

AGENDA Gallus Advisory Committee



Conference Call

Thursday, July 9, 2020

2:00 PM Eastern / 10:00 AM Pacific

Conference line: 712 775-7100, access code: 1071934#

Agenda:

- Welcome & Introductions - **BOLD ITEMS WILL BE COVERED DURING THE CALL.** For a more in-depth briefing contact Scott May at smay@icpdprograms.org or +1(202) 441-7370
- Partner Support
 - Corporate sponsorship - **engagement of sponsor senior leaders and rising talent with moderated learning teams; employees of sponsor companies receive free annual membership; sponsorship page on website; sponsor development update;** role of committee in identifying Gallus sponsorship prospects
 - Sponsorship packages - **Gallus sponsorship presentation on the Gallus portal,** <https://gallus.icpdprograms.org/sponsors-and-partners/>
 - Non-profits and professional societies sponsorship - unique benefits for this sector; Gallus as technology platform for association diversity initiatives; receive same benefits as companies but at a 50% discount
 - Advisory Committee - **Draft of Roles and Responsibilities; Send prospect contact info to Scott May**
- Current Programming
 - Feature updates - **update on contact management tool; membership ecommerce functionality on portal; committee members can receive online tours by contacting Elisabeth Valerio at evalerio@icpdprograms.org;** Gallus community questions; Electronic publications - weekly email summary
 - Curriculum development - **leader learning development and engaging a writing team;** process for review of user generated content; podcast launch schedule and topics; plan for data gathering during beta launch period
 - Marketing and communications - **update on hiring a Membership Director;** mass email and social media campaign promoting Gallus; marketing Gallus to SMDP mentors and scholars; SMDP scholar alumni to volunteer for marketing outreach; **member benefits are here:** <https://gallus.icpdprograms.org/membership/> **membership ecommerce functionality on portal;** introductory membership pricing strategy
 - Gallus activities at events and meetings - what professional meetings should Gallus be affiliated with?; Gallus activities at SMDP (Gallus members as panelist, presentation at opening events); should Gallus present annual awards for companies that make the most progress with diversity of senior leaders, and if so, would The MedTech Conference be a good venue to present such an awards event?
- ICPD Update
 - 2020 SMDP Biotech virtual training session will be held September 20-21
 - 2020 SMDP MedTech virtual training session will be held October 22-23
 - 2021 ELISA Summit will be held April 27-29 in Hwange, Zimbabwe

Other/Action items

Please plan on 30-minutes for this call. Visit www.icpdprograms.org for more information about Gallus.

Upcoming calls:

Thursday, September 10, 2020, 2:00 PM Eastern/ 11:00 AM Pacific

Thursday, November 12, 2020, 2:00 PM Eastern/ 11:00 AM Pacific