

IN THE NEWS

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- **1 Aug: Funding boost for Mull community project**
A community project to support business on the Isle of Mull has secured up to £250,000 from HIE.
- **3 Aug: Investigation works to start at Dingwall Business Park**
Investigation works are set to get under way to inform final design and costs of upgrading flood defences at Dingwall Business Park.
- **3 Aug: New health company welcomed to Inverness Campus.**
Local health provider, Alert Health, has relocated its new clinic to a larger unit in the award-winning Aurora House, owned by HIE.
- **4 Aug: Investigations under way for major upgrade of Wester Ross port**
Marine and land investigations are under way to inform proposals for a major upgrade of Kishorn Port in Wester Ross.

DID YOU SEE?

- Scotland's Rural College has published the [Rural and Islands Report 2023](#), showing challenges that include slow population growth, ageing populations, vacant and second home ownership, lack of affordable housing and high fuel prices.

SOCIAL MEDIA HIGHLIGHTS

TWITTER Follow us

- 3 Aug: [The most productive teams are ones that feel valued, respected, secure and like they have an effective voice.](#)

LINKEDIN Connect with us

- 1 Aug: [The Science Skills Academy empowers young minds and paves the way for a skilled workforce.](#)

FACEBOOK Follow us

- 4 Aug: ["Applying for IMPACT30 should be the first item on an entrepreneur's To Do list."](#)

#FRIDAYFACTS FROM OUR CHIEF EXECUTIVE

- 4 Aug: [Did you know our region hosts over 1200km of National Cycle Network routes?](#)

EVENTS AND WEBINARS COMING UP

Wed 9 Aug: Producing engaging online content DigitalBoost 10am-12 noon Online	Find out how to source and develop great content for your website and social channels. Book
Wed 9 Aug: How Artificial Intelligence (AI) can help your business marketing DigitalBoost 2-4pm Online	Understand how to integrate AI into your existing marketing. We'll look at the potential consequences (good and bad) of AI, and its impact on small businesses and their customers. Book
Thurs 10 Aug: Planning and scheduling your online content DigitalBoost 10am-12 noon Online	Increase your chances of online success by understanding how best to plan and curate content, schedule with a social media dashboard, and improve efficiency through simple automation. Book
Thurs 10 Aug: Connectivity in low Earth orbit (CLEO)	The UK Space Agency is hosting this webinar to announce its new <i>Connectivity in Low Earth Orbit</i> programme.

10-10.40am The UK Space Agency Online	Book
Thurs 10 Aug: Build a customer focused business Business Gateway 2-4pm Online	Did you know that a returning customer will typically spend more than two thirds more than a brand new one – or that retaining just 5% of your customer base can boost profits by 20%? Learn how to create an effective strategy to deliver great customer service. Book
Thurs 10 Aug: Blogging for business Digital Boost 6-8pm Online	This webinar will help you start a blog for your business or get a better return for your time with your existing blogs. Book
Fri 11 Aug: How to generate and increase sales Business Gateway 2-4pm Online	Explore ways to find and convert sales for your business. Book
Mon 14 Aug: Instagram for business DigitalBoost 2-4pm Online	Find out how to use the world’s most popular image sharing app for business benefit. Book
Tues 15 Aug: Summer session – Techscaler CodeBase 5.30-8pm In-person event Ness Walk Hotel, 12 Ness Walk, Inverness, IV3 5SQ	Summer session for Techscaler community as the programme approaches its first anniversary in the region. Book
Tues 15 Aug: How to protect and manage your intellectual property Business Gateway 10am-12 noon Online	Learn how to identify, protect, and exploit your intellectual property and assets. Book
Tues 15 Aug: The business benefits of running a sustainable business Business Gateway 2-4pm Online	Adopting more sustainable practices into your business will benefit the planet and work wonders for your brand reputation, growth and sales. Book
Wed 16 Aug: LinkedIn for business Digital Boost 10am-12 noon Online	Join this session to find out how to use LinkedIn as a powerful and profitable business tool. Book
Wed 16 Aug: Data Leaders Programme information session The Data Lab 4-5pm Online / Edinburgh	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. Book

