

MONDAY 7 MARCH

Shaping the future of engineering modern apprenticeships
National Manufacturing Institute Scotland:
Scottish Apprenticeship Week
11.30am-12.30pm
Online

As technology advances and the race to net zero accelerates, the next generation of engineers must be equipped with the right skills to address changes in products, markets, and the way that we make things.

Brought to you from the MSA team behind the Advanced Manufacturing Challenge Fund, Online Digital Manufacturing and Leadership CPD, engineering skills experts Enginuity and an industry partner, we'll discuss how a new framework for the modern engineering apprenticeship could look.

[Register](#)

Online user experience - How to analyse it and improve it
DigitalBoost
2-4pm
Online

In this national webinar you will discover and define your business goals, design a user-friendly experience and learn how to test and launch your online platform.

[Register](#)

Paid for advertising
DigitalBoost
6-7.30pm
Online

This national webinar will be ideal for those who have experience of paid advertising and have a digital marketing strategy in place, but want to attract and retain more customers.

[Book](#)

TUESDAY 8 MARCH

Selling on Amazon - the basics
DigitalBoost coaching session
9.30-12.30pm
Online

For Shetland - Wanting to sell your products on Amazon marketplace? This session is for you. Join us to look at the key factors you need to consider.

[Book](#)

International SEO and social media
Scottish Enterprise
10-11am
Online

Digital marketing can help your business to attract international customers. This webinar will introduce you to a number of Search Engine Optimisation (SEO) techniques that will assist your business to become more visible when expanding into new international markets. The more visible that your website is to searches, the more likely you will be able to generate sales.

[Register](#)

Recruiting staff successfully
Business Gateway
10.30-12 noon
Online

For the Outer Hebrides - Relearn the key stages of recruitment and how to attract staff to your business.

[Register](#)

Made by Digital: Exploring additive manufacturing for your business
National Manufacturing Institute Scotland (NMIS)

Join the NMIS experts as they explain different design methodologies and optimisation techniques in additive manufacturing.

[Sign up](#)

11-12 noon Online	
Planning your content and marketing strategy GrowBiz 11-12.30pm Online	Based in rural Scotland? In an online world content is key, and planning ahead is essential. In this interactive session you'll learn how to schedule for your content in advance and how to create and apply that content to drive traffic, reach more people and increase awareness of your business. Book
The Women of CodeClan - Celebrating International Women's Day CodeClan 12-1pm Online	Learn more about the strong line up of women involved in CodeClan. This session will showcase why the tech sector is the perfect route for women to build a strong and interesting career. Register
Search engine optimisation (SEO) for tourism businesses – Part 2 Business Gateway 11.30-1pm Online	Join the second of two 90-minute webinars designed specifically to tell you how to improve the search engine results rankings of your tourism business. Sign up
Launch of the Scottish Flexible Jobs Index webinar Timewise 2-3pm	This webinar takes a Scotland-wide look at how to embrace flexible hiring as a key tool in tackling skills shortages and workplace inequalities. Sign up
Valuing apprenticeships National Manufacturing Institute Scotland: Scottish Apprenticeship Week 4-5pm Online	This webinar will focus on the value of good quality apprenticeships as positive post-school destinations for young people moving directly from school into the world of work. Hear from a range of speakers from across industry and apprenticeship policy, as well as two young apprentices to hear about how they value their apprenticeship. Register
WEDNESDAY 9 MARCH	
Enhance your Chinese e-commerce opportunities masterclass Scottish Enterprise 9.30am-1pm Online	Join this Masterclass to gain detailed insight into the digital and e-commerce opportunities available within China. This event is suitable for businesses of any size and aims to help attendees break into the Chinese market (or optimise existing campaigns), understand cultural differences in business negotiation, gain more knowledge of common practices, and learn more about consumer trends. Register
Website analytics to improve your business and sales DigitalBoost 10-12 noon Online	Discover the benefits of website analytics tools including Google Analytics, Search Console and Heat Mapping, and better understand where your website visitors come from and how they behave. Sign up

<p>How to set up an Instagram shop Business Gateway 10.30-12 noon Online</p>	<p>For those based in the Outer Hebrides - Start selling your products on Instagram. Sign up</p>
<p>The greening of apprenticeships and what we can learn from Europe National Manufacturing Institute Scotland: Scottish Apprenticeship Week 11.30am-12.30pm Online</p>	<p>As we seek to reach net zero emissions, the need for more sustainable manufacturing processes has never been greater. Joined by Vlasis Korovilos and Lisa Rustico of the European Centre for Development of Vocational Training, we'll explore how apprenticeships can support and accelerate the green transition. We'll take a look at practical examples from other countries such as Germany, Belgium and Greece. Register</p>
<p>Developing Scotland's first data strategy for health and social care The Data Lab/Scottish Government 2-3.30pm Online</p>	<p>This is a stakeholder engagement workshop about Scotland's first data strategy for health and social care. Businesses, organisations and academics working in or with the health and social care sector in Scotland are welcome. Book</p>
THURSDAY 10 MARCH	
<p>Selling on Etsy DigitalBoost 9.30-12.30pm Online</p>	<p>For Shetland businesses - Whether you already have an Etsy account, or are just getting started, this coaching session will cover the key steps you need to consider. Spaces are limited. Book</p>
FRIDAY 11 MARCH	
<p>Productivity Club Scotland - Scottish Apprenticeship Week 2022 10-11am Online</p>	<p>This is an interactive session in partnership with SDS to involve group discussion and Q&A session on the role apprentices play in supporting people, employers and the economy. Register</p>
MONDAY 14 MARCH	
<p>LATAC Roadshow Department for International Trade in partnership with Glasgow Chamber of Commerce 9.30-5pm Physical event: Glasgow</p>	<p>Find out the latest on the business environment and export opportunities in the LatAC (Latin America and the Caribbean) region. Companies have the opportunity to book 1-2-1 meetings with Market and Sector experts. Register your interest by 7 March 2022</p>