

TUESDAY 2 NOVEMBER	
DigitalBoost: An introduction to business websites & what you need to consider 10am– 12 noon	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. Register here
Supplier Development Programme: Talking tenders with HIE 10.30am – 12 noon	Join this webinar to find out more about our Procurement Strategy and our forward plan of contract opportunities which are anticipated to be procured over the next year. More info here Re-tweet here
WEDNESDAY 3 NOVEMBER	
DigitalBoost: Online user experience: How to analyse it and improve it 10am– 12 noon	Learn how to analyse your current digital platforms and assess, test, and ultimately improve your customers' experience. Sign up here
Be a Hashtag Hero (Outer Hebrides) 10.30am– 12 noon	Understand the value of using hashtags in your social media and how to use them to connect and engage well with your audience. Register here
XpoNorth: Story and Design Series 2: Design and the customer experience 1.30-2.30pm	Join XpoNorth and hear from the Global Head of Design for Nestlé about using great design to communicate the company's values and ideas. Join here
DigitalBoost: How to build a digital marketing plan 2-3.30pm	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. Sign up here
How to Implement Reusable Packaging 2-3.45pm	Join Zero Waste Scotland to give you the know-how and the tools to assist with the transition to reusable packaging models. Find out more here
Growing your rural business: The challenges, opportunities and support available 4-6pm	Join Business Gateway to look at the key factors, opportunities, risks and support available when starting or running a rural business in Scotland. More info here
THURSDAY 4 NOVEMBER	
Writing a business plan – Why it's essential for ALL businesses 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. Register here
Health and Wellbeing in Your Business (Outer Hebrides) 10.30am– 12 noon	Join Business Gateway to understand the principles behind health and wellbeing at work. More info here
DigitalBoost: Pinterest for Business 2-4pm	Find out how to use the content sharing app Pinterest in your business. Sign up here
AirDNA: Short-term rental performance and the impact on Tourism 3pm	Join this interactive webinar from AirDNA which will cover the latest major trends in the UK short-term rental market over the last 18 months — demand, supply, COVID-19 recovery, future-looking projections, lengths of stay, nightly rates, performance by location (rural vs urban), and more. The information shared is based on newly-released data and insights not yet

shared publicly. Join [here](#) (*please note this takes place on Zoom*)

FRIDAY 5 NOVEMBER

Intellectual property: The fundamentals for business
10am– 12 noon

Join Business Gateway to learn how to register, manage, control and protect your intellectual property. Sign up [here](#)

DigitalBoost Coaching Session: Setting up a new Facebook business page (Argyll & Bute)
1-4pm

This webinar will walk you through the key steps and important factors to consider when setting up a Facebook page. Join [here](#)

MONDAY 8 NOVEMBER

DigitalBoost: Twitter for Business
10am– 12 noon