

HIE LINKS

OUR WEEKLY UPDATE

17 April 2023

IN THE NEWS

www.hie.co.uk/latest-news/

14 Apr: [Successful business programme marks five years](#)

DID YOU SEE?

- [Recruitment – we’re looking for a new Board member for ORIC](#)
- [Career dev opportunity for young workers in our H&Is’ Fuel Change Challenge – free places for teams now!](#)
- [Our new fair work tourism guide for employers](#)

SOCIAL MEDIA HIGHLIGHTS

TWITTER Follow us

- 9 Apr: [Are you an established business looking to develop new products/processes? Our new product development programme could help!](#)

LINKEDIN Connect with us

- 7 Apr: [GP Katharine Jones of Wild Ness was a previous Pathfinder participant. Her business focuses on health and wellbeing.](#)

FACEBOOK Follow us

- 12 Apr: [Is your business committed to Net Zero? Entries for VIBES 2023 are now open!](#)

#FRIDAYFACTS FROM OUR CHIEF EXECUTIVE

Follow [@stuartblack_HIE](#)

- 14 Apr: [Pathfinder Accelerator](#), our mentoring programme for entrepreneurs in the region, has supported 133 businesses since it began five years ago.

EVENTS AND WEBINARS COMING UP

Mon 17 Apr: Facebook for business DigitalBoost 2-4pm Online	Learn how to get the most out of Facebook and how it could fit into your business’s digital marketing strategy. Book
Tues 18 Apr: The business benefits of running a sustainable business Business Gateway 2-4pm Online	Find out how becoming more sustainable can increase sales and profits. Book
Tues 18 Apr: Google Analytics – Understand how your website performs DigitalBoost 6-8pm Online	Understand how Google Analytics is set up and gain an overview of key reports. Book
Thurs 20 Apr: Get impact and engagement with social media analytics	Learn how to access each platform’s metrics and reporting, and how to use them to improve the potential of your social media. Book

DigitalBoost 10am-12 noon Online	
Thurs 20 Apr: International micro agility in e-commerce Scottish Enterprise 10-11am Online	Join entrepreneur Ben Leonard to discuss the importance of personalised marketing and communication with customers. Book
Thurs 20 Apr: Circular textiles - An introduction to circular economy Zero Waste Scotland 1-2pm Online	Equip your business with circular economy principles and business models. Book
Fri 21 Apr: Upgrade your business marketing with a CRM system DigitalBoost 9-11am Online	Learn how to connect Customer Relationship Management (CRM) to your website, manage your activities, nurture your leads and track new business. Book
Fri 21 Apr: Email marketing for business DigitalBoost 12 noon-2pm Online	See how email marketing can engage your audience and boost the success of your email campaigns. Book
Tues 25 Apr: How Artificial Intelligence (AI) can help your business marketing DigitalBoost 10am-12 noon Online	See how AI can help make your marketing more efficient, with free tools and systems to help businesses of all sizes. Book
Wed 26 Apr: Blogging for business DigitalBoost 2-4pm Online	Ideal for anyone thinking of starting a business blog or existing bloggers wanting more return for time invested. Book
Thurs 27 Apr: Food and drink: How to move your food and drink products overseas Department for Business and Trade 11am-12 noon Online	Join specialists from the Department of Business and Trade for the essentials of getting your food and drink products from A to B when trading overseas. Book
Fri 28 Apr: Paid-for advertising DigitalBoost 10am-12 noon Online	Introduce or improve the use of paid advertising in your digital marketing strategy. Book
Fri 28 Apr: Photography for online business DigitalBoost 2-4pm Online	Learn how to shoot, edit and upload photos for use online and to showcase your business. Book

<p>Thurs 11 May: Email marketing tools to enhance your international e-commerce Scottish Enterprise 10-11am Online</p>	<p>Discover how to connect better with your customers using email marketing tools with entrepreneur Ben Leonard.</p> <p>Book</p>
<p>Sat 13 May: Shared perspectives conference HIE XpoNorth Digital 10.30-4pm In-person and online The Highland Cinema, Fort William PH33 6AJ</p>	<p>This free event will take a practical look at how digital technologies are unlocking ambitious new areas for regional businesses. It will also offer a platform for creative and heritage networks to meet with other sectors, make new connections and discuss collaborative approaches to shared challenges and opportunities.</p> <p>Join In-person Join online</p>

We hope you find this useful. Please share your feedback with hie.marketing@hient.co.uk