

TUESDAY 15 MARCH

Understanding your customer and building a customer avatar

Scottish Enterprise
10-11am
Online

If businesses don't understand their customers, they can't sell effectively to them.

Using examples, the webinar will run through a simple framework for understanding who the customer is, what they want, and why they want it. Then build on this by understanding how to reflect this in your brand.

[Register](#)

Blogging for tourism businesses

Business Gateway
11.30-1pm
Online

This national webinar is designed to help you write and distribute great content for blogs and push your website up the page rankings on search engines.

[Book](#)

Geothermal - Scotland's supply chain and international market opportunities

Scottish Enterprise
2-3pm
Online

The geothermal energy market is rapidly growing with global growth forecast to be over \$50 billion dollars by 2027. This webinar will provide an overview of Scotland's geothermal supply chain and an insight into international geothermal markets.

[Register](#)

WEDNESDAY 16 MARCH

Selling on global platforms: Shopify masterclass

Scottish Enterprise
9.30-1pm
Online

Shopify is the world's largest eCommerce platform. This workshop seeks to help your business understand and grow your online sales with an international focus.

[Register](#)

THURSDAY 17 MARCH

What you need to know if you are planning to recruit from Europe and beyond

TalentScotland
2-3pm
Online

With the changes to UK immigration system, which now apply equally to EU and non-EU citizens, this webinar will discuss how these changes may affect access to talent and recruitment plans going forward.

[Register](#)

Sodium reduction solutions

Food and Drink Federation Scotland
2-3PM
Online

For members and non-members. Hear from industry experts on the importance of salt reduction and learn about a wide variety of innovative sodium reduction solutions and how they can be applied across food and drink manufacturing.

[Register](#)

COP26 from Glasgow to COP27 Sharm El-Sheikh, challenges and opportunities

Scottish North America Business Council (SNABC)
4pm
Online

In partnership with the British American Business Network, SNABC are hosting an expert panel to look back at COP26, consider the key issues for business on both sides of the Atlantic, the corporate journey to net zero and much more. The panellists will also consider the likely key themes for COP27 in Sharm El-Sheikh, Egypt in November 2022.

[Register for webinar](#)

FRIDAY 18 MARCH

Online sales - improve, develop and make more money

DigitalBoost

2-3.30pm

Online

Want to improve how you currently sell your products and services online? This national webinar will also take you through the factors to consider when seeking to improve your online sales strategy which can lead to better business performance.

[Sign up](#)

MONDAY 21 MARCH

Email marketing for business

DigitalBoost

11.30-1pm

Online

A national webinar for people currently using email marketing and who want to improve their understanding of how to boost engagement, conversion and sales.

[Book](#)

Producing engaging online content

DigitalBoost

2-4pm

Online