

MONDAY 22 NOVEMBER	
DigitalBoost: Video production for social media 2-4pm	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. Sign up here
TUESDAY 23 NOVEMBER	
DIT China focused webinar: Retail and consumer 9.30-10.30am	This webinar from the Department of International Trade will help you explore the opportunities for your business in China in the retail and consumer sectors, an area of significant potential for many UK businesses. Join here
DigitalBoost: Planning & scheduling your online content 10am – 12 noon	Increase your chances of online success by better understanding how to plan and curate good content, schedule it using a social media dashboard, and improve efficiency through simple automation. Register here
WEDNESDAY 24 NOVEMBER	
DataFest 32 – Data Summit 9am – 5pm	An international conference presenting compelling stories on data innovation with keynotes, panels, pitches and lots of inspiration. HIE are a sponsor of this event. Register here
DIT China focused webinar: Financial and professional services 9.30-10.30am	This webinar will help you explore the opportunities for your business in China in the financial and professional services sectors, an area of significant potential for many UK businesses. Join here
DigitalBoost: Email Marketing for Business 10-11.30am	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
Building your brand and promotional graphics 2-4pm	Join Business Gateway to learn about the importance of building a strong brand for your business and find out how to create promotional graphics on a limited budget and with little/no experience. Register here
THURSDAY 25 NOVEMBER	
CENSIS virtual coffee: electric vehicle charging and IoT 10-11am	At this CENSIS virtual coffee, they'll talk about how IoT can be used to make charging stations 'smarter' – changes that can offer easier maintenance and management of charging points and make refuelling a much more user-friendly process. Join here
The role of the bank in an EOT transaction 10-11am	Join the Employee Ownership Trust for this webinar aimed at professional advisers. You'll hear directly from Andy Scott, Senior Relationship Manager at RBS, who will talk about when and how to involve your bank in the transaction. Find out more here
IP Basics – Bitesize: Trade Marks 11am	During this webinar from the Intellectual Property Office you will discover what you can protect with a trade mark and how to apply it to a business. Sign up here

DigitalBoost: Protect your business and data from hackers 11.30am – 12 noon	Don't let your focus on other business objectives be the reason you get hacked. Use this webinar to protect your business and customer data. Find out more here
IP Basics – Bitesize: Patents 2pm	During this webinar from the Intellectual Property Office you will discover what you can protect with a patents and how to apply it to a business. Register here
Generating ideas for your business 2-4pm	Join Business Gateway for this webinar to look at a structured approach to business idea generation, how to validate these ideas and decide which (if any) to pursue. More info here
FRIDAY 26 NOVEMBER	
Growing your rural business: The challenges, opportunities and support available 10am – 12 noon	Join Business Gateway to look at the key factors, opportunities, risks and support available when starting or running a rural business in Scotland. Register here
Sales – How to find them, make them and keep them 2-4pm	Join Business Gateway to get a structured approach that you can use to help find and convert sales for your business. Further info here
MONDAY 29 NOVEMBER	
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