<p>Thurs 17 Aug: Video production for social media DigitalBoost 2-4pm Online</p>	<p>Discover how video helps people find your brand or website and why this kind of content has become a powerful way to engage your audience. Book</p>
<p>Thurs 17 Aug: AccelerateHER + Techscaler Meetup CodeBase Highlands and Islands In-person event Glen Mhor Hotel, Inverness 12 noon–2pm</p>	<p>Female and non-binary tech business founders networking event. Book</p>
<p>Fri 18 Aug: TikTok and Instagram Reels for business DigitalBoost 10am-12 noon Online</p>	<p>Learn how to use TikTok and Instagram Reels to engage customers and extend the reach of your business online. Book</p>
<p>Fri 18 Aug: The low-cost guide to marketing your business DigitalBoost 2-4pm Online</p>	<p>We'll look at how you can market your business and increase customer engagement with a limited budget and/or little experience. Book</p>
<p>Mon 21 – Thurs 24 Aug: Aqua Nor 2023 HIE / Sustainable Innovation Centre (SAIC) / Marine Scotland 9am-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. 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. Get involved</p>
<p>Tues 22 Aug: Hebridean businesses – content creation Business Gateway 10.30am-12 noon Online</p>	<p>Specifically for businesses operating in and exporting from the Outer Hebrides, the session will cover key areas of content creation for social media. Book</p>
<p>Tues 22 Aug: Circular Economy and Beyond EDAS/Zero Waste Scotland 2-2.30pm Online</p>	<p>We'll look at co-benefits between the circular economy and economic development, and opportunities to advance socio-economic outcomes for Scotland. Book</p>
<p>Tues 22 Aug: How to build a digital marketing plan DigitalBoost 6-8pm Online</p>	<p>Develop a practical digital marketing strategy to benefit your business. Book</p>
<p>Wed 23 Aug: Innovation funding: Heating and cooling, built environment and geothermal Scottish Enterprise 3-4.30pm Online</p>	<p>Discover new domestic and international funding available for heating and cooling, built environment and geothermal innovation projects. 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. Book EVENT FULLY BOOKED BUT THERE IS A WAITING LIST</p>
<p>Thurs 24 Aug: A recipe for data platform success – four principles you should implement The Data Lab 4-5pm Online</p>	<p>As a data-driven company, FanDuel has a rich history of creating data platforms. Marinos Kintis will describe the company's journey and lessons learnt through building successful data platforms. Book</p>
<p>Fri 25 Aug: Email marketing for business DigitalBoost 9-10am Online</p>	<p>Learn how to connect with your audience through effective email campaigns. Book</p>
<p>Fri 25 Aug: Build your brand and promotional graphics Business Gateway 12 noon-2pm Online</p>	<p>Explore 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>Fri 25 Aug: Unlocking opportunities: VC insights for Scottish tech founders Wasps Inverness Creative Academy 6-8.30pm</p>	<p>Seasoned venture capitalists and experts share insights on what it takes for tech start-ups to become investor-ready. Book</p>
<p>Mon 28 Aug: Photography for online business DigitalBoost 10am-12 noon Online</p>	<p>Learn how to shoot, edit and upload photos to showcase your business. See real-life examples of posts that demonstrate good, bad and indifferent use for businesses. Book</p>
<p>Tues 29 Aug: Canva – 2023 updates Business Gateway 9.30am-12.30pm In-person event MG Alba - 56 Seaforth Road, Stornoway, HS1 2SD</p>	<p>Find out how Canva can help you develop marketing materials for your business. Book</p>
<p>Thurs 31 Aug: HR – Recruiting, managing and retaining staff Business Gateway 1-3pm Online</p>	<p>This webinar will explore the essentials of HR, including hiring, interviewing, payroll, pensions, contracts, and remote working. Book</p>
<p>Tues 5 Sept: Online Microsoft Excel (intermediate) training for Orkney businesses Business Gateway 9.30am-12.30pm In-person event/Online</p>	<p>We'll cover how to analyse data in spreadsheets. You will also organise table data, present data as charts, collaborate with others and work with conditional formatting. Book</p>

