

## TUESDAY 2 FEBRUARY

### **Bookkeeping & Finance: The essentials for business**

2pm

Join this Business Gateway webinar to get an understanding of what expenses the business can claim and then how to fund both start up and growth. Sign up [here](#)

## WEDNESDAY 3 FEBRUARY

### **CAN DO Innovation Summit**

8am onwards

The national CAN DO Innovation Summit will explore how businesses can build sustainable growth and resilience after recent global and national challenges. Register [here](#)

### **Selling on Amazon masterclass**

9.30am

This half day course forms part one of a two-part Masterclass by SE and ideal you are looking to start-up or expand a retail business on Amazon. Register [here](#)  
*Part two takes place on 3 March*

### **Making your business more profitable (Highland)**

10am

This SE webinar aims to equip delegates with the knowledge and skills to help them identify how they can improve the profitability of their business. Find out more [here](#)

### **Scotland IS: Good HR practices and support schemes**

1.30pm

Join Scotland IS and guest speaker Morag Moffett, Partner (Employment Law) at Burness Paull LLP, as they outline good furlough and redundancy practices alongside detail on the current support schemes available and eligibility criteria. More info [here](#)

## THURSDAY 4 FEBRUARY

### **DigitalBoost: Web and social media analytics (Highland)**

10am

This workshop unlocks Google analytics so you can clearly see where your website traffic is coming from and why, transforming your website's effectiveness. Register [here](#)

### **Tourism businesses – digital essentials for 2021**

12 noon

This Business Gateway webinar will look at what you need to get right in your digital activity in 2021 to ensure you convert browsers into visitors. Register [here](#)

### **DigitalBoost: Video production for social media (Highland)**

2pm

Discover why the use of video helps people find your brand or website and how this kind of content has become a powerful way to engage with your audience. Find out more [here](#)

## FRIDAY 5 FEBRUARY

### **Marketing your business on a budget**

2pm

Join Business Gateway to look at how you can market your business with a limited budget and/or little experience. Sign up [here](#)