

Portal Committee Agenda



Tuesday, 6 October 2026, 4-4:45 pm Central Africa time

Please plan on 45 minutes for this meeting. For the Zoom link [click here](#)

Items listed in **BOLD** will be covered during the meeting

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

Welcome & introductions - Recommend potential ELISA Advisory Council members;
you can email michelle@elisanetwork.com

Focus Topic(s):

- **Marketplace - strategy to improve the quality of user-generated content, make member benefits clearer ie market and showcase products and services**
- **Sectors for the marketplace**
- **Member experience - improving what members experience when logged in**
- **Survey data for the annual report, "What ELISA is Seeing: African Business in 2027"**

Updates, past action items, and recent developments

- **Marketplace Refinement - How the Marketplace Pages are displayed when logged in and logged out, randomise the pages that are displayed on the Marketplace landing page and a percentage that indicates Page completion**
- **Member Profile - If a member owns a Marketplace Page, it is showcased on their profile**
- **ELISA Business Scholars Page updated to include 2027 dates**
- **Web traffic report**
- **Mobile app has been launched for iOS and we're completed the deliverables for launch of Android**
- **ELISA Events - site visitors will be able to filter and see ELISA events by filtering them on the events page ie Confabs, Summits, Member Orientation sessions**
- **Partner Recognition - partner logos to the public ELISA home page**
- New ELISA Ignite page has been added to the ELISA portal at elisanetwork.com/ignite
- Partner page added to the portal at elisanetwork.com/partners
- Staff reminding members who do not have Marketplace Pages to create one and remind prompting them on the action needed to complete their pages
- What new features can be added? The committee discussed the list of new functionality that can be added to the portal and recommends the staff develop them in this priority order:
 - o Enable portal users to see who is currently online and chat live
 - o Site layout improvements
 - Showcase programs, platforms
 - Showcase entrepreneurs, products and services; people view and company view
 - Automated system to remind members to complete their profiles and project pages
- **Staff to showcase project pages on "What's On Your Mind?"**
- Analytics - Staff are developing a mechanism to track where portal members spend their time when they are logged in
- Portal enhancements
 - o Portal Engagement - The committee reviewed the portal features that are only available to members (ability to create and manage Project Pages, access and comment on Bootstrap Briefs, ability to post comments and images on "What's on your mind", create a profile, mapping feature, and search and connect with other

members) and believes that these offer great value. There is work to be done to enhance the display of products and services with the project pages and create more of a marketplace structure that benefits portal members by showcasing their business offerings and attracting clients for their businesses; ability for members to tag profiles by category so users can easily find them later

- Conference management tool has been adding to allow us to showcase conferences and share information about program agendas, speakers, logistics, photos, news articles etc - this feature will be synched with the future mobile app
- Resources feature - posted resources should be curated by staff or the membership?; Will posted resources be visible only to the membership or to the public?; posting of resources and opportunities (including miscellaneous posts by category such as funding opportunities, services, goods, etc.), while being mindful of curation and security
- Mapping feature - doing outreach to the portal membership to update their location
- ELISA Business Scholars Personalised Coaching Plan, mentor guidelines
- Contact management system
- Events - presentation improved; make shareable
- Summit Registration - new online summit registration page was successfully launched along with payment links

Other/Next steps and future action items

- Project Pages - crowd funding for project pages (with feedback system), rebrand Project Pages?; enhance navigation; viewer count, likes and followers are included in the directory listing; searching and filtering of the pages; automated system to remind Project Page owners of what else they need to do to complete their page
- Members - Onboarding process; members to see who has viewed their profile; prospective members - enrollment process streamlined
- Objectives for the ELISA portal - membership of the portal survey results; need for the public and member side of the portal objectives?; update goals to reflect stickiness and organic growth? The objectives are currently:
 - o enhancement of member engagement within the portal so that the average time members spend on the portal increases by 20% per year and the frequency of their visits increases by 20% per year; what are the past and future milestones?
 - o networking amongst entrepreneurs and ELISA members
 - o seek and engage entrepreneurs
- Data about the entrepreneurs on the EBN (who they are and what they need?)
- Confabs - all videos posted and promoted on social media pages

Forward Calendar of Meeting Dates & Events (times are listed in Central Africa Time) -

2027 dates for the ELISA Advisory Council and committee meetings will be set in Dec

- **28 Oct** at **4pm CAT** - [Confab event](#)
- **17 Nov** at **4pm CAT** - [ELISA Advisory Council Meeting](#)
- **5 Aug 2027** - ELISA Business Summit
- **3-7 Aug 2027** - ELISA Ignite Training Session
- **4-7 Aug 2027** - ELISA Business Scholar Training Session