

IN THE NEWS

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- 5 July 2023 - £395k ga bhuileachadh air pròiseact leasachaidh airson aonadan gnothachais ann an Tìrio/Project to develop business units on Tìree awarded £395k

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EVENTS AND WEBINARS COMING UP

<p>Tues 11 July: Build a customer focused business webinar DigitalBoost 10am-12 noon Online</p>	<p>Build an effective strategy to deliver great customer service and increase your profits. Book</p>
<p>Wed 12 July: Google Analytics – understand how your website performs webinar Digital Boost 10am-12 noon Online</p>	<p>Understand where your website visitors come from, how they behave and become customers with Google Analytics. Book</p>
<p>Fri 14 July: Build an effective strategy to grow your business Digital Boost 10am-12 noon Online</p>	<p>Learn how to develop a strategic plan to enable growth and greater sustainability for your business. Book</p>
<p>Fri 14 July: The business benefits of running a sustainable business webinar Digital Boost 2-4pm Online</p>	<p>It's becoming increasingly important to customers to source their products from companies who have strong green credentials. This webinar will show how by becoming more sustainable you can increase sales and profits. Book</p>
<p>Tues 18 July: Blogging for business webinar Digital Boost 10am-12 noon Online</p>	<p>Learn to create a blog that promotes your business. Book</p>

<p>Tues 18 July: Video production for social media webinar Digital Boost 2-4pm Online</p>	<p>Discover the power of using video for business benefit. Book</p>
<p>Wed 19 July: Enterprise Foods – Meet the buyer opportunity Scotland Food and Drink Full-day event In-person event Scotland Food & Drink 1F1, Ratho Park One, 88 Glasgow Road, Newbridge</p>	<p>Join this meet the buyer event where the Enterprise Foods team are looking for 330ml beer and cider, gifting products and individual portion snacks. More</p>
<p>Thurs 20 July: How to protect and manage your intellectual property webinar Digital Boost 10am-12 noon Online</p>	<p>Learn how to identify, protect, and exploit your intellectual property and assets. We'll show you how to manage your intellectual property (IP) or how to start the registering process. Book</p>
<p>Fri 21 July: LinkedIn for business webinar DigitalBoost 2-4pm Online</p>	<p>Want to boost your business with LinkedIn? This session will take you beyond networking and show LinkedIn can market your products and promote your brand. Book</p>
<p>Tues 25 July: How Artificial Intelligence (AI) can help your business marketing DigitalBoost 10am-12 noon Online</p>	<p>This practical webinar will examine how AI can help make your marketing more efficient. AI isn't the future, it's here now, with free tools and systems that could help businesses of all sizes. Book</p>
<p>Tues 25 July: Scottish Edge Round 22 webinar HIE 2-3pm Online</p>	<p>Scottish Edge Round 22 webinar 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. Hear more about the competition from a number of speakers who can help your application. Book</p>
<p>Wed 2 Aug: Ideas for growth – Innovation masterclass HIE 9.30am-12.30pm Online</p>	<p>A practical masterclass for ambitious entrepreneurs looking to develop ideas to accelerate business growth and scale. Book</p>
<p>Thur 3 Aug: Twitter for business Digital Boost 10-12 noon Online</p>	<p>A session 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. Book</p>

<p>Fri 4 Aug: Build an effective strategy to grow your business Business Gateway 2-4pm Online</p>	<p>This webinar is practical, outcome driven, and designed to fit with the needs of small businesses in both B2C (business to customer) and B2B (business to business) environments. It will help you develop a strategically led approach that can turbo charge business growth, identify core growth strategies that are right for your business, and develop an action plan.</p> <p>Book</p>
<p>Wed 9 Aug: Producing engaging online content DigitalBoost 10-12 noon Online</p>	<p>This webinar we will show you how to source and develop a variety of content for your website and social channels.</p> <p>Book</p>
<p>Wed 9 Aug: How Artificial Intelligence (AI) can help your business marketing DigitalBoost 2-4pm Online</p>	<p>This webinar will help you understand how you can integrate AI into your existing marketing, looking at the potential consequences (good and bad) of Artificial Intelligence, and its impact on small businesses and their customers.</p> <p>Book</p>
<p>Thurs 10 Aug: Planning and scheduling your online content DigitalBoost 10-12 noon Online</p>	<p>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.</p> <p>Book</p>
<p>Thurs 10 Aug: Build a customer focused business Business Gateway 2-4pm Online</p>	<p>Did you know that a returning customer will typically spend more than two thirds more with your business than a brand new one?</p> <p>Did you know that retaining just 5% of your customer base can give an increase of over 20% in profits for your business?</p> <p>This webinar will show how having an effective strategy in place for your business is a crucial part of delivering great customer service for your business.</p> <p>Book</p>
<p>Thurs 10 Aug: Blogging for business Digital Boost 6-8pm Online</p>	<p>This webinar will help you start a blog for your business or help you get a better return for your time with your existing blogs.</p> <p>Book</p>
<p>Fri 11 Aug: How to generate and increase sales Business Gateway 2-4pm Online</p>	<p>Explore ways to find and convert sales for your business.</p> <p>Book</p>
<p>Mon 14 Aug: Instagram for business DigitalBoost 2-4pm Online</p>	<p>Find out how to use the world’s most popular image sharing app, Instagram, for your business benefit.</p> <p>Book</p>
<p>Tues 15 Aug: How to protect and manage your intellectual property Business Gateway 10-12 noon</p>	<p>Learn how to identify, protect, and exploit your intellectual property and assets.</p> <p>Book</p>

