7:00 AM Pacific

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

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