<p>Tues 5 Sept: Hebridean businesses – content planner and tools Business Gateway 10.30am-12 noon Online</p>	<p>Specifically for businesses operating in and exporting from the Outer Hebrides, the session will offer insights on using tools and resources for planning social media content. Book</p>
<p>Tues 5 Sept: Online Microsoft Excel (advanced) training Business Gateway 1.30-4.30pm Online</p>	<p>Online Microsoft Excel (advanced) training exclusively for Orkney businesses. Book</p>
<p>Thurs 7 Sept: Wealth building for communities - the role of third sector organisations and purposeful businesses Productivity Club Scotland 9.30-11am Online</p>	<p>This session is for anyone in Scotland in the public, private and third sectors who is working on or curious to know more about Community Wealth Building. Book</p>
<p>Thurs 7 Sept: Building an international network for social enterprise expansion Social Enterprise World Forum (SEWF) 12 noon-1.30pm Online</p>	<p>Are you thinking about expanding your social enterprise outside of Scotland? Learn how others have expanded their enterprise networks internationally and find out about the benefits of attending SEWF23. Book</p>
<p>Thurs 12 Sept: Public and third sector roadshow: Orkney Cyber and Fraud Centre Scotland 9.30-11.30am In-person event St Magnus Centre, Palace Road, Kirkwall</p>	<p>This event will focus on discussion around key cyber security topics that organisations and charities should be considering. It's an excellent chance to network with others working within the public and their sectors interested in cyber security. Book</p>
<p>Thurs 12 Sept: Private sector roadshow: Orkney Cyber and Fraud Centre Scotland 1.30-3.30pm In-person event St Magnus Centre, Palace Road, Kirkwall</p>	<p>This event will focus on discussion around key cyber security topics that private companies and organisations should be considering. It's an excellent chance to network with others working within the public and their sectors interested in cyber security. 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? Employee ownership is fast becoming a preferred exit route for owners. Hear first-hand from people who've gone through the process. Book</p>
<p>Tues 19 Sept: Hebridean businesses - content channels Business Gateway 10.30am-12 noon Online</p>	<p>Specifically for businesses operating in and exporting from the Outer Hebrides, the session will teach you how to assess which social media channels are best for your business. Book</p>

<p>Wed 27 Sept: Training zone with NMIS (National Manufacturing Institute of Scotland) Ceed 9.00am-3.00pm In-person event National Manufacturing Institute of Scotland 3 Netherton Square Paisley, PA3 2EF</p>	<p>Are you an innovator, support organisation, academic, funder, expert, or established business/manufacturer? This in-person event will use activities and discussions to create discussions and bring together potential collaborators around business opportunities. The theme is <i>Innovation</i> with a focus on current challenges around sustainability and digitalisation. 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, G11 6EW</p>	<p>Hear from businesses, academics and other experts about how to future-proof your business to survive, flourish and succeed. Book</p>
<p>Tues 3 Oct: Email marketing for business growth Business Gateway 9.30am-12.30pm In-person event Comhairle Offices - Sandwick Road, Stornoway, HS1 2BW</p>	<p>Find out how email marketing can help you reach your audience and grow your business. Book</p>
<p>Thurs 5 Oct: Competitive Advantage: stand out, increase revenue and gain a two year edge Productivity Club Scotland 1-2.30pm Online</p>	<p>Discover the top 10 myths of competitive advantage and how to overcome the barriers to success that can prevent you from standing out in your market. Book</p>
<p>Thurs 2 Nov: CENSIS Technology Summit CENSIS 9am-5pm In-person event Royal Concert Hall, Glasgow G2 3NY</p>	<p>Join the leading event for the sensing, imaging and Internet of Things ecosystem in Scotland. It will be a day of speakers, exhibitors, debates and networking. This is an in-person event and will not be streamed live. Book</p>
<p>Tues 7 Nov: Hebridean businesses – content review and implementation Business Gateway 10.30am-12 noon Online</p>	<p>Specifically for businesses operating in and exporting from the Outer Hebrides, the session will contain details on how to check your content to ensure it's working for your business. Book</p>
<p>Tues 14 Nov: Lunch and learn networking event - using AI tools in your business Business Gateway 12 noon-2pm In-person event MG Alba, 56 Seaforth Road Stornoway, HS1 2SD</p>	<p>Meet other local businesses and entrepreneurs at this networking event. Learn how AI tools can aid productivity, develop your business and reach your target audience effectively. Lunch is provided. Book</p>

<p>Thurs 16 Nov: Selling your business 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 think about your options. Employee ownership is fast becoming the preferred exit route for business owners. Book</p>
<p>Thurs 18 Jan 24: Selling your business masterclass Scottish Enterprise / Co-operative Development Scotland 10am-12 noon Online</p>	<p>Aimed at business owners considering an exit, this is an opportunity to hear IT solutions company Microtech Group and building supply merchants Caley Timber explain what they considered in choosing employee ownership and how things have worked out. Book</p>