

## TUESDAY 30 AUGUST

<b>How to motivate your workplace to save energy</b> Business Energy Scotland 12-12.45pm Online	Free tips and tools to help you engage your staff to reduce your organisation's energy costs. <a href="#">Book</a>
<b>Webinars, live streams, and video conferences: Running a business remotely</b> DigitalBoost 10-12 noon Online (national)	Using online platforms to communicate and stream services is now key for all businesses. Join this webinar and learn how to maximise this new trend and get results. <a href="#">Book</a>
<b>How to improve your Google search rankings – Part 2: Off page optimisation and technical considerations</b> DigitalBoost 2-4pm Online (national)	The second of two webinars designed specifically to help get your business website higher up the search engine rankings, increasing visibility, web traffic, and sales. <a href="#">Book</a>
<b>Learning Zone: How to grow your team</b> Business Gateway 5-6pm Online (national)	A 15-minute overview of exploring your most important asset – your people, and how you can put strategies in place to ensure you recruit. The rest of the time is left for a Q & A session. <a href="#">Book</a>

## WEDNESDAY 31 AUGUST

<b>Planning and scheduling your online content</b> DigitalBoost 10-12 noon Online (national)	Increase your chances of online success by better understanding of how to: <ul style="list-style-type: none"><li>• plan and curate good content</li><li>• schedule it using a social media dashboard</li><li>• and improve efficiency through simple automation</li></ul> <a href="#">Book</a>
<b>The basics of trading on Ebay, Etsy and Amazon Marketplaces</b> DigitalBoost 2-4pm Online (national)	Established, trusted, and recognised platforms such as Ebay, Etsy or Amazon might be perfect to reach your next customer, but which platform to choose, and how much is it actually going to cost you <a href="#">Book</a>
<b>Photography for online business</b> DigitalBoost 6-8pm Online (national)	An image is everything. Learn how to shoot, edit and upload photos for use online and to showcase your business. <a href="#">Book</a>

## THURSDAY 1 SEPTEMBER

<b>10 no and low-cost ways to reduce your energy bill and carbon footprint</b> Business Energy Scotland 12-12.45pm Online	There are lots of ways you can reduce your energy use and carbon footprint, and many of them won't cost you a penny.  Join this webinar to find out about 10 simple no and low-cost actions your business can take to reduce its energy use, protect itself against volatile energy prices, boost profits and play a part in beating climate change.
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	<a href="#">Book</a>
<b>FRIDAY 2 SEPTEMBER</b>	
<b>Upgrade your business marketing with a CRM system</b> DigitalBoost 2-4pm Online (national)	Creating strong customer relationships is the cornerstone to any successful business, and a Customer Relationship Manager (CRM) system can help you achieve this.  <a href="#">Book</a>
<b>MONDAY 5 SEPTEMBER</b>	
<b>Twitter for business</b> DigitalBoost 10-12 noon Online (national)	This is a session 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.  <a href="#">Book</a>
<b>How to protect and manage your intellectual property</b> DigitalBoost 2-4pm Online (national)	Learn how to identify, protect, and exploit your intellectual property and assets.  <a href="#">Book</a>
<b>COMING UP</b>	
<b>TUESDAY 6 SEPTEMBER</b>	
<b>How to calculate your business' carbon footprint</b> Business Energy Scotland 12-12.45pm Online	Learn how to measure your carbon footprint and to start to reduce it.  <a href="#">Book</a>
<b>THURSDAY 8 SEPTEMBER</b>	
<b>European Clean Energy Transition Partnership Programme - What is it about?</b> Scottish Enterprise 10.30-11.30am Online	This transformative research, development and innovation programme will support transnational collaboration in the renewable energy sector (offshore renewables, heat pumps and heat networks), fuels (green hydrogen), the systems and storage solutions which optimise their use, as well as carbon capture and storage.  Hear from Karen Fraser and Richard Buxbaum, Low Carbon Transition Team at Scottish Enterprise.  <a href="#">Book</a>
<b>How to write an environmental policy</b> Business Energy Scotland 12-12.45pm Online	This webinar is designed for anyone in your organisation who is interested in, influences or has direct responsibility for environmental performance and energy efficiency.  <a href="#">Book</a>
<b>THURSDAY 15 SEPTEMBER</b>	
<b>How can your business transition to Net Zero?</b> Ceed 12-2pm	Net Zero is not just about doing the right thing. It's about the survival of your business. Find out how your business can transition to Net Zero.  <a href="#">Book</a>

**In person event at**  
Advancing Manufacturing  
Centre, Fort William

**SAVE THE DATE**

Monday 24 October  
The Data lab Innovation  
Centre - **DataFest22 launch**

More details to follow about Scotland's festival of data, innovation  
and artificial intelligence.