

## MONDAY 5 SEPTEMBER

<b>Twitter for business</b> DigitalBoost 10-12 noon Online (national)	This is a session for businesses considering, or already using Twitter as part of their digital marketing strategy. Learn to produce more engaging content, reach a wider audience and maximise impact. <a href="#">Book</a>
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<b>How to protect and manage your intellectual property</b> Business Gateway 2-4 pm Online (national)	Learn how to identify, protect, and exploit your intellectual property and assets. <a href="#">Book</a>
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## TUESDAY 6 SEPTEMBER

<b>Etsy for Business</b> Business Gateway 10-12 noon Online (national)	Find out how to create an ecommerce business on Etsy, including how it works compared with other similar platforms. <a href="#">Book</a>
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<b>Facebook for business</b> DigitalBoost 10-12 noon Online (national)	Discover the opportunities that Facebook can open up and what to consider when deciding whether the platform is a good fit for your business. <a href="#">Book</a>
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<b>How to calculate your business's carbon footprint</b> Business Energy Scotland 12-12.45 pm Online	Learn how to measure your carbon footprint and to start to reduce it. <a href="#">Book</a>
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<b>Lessons from Scotland in low carbon heating and cooling</b> HeatSource 2-3.30 pm Online	HeatSource is helping companies determine how they can benefit from and contribute to Scotland's transition to net zero.  Hear from successful projects and organisations operating in the low carbon heat sector in Scotland <a href="#">Book</a>
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<b>How to write and develop your business plan</b> Business Gateway 2-4 pm Online (national)	This session covers what should be included within a business plan, how a business plan is used to improve your prospects for a loan or a grant, and how to develop a plan to meet your needs. <a href="#">Book</a>
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## WEDNESDAY 7 SEPTEMBER

<b>An introduction to business websites and what you need to consider</b> DigitalBoost 10-12 noon Online (national)	All the steps required to design, build and host a business website. <a href="#">Book</a>
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<b>Getting started with Mailchimp</b> GrowBiz 10.30-12 noon	GrowBiz marketing coordinator, Abi Shepherd, will show you how to get started using email marketing platform Mailchimp to send out newsletters. <a href="#">Book</a>
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Online (Rural Scotland based only)	
<b>An introduction to the Green Heat Hub Grand Challenge</b> Scottish Enterprise 11-12 noon Online	This is an exciting opportunity aimed at encouraging consortia to develop proposals for a 'Green Heat Hub' to help position Scotland as a leading country for green heat manufacturing. Speakers will discuss Scotland's ambitions for Green Heat transition, current industry challenges and future opportunities. You'll hear about the timescales, eligibility criteria, the application process and have an opportunity to ask questions. <a href="#">Book</a>
<b>Selling your business? Why Swansons and Reid &amp; Fraser became employee-owned</b> HIE/ Co-operative Development Scotland 1.30-3.30 pm Online	Do you have a business succession plan in place? Have you considered selling your business to an Employee Ownership Trust? Join this masterclass introduced by HIE director Rachel Hunter, to learn more about employee ownership. <a href="#">Book</a>
<b>TikTok and Instagram Reels for business</b> DigitalBoost 6-8 pm Online (national)	Get the most out of these social media channels for more effective business communication. <a href="#">Book</a>
<b>THURSDAY 8 SEPTEMBER</b>	
<b>Cloud for business</b> DigitalBoost 10-12 noon Online (national)	Discover cloud services to keep your back office and technology requirements secure, scalable and cost-effective, supporting your business needs. <a href="#">Book</a>
<b>European Clean Energy Transition Partnership Programme – What is it about?</b> Scottish Enterprise 10.30-11.30 am Online	This transformative research, development and innovation programme will support transnational collaboration in renewable energy (offshore renewables, heat pumps and heat networks), fuels (green hydrogen), systems and storage solutions to optimise their use, and carbon capture and storage.  Hear from Karen Fraser and Richard Buxbaum, Low Carbon Transition Team at Scottish Enterprise. <a href="#">Book</a>
<b>How to write an environmental policy</b> Business Energy Scotland 12-12.45 pm Online	This webinar is designed for anyone in your organisation who is interested in, influences or has direct responsibility for environmental performance and energy efficiency. <a href="#">Book</a>
<b>Producing engaging online content</b> DigitalBoost 2-4 pm Online (national)	Learn how to research and produce quality content to help build relationships and drive engagement. <a href="#">Book</a>

