

<b>MONDAY 29 NOVEMBER</b>	
<b>XpoNorth Christmas Marketplace</b> <i>Until Friday 17 December</i>	XpoNorth's Christmas Marketplace returns this year with a celebratory showcase of Highlands and Islands products to buy in time for the festive season. Find out more <a href="#">here</a> <a href="#">Re-tweet here</a>
<b>Marketing your business on a budget</b> 2-4pm	Join Business Gateway to look at how any business can market themselves with a limited budget and/or little experience. Sign up <a href="#">here</a>
<b>TUESDAY 30 NOVEMBER</b>	
<b>DIT China focused webinar: Education and Skills</b>	Throughout this webinar series from the Department for International Trade, they will explore a wide range of topics and will help you explore how you can develop your business in China. This one is focused on education and skills. Join <a href="#">here</a>
<b>Writing a business plan – Why it's essential for ALL businesses</b> 1-3pm	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>XpoNorth: The Story-First Museum   Part 1: Designing Meaningful Online Experiences</b> 1-3.30pm	Join XpoNorth and guests as they share the necessary steps to design meaningful online experiences by focusing on the most important and universal engagement tool of all, storytelling. More info <a href="#">here</a>
<b>Managing Staff and Volunteers</b> 11am – 12 noon	Join this webinar in partnership with Impact Hub, Inverness for practical guidance on supporting and managing staff and volunteers. Join <a href="#">here</a> <a href="#">Re-tweet here</a>
<b>WEDNESDAY 1 DECEMBER</b>	
<b>DIT China focused webinar: Advanced Manufacturing</b>	Throughout this webinar series from the Department for International Trade, they will explore a wide range of topics and will help you explore how you can develop your business in China. This one is focused on advanced manufacturing. Join <a href="#">here</a>
<b>Business Start-Up: Marketing (Highland)</b> 10am – 12 noon	This Business Gateway workshop aims to help you identify your customers, understand your competitors and plan an effective marketing strategy. Find out more <a href="#">here</a>
<b>DigitalBoost: Cloud for Business</b> 10-11.30am	Your back office and technology requirements need to be secure, scalable and cost-effective, supporting your business needs. This webinar will help you discover cloud services to achieve that. Join <a href="#">here</a>
<b>Go green to grow your business</b> 6-8pm	Join this Business Gateway webinar to get key tips you can use now to adopt more sustainable practices into your business that aren't just good for the planet but can also work wonders for your brand reputation and sales. Register <a href="#">here</a>
<b>THURSDAY 2 DECEMBER</b>	

<b>DIT China focused webinar: Technology and Smart Cities</b>	Throughout this webinar series from the Department for International Trade, they will explore a wide range of topics and will help you explore how you can develop your business in China. This one is focused on Technology and Smart Cities. Join <a href="#">here</a>
<b>Gearing up for success – exploring supply chain opportunities in the bike sector</b> 9-11.15am	This event, run by CeeD in conjunction with SE, the National Manufacturing Institute Scotland, and AM-BATS project, will allow Scottish businesses to hear from Cycling Industries Europe, Frog Bikes and Renishaw on the global opportunity that now presents itself. Register <a href="#">here</a>
<b>CENSIS virtual coffee: raising your profile with the IoT World Cup</b> 10-11am	In this session, Business Development Director Cade Wells will be joined by innovation specialists from <a href="#">Navispace</a> in Munich for a discussion on how to increase your company profile across Europe and make your product or service visible to those who count. Find out more <a href="#">here</a>
<b>DigitalBoost: Pinterest for Business</b> 10am – 12 noon	Thinking about using Pinterest to showcase your business? Move from being a beginner to knowing enough to gain commercial benefit from the use of Pinterest. More info <a href="#">here</a>
<b>Mailchimp: lets send a newsletter</b> 10.30am – 12.30pm	Join Growbiz to see Mailchimp in action and find out how easy it is to set it up to send newsletters to your customers. Find out more <a href="#">here</a>
<b>Building your brand and promotional graphics</b> 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 <a href="#">here</a>
<b>FRIDAY 3 DECEMBER</b>	
<b>Skills for Presenting Your Business (Highland)</b> 10am – 12 noon	This Business Gateway webinar will give you tips on how to present your business in the best light, whether in front of an audience, via online at an event, pitching for investment or fine-tuning for networking events. Sign up <a href="#">here</a>
<b>DigitalBoost: Online user experience: How to analyse it and improve it</b> 10am – 12 noon	Learn how to analyse your current digital platforms and assess, test, and ultimately improve your customers' experience. Find out more <a href="#">here</a>
<b>DigitalBoost: How to build a digital marketing plan</b> 6-7.30pm	Digital marketing can deliver real business results and this webinar will show you how to develop a practical digital marketing strategy to help your business. Register <a href="#">here</a>
<b>MONDAY 6 DECEMBER</b>	
<b>Bookkeeping and finance: The essentials for business</b> 9.30-11.30am	This Business Gateway webinar will help you create a profit and loss account, increase bookkeeping skills and more. Register <a href="#">here</a>
<b>DigitalBoost: Twitter for Business</b> 2-4pm	A webinar 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. Sign up <a href="#">here</a>

**DigitalBoost: An introduction to business websites & what you need to consider**  
6-8pm

Do you want to set up a website for your business but don't know where to start? This webinar will guide you including whether to build your own website or outsource it. More info [here](#)