

<b>MONDAY 24 JANUARY</b>	
<b>DigitalBoost: Email marketing for business</b> 10.30-11.30am	A webinar for people currently using email marketing and who want to improve their understanding of how to boost engagement, conversion and sales. Join <a href="#">here</a>
<b>DigitalBoost: Planning &amp; scheduling your online content</b> 2-4pm	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. Further info <a href="#">here</a>
<b>The Knowledge Bank with IGD - UK Growth opportunities 2022-26</b> 2-3pm	At this session, IGD experts Jon Wright and Lucy Ingram will present opportunities for mid-term growth and share insights on emerging market trends which, if harnessed, can help you grow. Technology being exploited by retailers and shoppers, and the evolution of the discount retail channel, are just two of the topics on the agenda. Join <a href="#">here</a>
<b>TUESDAY 25 JANUARY</b>	
<b>Amazon-Selling International Masterclass -Part 1</b> 9.30am – 1pm	The Amazon marketplace lets you sell globally from your laptop. Join SE for the first session of this two-part masterclass for tips on starting out. Register <a href="#">here</a>
<b>Intellectual property: The fundamentals for business</b> 10am – 12 noon	Join Business Gateway to learn how to register, manage, control and protect your intellectual property. Find out more <a href="#">here</a>
<b>DigitalBoost: Producing engaging online content</b> 2-4pm	Learn how to produce quality content to develop customer relationships and build your business. Find out more <a href="#">here</a>
<b>Starting a business: Everything you need to know</b> 6-8pm	Get fully prepared with this Business Gateway webinar and find out about the key considerations for starting a new business in Scotland. Register <a href="#">here</a>
<b>WEDNESDAY 26 JANUARY</b>	
<b>Introductions? A way to begin a compelling conversation</b> 9.30-11am	How do you explain what it is that you do that sparks another person's interest in your project, idea, product or you? If you're a business based in <b>rural Scotland</b> , join GrowBiz to find out more. Sign up <a href="#">here</a>
<b>NEXUS webinar - Sausage wars and the art of regulating medicines and devices post-Brexit</b> 11am – 12 noon	Join the latest in our NEXUS webinar series where we'll be joined by ESPL Regulatory Consulting to talk about the challenges and joys of regulating and supplying medicines and medical devices between the EU, UK, Great Britain and Northern Ireland post-Brexit. Join <a href="#">here</a> <a href="#">Re-tweet here</a>
<b>Customer service: Creating the right response, approach and reputation for your business</b> 10am – 12 noon	Build an effective strategy to deliver great customer service with this Business Gateway webinar which will cover the critical points to consider when thinking about how your business interacts with its customers. More info <a href="#">here</a>
<b>Create a three-month Digital Content Plan</b> 10.30am – 12 noon	Join Business Gateway to plan ahead for your digital marketing over the upcoming three-month period. Further details <a href="#">here</a>

<b>NMIS Insights: a new dawn for sustainable cybersecurity with SICCAR</b> 11am – 12 noon	Join this NMIS Insights webinar in collaboration with the team at SICCAR, who have created a data sharing platform. Join <a href="#">here</a>
<b>DigitalBoost: Get impact &amp; engagement with social media analytics</b> 2-4pm	From Facebook Insights to Twitter Analytics, this webinar will show you how to access each platforms metrics and reporting, and how to use them to improve the potential of your social media. Register <a href="#">here</a>
<b>DigitalBoost: Protect your business and data from hackers</b> 6-7.30pm	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. Join <a href="#">here</a>
<b>THURSDAY 27 JANUARY</b>	
<b>Sustainable Aviation Test Environment – Supply Chain Development webinar</b> 10-11am	Join this webinar to find out more about Sustainable Aviation Test Environment (SATE) and the opportunities for businesses to get involved in the developing supply chain for the low carbon flight sector. Register <a href="#">here</a>
<b>Funding the Business (Highland)</b> 10am – 12 noon	This Business Gateway workshop aims to help you create an action plan to raise funding and finance for your business. Join <a href="#">here</a>
<b>Writing a business plan – Why it's essential for ALL businesses</b> 10am – 12 noon	All businesses require a business plan for getting a loan, grant or just to consider the direction they wish to go in. Join Business Gateway to explore key tools and advice to help build or update yours. Sign up <a href="#">here</a>
<b>IP Basics Bitesize - an IP Overview</b> 11am – 12 noon	IP touches everything that makes modern life more enjoyable, easier, safer, and more prosperous. IP gives researchers, inventors, creators and businesses the confidence to invest their time, energy and money in doing something new. During this webinar you'll discover what you can protect with IP and how to apply it to a business. Join <a href="#">here</a>
<b>IP Overview and IP Basics Bitesize - International IP</b> 2-3pm	IP touches everything that makes modern life more enjoyable, easier, safer, and more prosperous. IP gives researchers, inventors, creators and businesses the confidence to invest their time, energy and money in doing something new. During this webinar you will discover what you can protect internationally and how to apply it to a business. Register <a href="#">here</a>
<b>DigitalBoost: LinkedIn for business</b> 2-4pm	Want to boost your business with LinkedIn? This webinar will take you beyond networking by showing you how it can market your products and promote your brand. Find out more <a href="#">here</a>
<b>Highlands &amp; Islands Productivity Club presents: Business processes &amp; strategy</b> 3-4.30pm	At this webinar, guest speakers will outline how they've approached strategic development and implemented effective business processes, and what lessons they've learned along the way. Register <a href="#">here</a>
<b>FRIDAY 28 JANUARY</b>	
<b>How to keep your Cyber Scotland Week online event safe and secure</b> 2-3pm	Led by Craig Steele (Digital Skills Education), this workshop covers how to keep your online events safe and secure. Based on advice from the National Cyber

	Security Centre, CyberScotland will share tips on how to keep your event or conference cyber resilient and include sensible steps you can take when using conferencing technology facilities, to protect your privacy. Join <a href="#">here</a>
<b>Business Expenses - What Can I Claim? (Highland)</b> 10am – 12 noon	This webinar is designed for Sole Traders/Self Employed persons who wish to find out how Self-Assessment works. Join <a href="#">here</a>
<b>Building your brand and promotional graphics</b> 11am – 1pm	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. Sign up <a href="#">here</a>
<b>MONDAY 31 JANUARY</b>	
<b>DigitalBoost: Instagram for business</b> 10am – 12 noon	It's not all selfies and airbrushed influencers - find out how to use the world's most popular image sharing app, Instagram, for your business benefit. Join <a href="#">here</a>
<b>Bookkeeping and finance: The essentials for business</b> 2-4pm	This webinar will help you create a profit and loss account, increase bookkeeping skills and more. Further info <a href="#">here</a>