Online	
<p>Tues 15 Aug: The business benefits of running a sustainable business Business Gateway 2-4pm Online</p>	<p>Find out how you can adopt more sustainable practices into your business that will benefit the planet and work wonders for your brand reputation, growth, and sales.</p> <p>Book</p>
<p>Wed 16 Aug: LinkedIn for business Digital Boost 10-12 noon Online</p>	<p>Join this session to find out how to use LinkedIn as a powerful and profitable business tool.</p> <p>Book</p>
<p>Wed 16 Aug: Data Leaders Programme information session The Data Lab 4-5pm Online / Edinburgh</p>	<p>Online and at the Scotsman Hotel in Edinburgh from September to December, this four-month programme aims to help leaders in businesses or organisations of any size to enhance their data skills, teams and outputs to influence and inspire change.</p> <p>Book</p>
<p>Thurs 17 Aug: Video production for social media DigitalBoost 2-4pm Online</p>	<p>Discover why the use of video helps people find your brand or website and how this kind of content has become a powerful way to engage with your audience.</p> <p>Book</p>
<p>Fri 18 Aug: TikTok and Instagram Reels for business DigitalBoost 10-12 noon Online</p>	<p>Learn how to use TikTok and Instagram Reels to engage with your customers and increase the reach of your business online.</p> <p>Book</p>
<p>Mon 21 – Thurs 24 Aug: Aqua Nor 2023 HIE/Sustainable Innovation Centre (SAIC)/Marine Scotland 9-5pm In person event in Norway</p>	<p>HIE, Sustainable Aquaculture Innovation Centre (SAIC) and Marine Scotland are hosting the Scottish Pavilion at Aqua Nor 2023 in Norway. Alongside our co-exhibitors and the wider Scottish delegation to Trondheim in August, we are putting together an exciting programme for visitors to the Pavilion. There are opportunities to exhibit as part of the pavilion, showcase your company on the digital stand (live until August 2024), or deliver a presentation as part of the pavilion programme.</p> <p>Get involved</p>
<p>Tues 22 Aug: Circular Economy and Beyond EDAS/Zero Waste Scotland 2-2.30pm Online</p>	<p>This session will look at the co-benefits between the circular economy and economic development. Areas will also be identified where a joint impact can be made to advance socioeconomic outcomes for Scotland.</p> <p>Book</p>
<p>Thurs 24 Aug: Virtual coffee: cyber security for Scotland's maritime sector CENSIS 10-11am Online</p>	<p>A virtual networking discussion from CENSIS with Abertay CyberQuarter, Scottish Enterprise, ScotlandIS and the Scotland 5G Centre.</p> <p>Book</p>
<p>Fri 25 Aug: Email marketing for business</p>	<p>Learn how to connect with your audience through effective email campaigns.</p>

<p>DigitalBoost 9-10am Online</p>	<p>Book</p>
<p>Thurs 14 Sept: Selling your business online masterclass Scottish Enterprise / Co-operative Development Scotland 10am-12 noon Online</p>	<p>Have you considered a succession plan for your business? It's never too early to review your options. Employee ownership is fast becoming the preferred exit route for business owners. Hear first-hand from people who have gone through the process. Book</p>
<p>Fri 29 Sept: Productivity Matters conference Productivity Club Scotland 9am-3.30pm In-person event Advanced Research Centre (ARC), University of Glasgow, 11 Chapel Lane, Glasgow G11 6EW</p>	<p>The theme for the conference is fit for the future: how organisations can survive and flourish. Hear from a businesses, academics, and experts about how to future-proof your business to survive, flourish and succeed. Book</p>
<p>Thurs 18 Jan 24: Selling your business masterclass Scottish Enterprise / Co-operative Development Scotland 10am-12 noon Online</p>	<p>Do you have a business succession plan in place? Have you considered selling your business to an Employee Ownership Trust? Aimed at business owners considering an exit, this is an opportunity to hear IT solutions company Microtech Group and building supply merchants Caley Timber & Building Supplies explain what they considered in choosing employee ownership and how things have worked out. Book</p>