Appendix 2 - Digital Skills Provision

4.1 Digital skills are provided primarily through Business Gateways Digital Boost program. Highlands and Islands Enterprise liaise with Business Gateway on these however delivery lies with them.

4.2 Highlands and Islands Enterprise focus on growth companies in certain key sectors and account manage some businesses within those categories. They provide digital services to them alone. They also have the Hello Digital facility at the An Lochran building at Inverness campus.

4.3 The Business Gateway figures for businesses supported are in the table in Appendix 1. Over the previous financial year they supported 345 businesses across 23 workshops in Moray. This information was provided by the Moray Business Gateway Manager

Digital Boost Workshop	Sessions	Contractor	Venue
Web & Social Media Analytics (Intermediate)	1	TRP	The Inkwell Elgin
Digital Marketing Strategy	1	TRP	The Inkwell Elgin
Facebook for Business (Intermediate)	1	Tuminds	The Inkwell Elgin
LinkedIn for Business (Intermediate)	1	Tuminds	The Inkwell Elgin
eCommerce (Intermediate)	1	TRP	Horizon Centre Forres
Keep your Business Safe On-line Cyber Essentials (Intermediate)	1	TRP	Horizon Centre Forres
Paid for Advertising (Intermediate)	1	Tuminds	Horizon Centre Forres
E-mail Marketing (Intermediate)	1	Tuminds	Horizon Centre Forres
Producing Engaging On-line Content (Intermediate)	1	TRP	The Inkwell Elgin
Web & Social Media Analytics (Intermediate)	1	TRP	The Inkwell Elgin
Digital Marketing Strategy	1	TRP	Horizon Centre Forres
Facebook for Business (Intermediate)	1	TRP	Horizon Centre Forres
Enhance Your Business with Digital	1	TRP	The Inkwell Elgin
Pinterest, Instagram and Photography for Business	1	TRP	The Inkwell Elgin
Video Production for Social Media	1	TRP	Horizon Centre Forres
Facebook for Business (Intermediate)	1	Tuminds	The Inkwell Elgin
LinkedIn for Business (Intermediate)	1	Tuminds	The Inkwell Elgin
Effective E-commerce	1	TRP	The Inkwell Elgin
Keep your Business Safe On-line Cyber Essentials (Intermediate)	1	TRP	The Inkwell Elgin
Facebook for Business (Intermediate)	1	Tuminds	The Inkwell Elgin
Paid for Advertising (Intermediate)	1	Tuminds	The Inkwell Elgin
Twitter & Hootsuite (intermediate)	1	Tuminds	Horizon Centre Forres
LinkedIn for Business (Intermediate)	1	Tuminds	Horizon Centre Forres