

## WEDNESDAY 25 MAY

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| <b>Video production for social media</b> DigitalBoost<br>10-12 noon<br>Online  | Harness the power of video to engage your audiences on social media.<br><a href="#">Book</a>   |
| <b>New business essentials</b><br>Business Gateway<br>10-4 pm<br>In person event (Limited spaces)                                | An introduction to business planning, registering your business, finance and marketing.<br><a href="#">Book</a>  |
| <b>NMIS Insights - Skills hubs for net zero</b><br>National Manufacturing Institute Scotland (NMIS)<br>11.30-12 noon<br>Online   | Learn about the NMIS Manufacturing Skills Academy's (MSA) new community-based skills hubs to support growing manufacturers and their journey to net-zero. Starting with a pilot in Orkney, it's hoped the hubs will be rolled out in communities across the country.<br><a href="#">Book</a> |
| <b>What does your online presence say to your customers?</b><br>GrowBiz<br>11.30-1 pm<br>Online (For rural based only)           | How accurately does your online marketing and communication style reflect and represent your business?<br><a href="#">Book</a>   |
| <b>Introduction to net zero</b><br>National Manufacturing Institute Scotland (NMIS)<br>2-3 pm<br>Online                          | This session is designed for small to medium sized manufacturing businesses with little or no knowledge of carbon net-zero and sustainable practices. NMIS will introduce free sustainability courses that are due to launch shortly.<br><a href="#">Book</a>                                |
| <b>Email marketing for business</b> DigitalBoost<br>2-3.30 pm<br>Online (national)   | Join this session if you are currently using email marketing and want to boost engagement, conversion and sales.<br><a href="#">Book</a>   |
| <b>Scottish Grocery update with a focus on the 'Big 4'</b><br>The Knowledge Bank<br>Scotland Food and Drink<br>2.30 pm<br>Online | Take a look in detail at the Scottish grocery market including insight on the Big 4 retailers– key information if you're doing business in grocery retail in Scotland.<br><a href="#">Book</a>   |

## THURSDAY 26 MAY

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| <b>Setting up ecommerce business in Singapore for food and drink</b><br>Scottish Enterprise<br>9-10.15 am<br>Online | This webinar will help Scottish food and drink companies gain a better understanding of the ecommerce landscape and trends in Singapore.<br><a href="#">Book</a>                                 |
| <b>CENSIS virtual coffee: IoT series – manufacturing</b><br>10-11 am<br>Online                                      | Put the kettle on and join CENSIS for this informal networking and information session with companies, researchers and stakeholders working in Internet of Things (IoT).<br><a href="#">Book</a> |

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| <b>Planning and scheduling your online content</b><br>DigitalBoost<br>10-12 noon<br>Online (national)                    | Learn how to automate your online content to increase efficiency and effectiveness.<br><a href="#">Book</a>   |
| <b>The Power of Storytelling</b><br>XpoNorth<br>12.30-1.30 pm<br>Online  | This <a href="#">XpoNorth</a> session features storyteller, film maker, and author Jessica Fox. She created The Open Book, one of Airbnb's most popular destinations, and is a storytelling consultant for science organisations including NASA. Her book, <i>Three Things You Need to Know About Rockets</i> is currently in development for a film.<br><a href="#">Join</a> |
| <b>Etsy for Business</b><br>Business Gateway<br>1.30-3.30 pm<br>Online (Highland)  | How to create an ecommerce business on Etsy and make the most of the platform.<br><a href="#">Book</a>  |
| <b>Building your brand and promotional graphics</b><br>Business Gateway<br>2-4 pm<br>Online (national)                   | Learn about the importance of building a strong brand and how to create promotional graphics on a limited budget and with little or no experience.<br><a href="#">Book</a>  |
| <b>How planning for a greener future could boost your organisation</b><br>Productivity Club Scotland<br>4-5 pm<br>Online | Victoria Erasmus, Director, Glen Mhor Hotel and Apartments, Inverness, will talk about sustainability and her business.<br><a href="#">Book</a>   |
| <b>FRIDAY 27 MAY</b>   |   |
| <b>Protect your business and data from hackers</b><br>DigitalBoost<br>11.30-1 pm<br>Online (national)                    | Find out about simple steps to improve online security and minimise risk.<br><a href="#">Book</a>   |
| <b>MONDAY 30 MAY</b>   |   |
| <b>COMING UP</b>   |   |
| <b>Moving to the cloud</b><br>The South of Scotland<br>Digital Skills Hub<br>9.30-11 am<br>Online                        | This partnership event with Business Gateway, HIE and SoSE will help businesses who are moving to cloud-based systems. Hear from a business about why they made the move and ask Business Gateway, HIE and SoSE about local support available to you.<br><a href="#">Book</a>   |