

EVENTS AND WEBINARS COMING UP

<p>Tues 29 Nov: How to build a digital marketing plan DigitalBoost 10-12 noon Online(national)</p>	<p>This webinar will guide you through the steps needed to create an effective digital marketing strategy, ensuring you focus on the right tactics to meet your business objectives and goals. Book</p>
<p>Tues 29 Nov: NECCUS Scottish Cluster Exchange supply chain opportunities – Stirling NECCUS 10am-4pm In person event The Golden Lion Hotel, 8-10 King Street, Stirling FK8 1BD</p>	<p>Free event highlighting supply chain opportunities from industrial decarbonisation projects. It's an ideal opportunity for companies aiming to secure and develop a presence in this rapidly growing market. There will be updates on existing and planned activity within the Scottish Cluster and Scotland's Net Zero Infrastructure projects. Book</p>
<p>Tues 29 Nov: Be a hashtag hero Business Gateway 9.30-12 noon Online (Hebrides)</p>	<p>Understand the value of using hashtags in your social media and how to use them to connect and engage well with your audience. Book</p>
<p>Tues 29 Nov: Perspectives on evolving regulatory landscape for US food and beverage Food and Drink Federation 3-4pm Online</p>	<p>Food businesses in the EU and UK, which trade in, or with, the US, should be aware that the regulatory landscape in the US has different challenges and trends (although often overlapping with those in Europe). In the coming months, there is an expectation of greater scrutiny of internal audits and recall policies; increased requirements for traceability of high risk foods; and use of 'smart tech' to improve traceability, outbreak response and safety cultures. Find out more. Book</p>
<p>Tues 29 Nov: Personal brand – What? How? Why? The Data Lab 4-5pm Online</p>	<p>Best-selling author Jennifer Holloway provides an intro to personal branding in the first of The Data Lab's new Employability Series events. Book</p>
<p>Tues 29 Nov: HR – Recruiting, managing, and retaining staff Business Gateway 5-7pm Online (national)</p>	<p>This webinar will explore the essentials of HR, including hiring, interviewing, payroll, pensions, contracts, and remote working. Book</p>
<p>Wed 30 Nov: Online sales: Improve, develop and make more money DigitalBoost 10-12 noon Online (national)</p>	<p>This webinar will help you to improve your online sales by covering:</p> <ul style="list-style-type: none"> • Factors to consider when selling online • What eCommerce options exist, and the benefits of each

	<ul style="list-style-type: none"> • Differences in available eCommerce platforms • Benefits of automation • Key items to optimise performance <p>Book</p>
<p>Wed 30 Nov: Taking small business climate action SME Climate Hub 11-12.30pm Online</p>	<p>Small businesses are invited to learn from industry experts and their peers about:</p> <ul style="list-style-type: none"> • Their role in combatting climate change • The business benefits of taking action • The tools provided by the SME Climate Hub to help reach their goals. <p>Audience members will have the opportunity to ask questions about the initiative and hear from small businesses that have made changes to reduce their emissions.</p> <p>Book</p>
<p>Wed 30 Nov: Introduction to sustainability National Manufacturing Institute Scotland (NMIS) 1-2pm Online</p>	<p>Learn about the series of free, self-directed sustainability courses from the NMIS Manufacturing Skills Academy, designed to help small and medium sized manufacturing businesses navigate their journey to net-zero.</p> <p>NMIS will introduce the importance of sustainability in a digital manufacturing future and how it will affect you and your business. You'll also learn about the tools available to support your sustainability journey.</p> <p>Book</p>
<p>Thurs 1 Dec: The Knowledge Bank - consumers and sustainability in challenging times The Knowledge Bank 11-12.15pm Online</p>	<p>The Knowledge Bank in partnership with Kantar will look at how the cost of living crisis is impacting the consumer's view and behaviour on sustainability. Kantar will share the 2022 iteration of their excellent Who Cares Who Does research which looks not only at consumers' view on sustainability but also their action. There will be a short update at Scotland level and a guest panel taking questions with Iain Clunie from the Scotland Food & Drink Federation updating on Net Zero as well as Shona Cherry, sustainability lead at Opportunity North East.</p> <p>Book</p>
<p>Tues 6 Dec: Lessons from businesses across Scotland on the path to Net Zero Scottish Enterprise 11-12 noon Online</p>	<p>Looking for inspiration and advice as you plan a more sustainable future for your business? This webinar will share lessons and advice from three Scottish businesses who have already made significant progress on their journey to net zero. Hear from:</p> <ul style="list-style-type: none"> • Bruichladdich Distillery, a whisky and gin distiller based on the Isle of Islay • Innovatium Group, a micro business developing technology solutions to meet the challenges of industrial decarbonisation, energy security and energy resilience • Kenoteq, a supplier of low carbon closed loop circular building materials.

	Book
<p>Tues 6 Dec: How to Prepare for Sustainability Food Manufacture 3-4pm Online</p>	<p>If the last 10 years saw sustainability emerge as a source of competitive advantage or ‘nice to have’ in food and drink, the next will see it cemented as a ‘must have’ in order to drive efficiencies, meet consumer expectations and comply with increasingly burdensome regulation. It’s a shift dubbed, ‘Sustainability 2.0.’</p> <p>To navigate this next era of sustainability will place greater burdens on the food manufacturing sector, with added complexity, as well as new responsibilities around transparency and compliance.</p> <p>Register</p>
<p>Wed 7 Dec: Horizon Europe: Clean energy research and innovation funding Scottish Enterprise 10-11am Online</p>	<p>Join this one hour webinar on Energy related funding available through the Horizon Europe programme. This includes:</p> <ul style="list-style-type: none"> • Energy Generation (wind, tidal, geothermal, CSP), • Energy Systems and grids and storage, • Hydrogen & CCUS • Heating and Cooling and the Built Environment <p>Register</p>
<p>Mon 12 Dec: Tech Meetup Inverness Tech Meetup 6.30-8pm Pentahotel Inverness, 63 Academy Street, Inverness IV1 1LU In person</p>	<p>Everyone is welcome to Inverness Tech Meetup. Come along to talk tech, whether you’re a seasoned professional or just tech curious.</p> <p>It’s a good chance to make new contacts, learn from others or share your expertise.</p> <p>Book</p>
<p>Wed 14 Dec: Creating value and finding solutions by using the crowd economy HIE’s XpoNorth digital 2-3pm Online</p>	<p>Looking outside of an organisation to find value and solutions has become increasingly popular, from the use of crowdfunding and crowdsourcing to engaging in co-creation, open innovation and collaborative consumption, all of which are aspects of the crowd economy.</p> <p>But to do so well, and to do so successfully can be challenging. This session aims to help you identify the opportunities available and to capture the success you seek.</p> <p>Book</p>
<p>Wed 18 Jan 23: Visa routes for the visitor economy: how employers can sponsor international talent TalentScotland 10-11am Online</p>	<p>With many employers in the visitor economy struggling to recruit, join this webinar to hear how the Skilled Worker route and some other low-cost visa routes can help you to access overseas talent</p> <p>Book</p>