

## TUESDAY 5 JULY

### Scottish Edge promotional webinar round 20

HIE  
2.30-3.30 pm  
Online

Scottish EDGE is a large competitive fund to support home-grown entrepreneurs in competition for ambitious entrepreneurs who wish to grow their businesses.

Join this webinar to catchup with the proposed changes for the Round 20 5 pandemic.

[Register](#)

## WEDNESDAY 6 JULY

### E-commerce with Shopify

DigitalBoost  
10-12 noon  
Online (national)

Find out how to set up your own e-commerce store with Shopify.

[Book](#)

### Website analytics to improve your business and sales

DigitalBoost  
2-4 pm  
Online (national)

Discover the benefits of website tools including Google Analytics, Search Console and how visitors come from and how they behave.

[Book](#)

## THURSDAY 7 JULY

### An introduction to business websites and what you need to consider

DigitalBoost  
10-12 noon  
Online (national)

If you want to set up a website for your business but don't know where to start, you should build your own website or outsource it.

[Book](#)

### How blogging gets you noticed

Business Gateway  
10-12 noon  
Online (Highland)

Learn what blogging is, how to write a creative blog, and how to reach your audience.

[Book](#)

## FRIDAY 8 JULY

### How to generate and increase sales

2-4 pm  
Online (national)

Join us to explore the ways you can find and convert sales for your business.

[Book](#)

## MONDAY 11 JULY

### TikTok and Instagram reels for business

DigitalBoost  
10-12 noon  
Online (national)

Get the most out of social media for your business by harnessing the power of TikTok and Instagram reels.

[Book](#)

## COMING UP

## TUESDAY 12 JULY

### Exercise in a Box: Ransomware live event

Scottish Business Resilience Centre  
9.30 am start  
Face-to-face event  
An Lòchran, Inverness

With the rise of ransomware attacks, it is essential that organisations are prepared which helps organisations test and practise their response to a cyber-attack.

This session will let you participate and learn from a live exercise.

[Book](#)