

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 |