



Advisory Council Development Committee Agenda

Thursday, 24 October 2024, 4-4:45 pm CAT (Central Africa Time)

Please plan on 45 minutes for this meeting. Visit 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/86486221768?pwd=QktoZG1raDAwSzZxSjA5TVJSeDY1dz09>

Meeting ID: 864 8622 1768 Passcode: 556121

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

- Welcome & introductions
- Focus topics
 - **Defining the ELISA strapline - Staff will recommend a final strapline to the Advisory Approval; ICPD has polled Advisory Council members about possible straplines and received input from the Development Committee**
 - **Chair for the Development Committee**
 - **Marketing of the Confabs - Messaging being changed to emphasise networking and practical tips from the speakers; other suggested marketing approaches from the committee;** results of survey from past attendees; overview of current marketing strategy and recommendations on how best to market to new attendees
 - **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 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?**
- Updates, previous action items, and recent developments
 - **ICPD is interviewing finalists for the [Member Relations Coordinator](#); they will secure Corporate and Affiliate Memberships; this will help to underwrite the costs of ELISA**
 - **Upcoming Confab - 31 October at 4pm Central Africa Time; https://icpdprograms-org.zoom.us/meeting/register/tZAude2rqjsuGNNcL58DdZuhaoztO_12bHiz ; Speaker will be Anele Mkuzo, South Africa, Founder of African Entrepreneurship Initiative ; focus topic will be "How to integrate social responsibility into your start-up**
 - Call for Applicants open for new ELISA Advisory Council members; please share this URL: <https://elisanetwork.com/apply/advisory/>
- Other/Future action items
 - New leads for corporate and affiliate members





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- 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):

- 2025 Dates tba

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.

