



Advisory Council Development Committee Agenda

Thursday, 26 October 2023, 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/81693174761?pwd=bFhvR1pCdFVyTIBWS0s4YURqWWFvZz09>

Meeting ID: 816 9317 4761; Passcode: 915787

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

- Welcome & introductions
- Updates, previous action items, and recent developments
 - **Individual Membership (free) value proposition - Membership page updates**
 - **Social media outreach - one to two posts per day, Monday-Friday; focused on: events, portal features, Luminaries, Project Pages, Bootstrap Briefs, quotes**
 - **Dedicated development staff - Search underway for development professional who will be responsible for securing corporate and affiliate membership**
- Focus topics
 - **Branding and "tagline" for ELISA - currently "Transform Africa... connect, discover, grow" versus:**
 - "Tools for African Start-Ups"
 - "Equip entrepreneurs with knowledge, skills and resources: your growth is our business"
 - "Support startups with resources, networks and opportunities for growth"
 - **Key Performance Indicators**
 - **Corporate (\$3400/yr) and Affiliate membership (\$349/yr) - value proposition, benefits, price points; focus on local and individual country entrepreneur networks**
- Other/Future action items
 - Marketing for ELISA Scholars
 - Individual membership marketing tactics
 - Staff needs for media relations
 - Project pages promotion

Future meeting Dates (all meetings at 4 pm Central Africa Time):

- **2024 dates to be announced in November**

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

