



# Shetland Business Week

WEEK | 25 FEB -  
04 MAR



Highlands and Islands Enterprise  
Iomairt na Gàidhealtachd 's nan Eilean



your gateway to business expertise



Experts in Business

## Join us for the first ever Shetland Business Week

A week of talks, panel sessions, speakers, and networking opportunities. All for **FREE**



Full bookable event programme now online at  
[www.shetlandbusinessweek.com](http://www.shetlandbusinessweek.com)

Delivered in partnership by Highlands and Islands Enterprise,  
Business Gateway and Federation of Small Businesses.

Inspire

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Inform

Grow

# 2017 Event Programme

**Shetland  
Business  
WEEK**

Business Start Up Workshops for the 25 February and 04 March are not shown. **ALL EVENTS ARE FREE**

<b>MON 27 FEB</b>	<b>Venue Shetland Museum Auditorium</b>			
	<b>1400 – 1700</b>	<b>HIE Digital Sessions – Digital Boost – Digital marketing and analytics</b> Helping businesses create a digital and online marketing strategy and then use data analytics to make sure it works. <i>René Cooper – Tuminds Social Media Ltd</i>		
<b>TUES 28 FEB</b>	<b>Venue Shetland Hotel Catherine Suite North</b>			
	<b>1300</b>	<b>Welcome and introduction</b> from <i>Tavish Scott MSP</i>		
	<b>1330</b>	<b>Are you geared up for the new digital market place?</b> Six steps to making social media work for your business. <i>David Taylor – Social Media Expert</i>		
	<b>1500</b>	<b>Tea and coffee</b>		
	<b>1530</b>	<b>World Host destination</b> World Host is a suite of world class customer service training. It is a mark of excellence in customer service which is recognised worldwide. <i>David Allen – World Host</i>		
	<b>1615</b>	<b>International tourism</b> Introduction to intermediary marketing. <i>Steve Mathieson – Visit Scotland</i>		
	<b>1700</b>	<b>Shetland business discussion panel – Marketing outside of Shetland</b> <i>Chaired by David Richardson – FSB</i>		
	<b>1800</b>	<b>Networking and free buffet</b>		
<b>WED 01 MAR</b>	<b>Venue Mareel Auditorium</b>	<b>Venue Shetland Museum Learning Room</b>		
	<b>1315</b>	<b>Scottish economic outlook</b> <i>Professor Graeme Roy – Fraser of Allander Institute, University of Strathclyde</i>	<b>1400 – 1645</b>	<b>Figuring it out – Costing and pricing your craft*</b> <i>Carol Sinclair &amp; Helen Voce</i> <i>For craft businesses *Limited availability</i>
	<b>1415</b>	<b>Use of Satellite Applications</b> <i>Jimmy Slaughter – Scottish Centre of Excellence in Satellite Applications</i>	<b>1500</b>	<b>Tea and coffee</b>
	<b>1500</b>	<b>Tea and coffee</b>		
	<b>1530</b>	<b>Making skills work for employers – Discussion panel</b> With Skills Development Scotland. <i>Chaired by David Richardson – FSB</i>		
	<b>1630</b>	<b>Introduction to Interface</b> Linking business ideas to the academic world. <i>Lorraine Thomson – Interface</i>		
	<b>1700</b>	<b>Shetland business panel discussion – Challenges and opportunities of being a creative business</b> <i>Chaired by David Richardson – FSB</i>		
	<b>1800</b>	<b>Networking and free buffet</b>		
	<b>THUR 02 MAR</b>	<b>Venue Shetland Museum Auditorium</b>	<b>Venue Shetland Museum Learning Room</b>	
		<b>1300</b>	<b>Employee ownership</b> <i>Carol Leslie</i>	<b>1330</b>
<b>1345</b>		<b>Collaborating to access new markets</b> <i>Sarah Deas – Co-operative Development Scotland</i>	<b>1400</b>	<b>Intellectual assets/ Innovation/ Intellectual property advice</b> <i>Ewen MacAulay – HIE</i>
<b>1430</b>		<b>Using Shetlandic as an asset</b> <i>Christie MacLean – HIE</i>	<b>1400</b>	<b>Princes' Trust</b> <i>Stewart Thomson – PT Enterprise Manager</i>
<b>1500</b>		<b>Tea and coffee</b>	<b>1500</b>	<b>Tea and coffee</b>
<b>1530</b>		<b>Investors in People, Investors in Young People</b> Would you like to engage more people and improve your team? <i>Willie MacColl</i>		
<b>1615</b>		<b>Shetland business panel discussion – Challenges and opportunities of being a food and drink business</b> <i>Chaired by David Richardson – FSB</i>		
<b>1700</b>		<b>Developing a young workforce</b> <i>Andy Glen – Vice Principal Shetland College &amp; NAFC Marine Centre UHI</i>		
<b>1720</b>		<b>Shetland 360 video feedback session</b> Follows on from a HIE digital workshop held in December 2016. Presentation of Shetland 360 degree videos. <i>April Conroy – HIE</i>		
<b>1800</b>		<b>Networking and free buffet</b>		

All our events are **FREE**, and can be booked online at  
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