

EVENTS AND WEBINARS COMING UP

<p>Tues 10 Jan: Scottish Edge Round 21 HIE 10.30-11.15 am Online</p>	<p>Scottish EDGE is a large competitive fund to support home-grown entrepreneurial talent comprising a Dragon's Den style pitching competition for ambitious entrepreneurs who wish to grow their business. This webinar launches Round 21 and is an opportunity to hear about the methodology and benefits of entering as well as gaining tips from previous winners. Join</p>
<p>Wed 11 Jan: Industry 5.0 and its role in sustainable manufacturing National Manufacturing Institute Scotland (NMIS) 1-2 pm Online</p>	<p>Find out about the series of free, self-directed sustainability courses from the NMIS Manufacturing Skills Academy. Book</p>
<p>Thurs 12 Jan: How to protect and manage your intellectual property Business Gateway 8-10 am Online (national)</p>	<p>Learn how to identify, protect, and exploit your intellectual property and assets. Book</p>
<p>Thurs 12 Jan: Build your brand and promotional graphics Business Gateway 2-4 pm Online (national)</p>	<p>Join this webinar to explore what a brand is, the importance of building a strong brand for your business, and how to create promotional graphics on a limited budget and with little/no experience. Book</p>
<p>Mon 16 Jan: Website user experience – Is your website fit for purpose? DigitalBoost 2-4 pm Online (national)</p>	<p>Could your website be easier to use? Are users able to find what they are looking for? Learn some handy hints and tips to give your customers a great user experience. Book</p>
<p>Tues 17 Jan: Build a customer focused business Business Gateway 9-11 am Online (national)</p>	<p>This webinar will help you build an effective strategy to deliver great customer service. It'll cover the key considerations when thinking about how your business interacts with its customers. Book</p>
<p>Wed 18 Jan: Visa routes for the visitor economy: how employers can sponsor international talent TalentScotland 10-11am Online</p>	<p>With many employers in the visitor economy struggling to recruit, hear how the Skilled Worker route and some other low-cost visa routes can help you access overseas talent Book</p>