

Please see below a round-up of webinars this week:

| TUESDAY 19 JANUARY | |
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| DigitalBoost: Email Marketing for Business (Outer Hebrides) 1.30pm | A webinar for people currently using email marketing and who want to improve their understanding of how to boost engagement, conversion and sales. Register here |
| DigitalBoost: Instagram for Business (Highland) 2pm | Find out how to use the image sharing app Instagram in your business. Sign up here |
| WEDNESDAY 20 JANUARY | |
| DigitalBoost: How to improve your existing online selling platform 10am | This webinar will take you through the factors to consider to increase the efficiency of an ecommerce offering. Sign up here |
| Funding the Business (Highland) 10am | This Business Gateway webinar aims to help you create an action plan to raise funding and finance for your business. Register here |
| International E-Commerce – Plan your Digital Strategy 10am | Join Scottish Enterprise for this webinar which provides an overview of the key components of digital strategy we need to get right to achieve e-commerce success in new international markets. Find out more here |
| DigitalBoost: Enhance your business with Digital 10am | Explore how to overcome some of the fears and perceived barriers to getting involved along with some simple next steps you could take to enter the world of digital. Register here |
| Workplace Innovation: Leveraging Ownership 1.30pm | Join SE and Cooperative Development Scotland to hear how employee ownership, co-operative models and workplace innovation enhance productivity and employee engagement. Find out more here |
| DigitalBoost: Facebook for Business 2pm | Discover the opportunities that Facebook may open up and the things to consider when deciding whether it's the best platform for your business. Sign up here |
| DigitalBoost: How to improve your existing online selling platform (Shetland) 2pm | This webinar will take you through the factors to consider to increase the efficiency of an ecommerce offering. More info here |
| Scotland IS: Tech Trends 2021 4pm | Discover ten practical trends that you should be following if you work in technology. Ranging from the future of work to human centric security by way of the new desktop paradigm, this session will prepare you to lead in 2021. Find out more here |
| THURSDAY 21 JANUARY | |
| Masterclass in email marketing tools to enhance your international ecommerce 9.30am | Join this Scottish Enterprise masterclass for a deeper exploration of email marketing strategies. Sign up here |
| DigitalBoost: Paid for advertising 10am | This webinar is 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. Register here |

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| Immigration system* 10am | With the changes to UK immigration system, which now apply equally to EU and non-EU citizens, join this SE webinar with TalentScotland and Brodies LLP to discuss how these changes may affect your access to talent and recruitment plans going forward. Find out more here |
| Tourism business marketing – What should you do next? 12 noon | Arm yourself with tactics, research, data and plans to keep your tourism business going in 2021. Find out more here |
| Productivity Club Scotland Highlands and Islands January meeting 1.30pm | Productivity Club Scotland is a forum for networking and peer-to-peer learning for businesses. This webinar includes a case study from David Massey from the Apprentice Store, on updating their strategy. Steven Harris from Hydrasun will also present a case study on developing their operations to increase productivity by 40%. There will also be information on Scottish Government’s new digital grant funding. Register here |
| Scotland IS: Data cluster roundtable on Internationalisation 4pm | Hear from experts about which markets you should be targeting, and how to get the right insight to these markets. More info here |

**these webinars are repeated on various days and times*

Details of all upcoming external events can be found on our website www.hie.co.uk/events.