

MONDAY 31 JANUARY	
Bookkeeping and finance: The essentials for business 2-4pm	This webinar will help you create a profit and loss account, increase bookkeeping skills and more. Further info here
TUESDAY 1 FEBRUARY	
XpoNorth: Heritage Hangouts 2022 9am – 5pm	XpoNorth invites heritage organisations across our region to come and chat with their digital and heritage specialists around specific issues or ideas to use digital within their business. Join here
Generating ideas for your business 10am – 12 noon	Wanting to start up a business/go self-employed but don't have an idea to focus on? Join Business Gateway to look at idea generation, how to validate these ideas and how to decide which (if any) to pursue. Find out more here
Managing Staff and Volunteers 11am – 12 noon	Join this webinar in partnership with Impact Hub, Inverness for practical guidance on supporting and managing staff and volunteers. Sign up here Re-tweet here
Digital fundamentals for tourism businesses 12 noon – 1pm	An introductory session from Business Gateway to the fundamental elements of promoting and managing your tourism business online. Register here
Marketing your business on a budget 2-4pm	Join Business Gateway to look at how any business can market themselves with a limited budget and/or little experience. Sign up here
DigitalBoost: Cloud for business 6-7.30pm	Your back office and technology requirements need to be secure, scalable and cost-effective, supporting your business needs. This webinar will help you discover cloud services to achieve that. Further info here
WEDNESDAY 2 FEBRUARY	
DigitalBoost: Twitter for business 10am – 12 noon	A webinar for businesses considering, or already using Twitter as part of their digital marketing strategy and wanting to produce more engaging content, reach a wider audience and maximise impact. Join here
B2Hc Webinar: Remote and Rural Primary Care 11am – 12.30pm	Join our webinar to hear from a range of companies about innovative ideas which could radically transform healthcare. Register here
DigitalBoost: Pinterest for business 2-4pm	Find out how to use the content sharing app Pinterest in your business. Join here
THURSDAY 3 FEBRUARY	
DigitalBoost: How to build a digital marketing plan 10-11.30am	Digital marketing can deliver real business results and this webinar will show you how to develop a practical digital marketing strategy to help your business. Sign up here
Taking a strategic approach to developing your business 2-4pm	Join this webinar where Business Gateway will provide you with a structured approach to recognise the key components in your business, review its status and identify areas for development. Register here
FRIDAY 4 FEBRUARY	

Food and Drink Innovation webinar 9.30-10.30am	TRKR are hosting a series of iNPD sessions to explain how insight should be at the heart of NPD, including a demonstration of 4 key innovation tools that companies will gain access to as part of the iNPD programme. Book your place here
MONDAY 7 FEBRUARY	
DigitalBoost: Paid for advertising 11.30am – 1pm	Ideal for those who have experience of paid advertising and have a digital marketing strategy in place but want to attract and retain more customers. Join here
DigitalBoost: Facebook for Business 2-4pm	Discover the opportunities that Facebook may open up and the things to consider when deciding whether it's the best platform for your business. Register here