

MONDAY 21 MARCH	
Email marketing for business DigitalBoost 11.30-1pm Online	This national webinar is for people who are currently using email marketing and want to improve their understanding of how to boost engagement, conversion and sales. Sign up
Producing engaging online content DigitalBoost 2-4pm Online	This national webinar will help you to learn how to produce quality content to develop customer relationships and build your business. Register
TUESDAY 22 MARCH	
Lead generation – digital platforms and tools Scottish Enterprise 10-11am Online	Join this webinar to learn how to build attention and trusting with your customers using digital tools and platforms such as LinkedIn. Register
Contracts of employment Business Gateway 10.30-12 noon Online	For Outer Hebrides - Learn about the various types of contract and which ones are most suitable for your business. Book
Steps to take during a heightened cyber threat Scottish Business Resilience Centre 11am	UK businesses have been urged to bolster their cyber security defences following Russia's attack on Ukraine. This webinar will take you through the latest National Cyber Security Centre guidance, giving you actionable steps to implement and minimise the risk of your business falling victim to a cyber attack. Speakers will include the SBRC and CyberScotland team, Scottish Government and Police Scotland. Register
Tourism businesses: why it's so important to get your website cookies right Business Gateway/VisitScotland 12-1pm Online	By the end of this national session, you will have a better understanding of how to ensure you're capturing better data, including: <ul style="list-style-type: none"> • General use of tracking technologies • How to ensure your business is compliant • How to make any changes to your site • Best practice for tourism businesses Sign up
Options for Scottish employers recruiting international talent other than the skilled worker route webinar TalentScotland 2-3pm Online	Join this webinar to hear about alternative options for Scottish Employers recruiting international talent. The session will cover some of the pros and cons so that you can decide on the best visa for each situation. It will also provide an update on the new High Potential visa, the Scale Up visa and the new Global Mobility Visa. Register

<p>Intellectual property – the fundamentals for business Business Gateway 2-4pm Online</p>	<p>Join this national session and learn how to register, manage, control and protect your intellectual property. Following this webinar, you will understand how to manage your intellectual property (IP) or how to start the process of registering it. Book</p>
<p>Fair work – the future is bright Highlands and Islands Productivity Club 3-4.30pm Online</p>	<p>Fair work principles commit to making lasting and positive change that will benefit everyone in the world of work. This session aims to explain fair work and show how Scotland’s business community can learn and benefit from adopting fair work practices. Join</p>
WEDNESDAY 23 MARCH	
<p>Fair work workshop series – respect and fulfilment Scottish Enterprise 9.30-12 noon Online</p>	<p>This event will help you to learn how to recognise and create a culture of respect within your business. It will explore tools and techniques that will help you to identify and create a respectful culture and look at how designing fulfilling jobs at all levels can bring numerous business benefits. Book</p>
<p>A focus on foodservice: a deep dive into the UK foodservice sector The Knowledge Bank 9.30-3.15pm Physical and online</p>	<p>This is the second day of a conference looking at the UK foodservice sector and the opportunities on offer to Scottish food and drink businesses. The event will look at the sector and its make-up, the key channels, consumers, the trends and the innovations. It will also share insights from chefs and operators on the development opportunities in the market place. The only conditions of registration are that you must be based in Scotland and priority will be given to producers. Register</p>
<p>Email marketing tools to enhance your international ecommerce masterclass Scottish Enterprise 10 – 11am Online</p>	<p>This session will provide a business with a step-by-step approach to deploying effective email marketing, with real-life case study examples and how to measure effectiveness Register</p>
THURSDAY 24 MARCH	
<p>SDS net zero masterclass - What can I do to start my Net Zero journey? HIE/SDS 9.30-11am Online via Teams</p>	<p>This masterclass webinar will look at making a start with your net zero journey and how to start exploring what action you can take now, to start moving your business towards net zero. Sign up</p>
<p>Deposit Return Scheme webinar Food and Drink Federation (FDF) 11- 12 noon Online</p>	<p>With Scotland's delay in producing a Deposit Return Scheme, we look at the impact on UK retailers and businesses. Join Valpak policy advisor George Atkinson for an introduction to Deposit Return Schemes and an update on how one will be implemented and run in the UK. Open to both members and non-members of the FDF. Register</p>

FRIDAY 25 MARCH

Scotland's race to net zero food security and environmental monitoring conference
Scottish Development International (SDI) as part of the Dubai Expo
7-9am
Online

Find out more about how Scotland is using innovation and providing climate technology solutions to respond to the global challenges we face.

Ivan Mckee, Minister for Business, Trade, Tourism and Enterprise, The Scottish Government will deliver the keynote welcome. A further two sessions will follow: Scotland's Doing Net Zero for Good; and Ahead of the Curve – Scotland showcase.

[Register](#)

Aberdeen Health Sciences PG student placements - call for projects for May 2022 start

This is an opportunity for a company or organisation to have a student from the MSc Global Health and Management / MSc Health Data Science / MSc Human Nutrition at the University of Aberdeen work on a dedicated piece of work over 10-week placements (2.5 days/week; 200 hours per student in total) from the beginning of May to mid-July 2022, virtual or in-person, or a combination of the two. Group project