<p><b>Scottish Enterprise Green Heat Accelerator Application workshop</b>  Scottish Enterprise  2-3 pm  Online</p>	<p>The Scottish Enterprise Green Heat Accelerator is a 3-month programme for small businesses and start-ups with products and services, that supports the Scottish Government's <i>Decarbonising Heat in Buildings Strategy</i> to achieve 68% reduction in emissions from building stock by 2030.</p> <p>This session will help you to decide whether to apply, explain how, and give you the chance to ask questions.</p> <p><a href="#">Book</a></p>
<p><b>Making digital content accessible</b>  DigitalBoost  6-8 pm  Online (national)</p>	<p>Understanding the needs of all when producing digital content helps you to market your business inclusively. This webinar will highlight the challenges and help you to make your content accessible.</p> <p><a href="#">Book</a></p>
<b>FRIDAY 9 SEPTEMBER</b>	
<p><b>Build a customer focused business</b>  Business Gateway  2-4 pm  Online (national)</p>	<p>Build an effective strategy to deliver great customer service. We'll cover the key considerations when thinking about how your business interacts with its customers.</p> <p><a href="#">Book</a></p>
<b>MONDAY 12 SEPTEMBER</b>	
<p><b>Pinterest for business</b>  DigitalBoost  2-4 pm  Online (national)</p>	<p>Move from being a beginner to knowing enough to gain commercial benefit from the use of Pinterest.</p> <p><a href="#">Book</a></p>
<p><b>Made by Digital: additive manufacturing for wind power industry</b>  National Manufacturing Institute Scotland (NMIS)  2-3 pm  Online</p>	<p>Join the National Manufacturing Institute Scotland (NMIS) for insights into additive manufacturing and its transformative potential. We'll look at how it can address common challenges, offer new opportunities, and what support is available to inform Wind Industry supply chain stake holders, and guide them through an adoption and implementation journey.</p> <p><a href="#">Book</a></p>
<b>COMING UP</b>	
<b>TUESDAY 13 SEPTEMBER</b>	
<p><b>Women into Business: Building a Successful Business</b>  Business Gateway  10-12 noon  Online (Highland)</p>	<p>This webinar will focus on developing a strong foundation on which to build your business. You'll learn tools to develop confidence and manage your time effectively, exploring your motivation to run and grow a successful business.</p> <p><a href="#">Book</a></p>
<b>THURSDAY 15 SEPTEMBER</b>	
<p><b>How can your business transition to Net Zero?</b>  Ceed  12-2 pm  <b>In person event at</b>  Advancing Manufacturing Centre, Fort William</p>	<p>Net Zero is not just about doing the right thing. It's about the survival of your business. Find out how your business can transition to Net Zero.</p> <p><a href="#">Book</a></p>

## TUESDAY 27 SEPTEMBER

### **Decarbonising Heat Supply Chain opportunities**

HIE, HeatSource and AMCF  
10.30-3 pm

**In person event at**  
Advancing Manufacturing  
Centre, Fort William

Join this in-person event delivered in partnership with the Advanced Manufacturing Centre (AMC) - part of the AMCF programme part funded by ERDF. Enjoy a tour of the facility and equipment housed at the AMC, network with other businesses and hear from clients.

Presentations will be delivered by National Manufacturing Institute Scotland (NMIS), HIE, Cruden and others.

[Book](#)

## THURSDAY 3 NOVEMBER

### **Train to become a CPD-certified Green Champion**

Business Energy Scotland  
10-12.30 pm

Online

Green Champions online training is helping organisations across Scotland by providing knowledge, techniques, examples, and free tools and templates.

This free webinar for small and medium sized enterprises, will pack the entire Green Champions foundation course into one session.

[Book](#)

## SAVE THE DATE

Monday 24 October  
The Data lab Innovation  
Centre - **DataFest22 launch**

More details to follow about Scotland's festival of data, innovation and artificial intelligence.