



ELISA Advisory Council Committees

- Each committee will be chaired by a member of the ICPD staff
- The committees report updates to the Advisory Council and are committed to fostering entrepreneurialism in Africa

Development Committee	Portal Committee	Programs Committee
Promoting ELISA portal membership and partnerships in support of the ELISA Business network, Summit and Scholars Program. Committee objectives include: • Advise on creating revenue streams and funding sources to support the operations of the ELISA Business Network • Monitor the Key Performance Indicators and recommend strategies to meet goals • Suggest marketing strategies for membership and engagement with ELISA programs and services • Promote awareness of the ELISA Business Network programs and platforms • Engage Africa-focused development agencies and trade representatives and facilitate introductions to ELISA	Focusing on enhancing portal functionality and growing a robust and active online community. Committee objectives include: • Provide guidance for the improvement of user experiences and portal community engagement • Develop methods of making ELISA Marketplace pages relevant and valuable to users and simple to create and maintain • Monitor website engagement and traffic and suggest ways to increase traction • Advise on system-wide technical upgrades including the portal layout, virtual marketplace searching features and other functionalities • Assist in designing features or platforms that encourage user-generated content to increase portal engagement	Developing strategy and advising on the production of annual ELISA programs and platforms. Committee objectives include: • Identify current topics important to the African entrepreneurial ecosystem • Recommend new programs and platforms to be offered by the ELISA Business Network • Advise on virtual content development for Luminaries, Bootstrap Briefs, etc. • Assist with themes, topics and agendas for ELISA events, including the ELISA Business Summit, ELISA Business Scholars Program, Confabs, etc. • Recommend speakers, authors and contributors for ELISA Business Network programs and events.